Video Production Workflow

STEP #1: Video Request

Video initiatives that align with College-level goals and strategic vision will be given priority and internally produced. Inquiries for video creation or campaigns that do not meet these criteria or that cannot be accommodated with available video production bandwidth will be referred to an outside vendor that has been reviewed and approved by the Engineering Communications & Marketing Team.

College Video Producer

STEP #2: Production Planning

Schedule a meeting with the project manager, necessary key stakeholders, and Video Producer to discuss in detail:

- goals
- messaging
- talent (if applicable)
- locations
- specifications
- video format/style
- production timeline
- distribution

Project manager is responsible for completing a Creative Brief to provide key details, tone and scope for the project. Additional planning meetings are scheduled as needed.

STEP #3: Scripting

Prior to recording, establishing succinct and targeted messaging is critical for successful communication in video. Depending on the format, the project manager is asked to provide key messaging, interview questions, and/or a formal script.

Utilizing the provided script, the Video Producer will create a storyboard and/or shot list to visually illustrate or enhance target messaging.

STEP #4: Production

Video Producer is responsible for executing the shoot – operating the camera(s), lighting, and audio.

Project manager is expected to be on-site for the duration of the shoot to manage participants, conduct interview(s), and ensure production remains on-schedule.

STEP #5: Edit

Video Producer is responsible for editing the recorded media, incorporating music, graphics, and stock, as well as color correction and audio mixing.

STEP #6: Video Review

First draft of video is shared with key stakeholders, project manager and Asst. Dir. Creative. Up to two rounds of edits can be made before video is finalized.

STEP #7: Distribution

Caption, post and share video on appropriate channels coordinated with the Engineering Communications & Marketing Team, e.g., YouTube, social, website, newsletters, emails.

Outside Vendor

STEP #2: Freelance Video Producer

Creative will refer project manager to an outside vendor.

Project manager is responsible for facilitating the collaboration between the video producer and department or program contacts.

Follow Steps 2-7 in the left column and/or ask vendor for their preferred video production process.

For quality assurance, please share first draft of the video with Asst. Dir. of Creative and College Video Producer for review.

Video Resources

Video Request Form: colorado.edu/engineering-facultystaff/content/video-request-form

Creative Brief: colorado.edu/engineering-facultystaff/creative-brief

Video Examples:
Video 1: The Future of Engineering
Video 2: Building a Better Tomorrow
Video 3: Shideh Dashti Faculty Highlight

Script Examples:
Script 1: International Women's Day
Script 2: Biological Engineering Research Track

Questions: Contact Michelle Wiese, Associate Director of Creative at michelle.wiese@colorado.edu

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