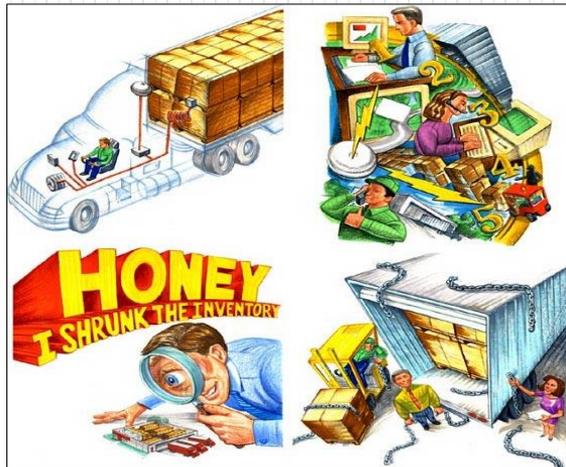


Pre-production

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Content Outline

Pre-production

Pre-Production phase

Scripting

Storyboarding

- Importance of Storyboarding

Learning Objectives

- To enable you
 - Prepare a proposal for a video production project
 - Attach story line to your video production
 - Attach a story board to your video production

Pre-production

- Pre-production is the phase of further developing ideas and planning prior to the process of production.
- Pre-production is the second step in film creation.
- It is normal for the various stages to be revisited more than once. This is because each stage may either reveal a flaw in the work to date or highlight how an aspect of the project could be further developed.

Pre-production Phase

- This phase includes writing scripts and planning; that are necessary in the preparation of the script for the recording.
- Planning the video using:
 - i. Scripting
 - ii. Storyboarding
- A tool that will assist in scripting and storyboarding is the User Innovation Management (UIM) tool.

1. Scripting

- Script is generated by the script writer.
- Writing a script is repeated until it is approved for publication.
- It is important to:
 - i. Set goals and direction of the video.
 - ii. The target audience.
 - iii. The mood/genre of video.
- Script writing is done first as a travel guide from the early stages of video production until the end of production.

Cont.

- Source of idea for script:
 - Self Experience.
 - Experience of others.
 - Reading of a variety of materials.
 - Watch.

- Structure of script:
 - Introduction.
 - Contents.
 - Conclusion.

Example

- If you want to produce a promotional video for the sale of beauty products.
 1. Purpose: Promote the sale of beauty products
 2. Target audience: Women with careers
 3. Mood/genre: Professional

- In the example above, we can see that the target audience is women. To attract the attention of the target audience to buy beauty products, mood/genre of video that can be themed products make clients feel confident, and professional career. Mood/genre is influenced by the choice of actors, audio and video settings accordingly.

Example

VISUALS	NARRATION
MONTAGE— series of shots of Rayovac in action: On the plant floor, in the warehouse, on the loading dock, in the financial area, the customer service area, and other offices; people entering the plant and office doors.	(MUSIC UP)
FREEZE FRAME ON LAST SHOT OF MONTAGE— MAIN TITLE: SAP Linking Us Together	(MUSIC UNDER NARRATOR) NARRATOR (VO) SAP, I'm sure you've heard about it. But what exactly is it? And more important, what does it mean to you and to Rayovac? SAP means communication. And it means instant access to information. SAP is a tool to help us grow.
LOSE TITLE—DISSOLVE TO INT. BUSY WORKING AREA—DAY (SUCH AS FACTORY OR DISTRIBUTION CENTER) ON DAVE JONES SUPER JONES' TITLE LOSE JONES' TITLE DISSOLVE FROM ONE STATEMENT TO ANOTHER DISSOLVE TO	(MUSIC OUT) SFX: SOUNDS OF WORK AREA IN BACKGROUND (MUSIC UP) (JONES) [JONES TALKING POINTS HERE] (MUSIC UNDER NARRATOR)
MONTAGE—QUICK CUTS OF RAYOVAC IN ACTION. FADE OUT ON LAST SHOT OF MONTAGE. FADE IN. THE BLACK SCREEN TURNS TO A SERIES OF FIVE OVAL-SHAPED VIDEO IMAGES, ARRANGED IN A CIRCLE.	NARRATOR (VO) SAP will help link together every part of our business by helping us share the information we depend on. It will help us avoid duplication and automate many of the tasks we now do manually. That will make our jobs easier and improve efficiency.

VIDEO PRODUCTION PROPOSAL			
Title	Time Adventures		
Duration	13 th FEB 2013 ~ 26 th FEB 2013		
Camerawork	Animation	Genre	Sci-fi
Target	9-14 age	Time	35 sec
Budget	About 25,868,250 won		
Description	The opening titles of a new children's TV Show called "Time Adventures"		
Team Member	Field	Name	
	Producer/Director	Yejin Oh	
	Scenario writer/ Storyboard artist	Hyosun Chio	
	Animator	Sunju Eum	
	Illustrator	Eunji Kim	
	Editor	Hyojeong Kim	
	Voice actor	Seungyeon Han	
	Composer	Miae Lee	
plans	Date	plan	
	13 ~ 18	Pre-Production	
	19 ~ 21	Main-Production	
	22 ~24	Post-Production	
	25	Finished production	

2. Storyboarding

- Made based on the script that is developed and sketched the scene is keyshot (important shot) in the video.
- It contains images or visual, brief description of the relevant visual and camera shots.
- Help in visualizing the process of video production. It can help in arranging the order of the video scene, the composition of the video shots, and the relationship is a video shot by shot another video.

Importance of Storyboarding

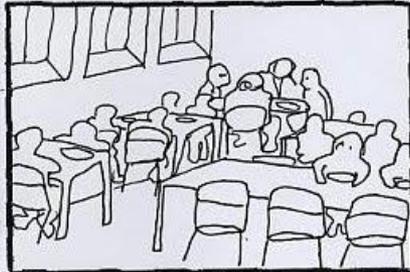
- Why storyboard is required?
 - Storyboard needed help shooting shot after shot.
 - Storyboard easily changed before filming began.
 - Storyboard easily be consulted to get feedback from others.

- A storyboard should explain the following:
 - i. The characters in the frame and how they move.
 - ii. What are the actors say between one scene to another, if any.
 - iii. How long is the time passed between the last frame with a new one.
 - iv. Where the camera is placed in the scene? Near or far? Is the camera moving?

Example 1

Long shot, Medium shot, Close up.

SHEET 1



SHOT
LS
THE DINNER HALL.
The children and teachers
have started to eat their
soup for lunch.



SHOT
CU
THE DINNER HALL.
Anton sits silently looking
at the empty table in
front of him.



SHOT
MS
THE DINNER HALL.
Elina sees that he is
hungry and carries over her
soup for him to eat.



SHOT
MS
THE DINNER HALL.
Mrs Holm notices what Elina
has done and gets up from
the teachers' table.



SHOT
CU
THE DINNER HALL.
Mrs Holm gives back Elina's
soup and says that she must
sit there until it is eaten.



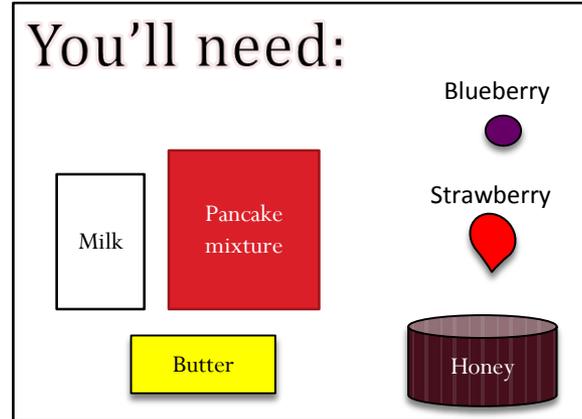
SHOT
CU
THE DINNER HALL.
Elina does not speak or
move. She stares proudly
ahead.

Example 2

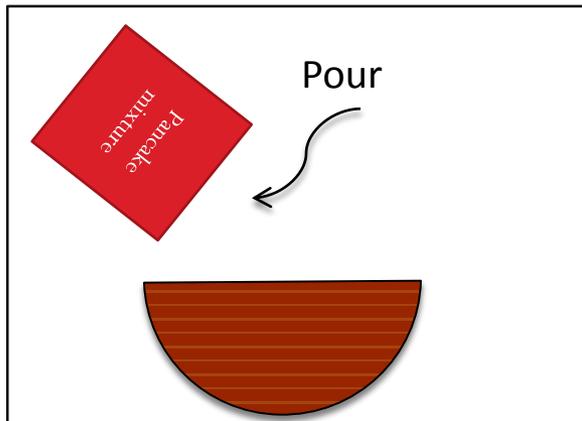
Scene 1



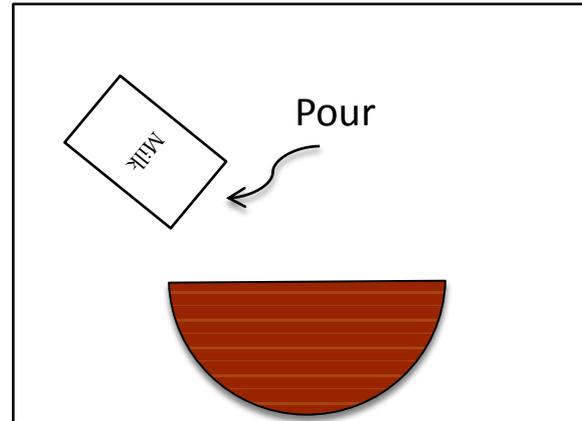
Scene 2



Scene 3

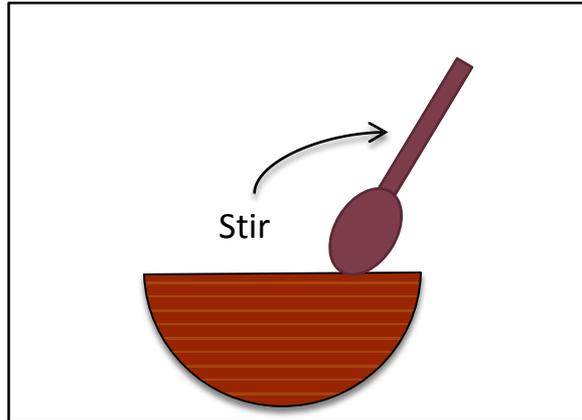


Scene 4

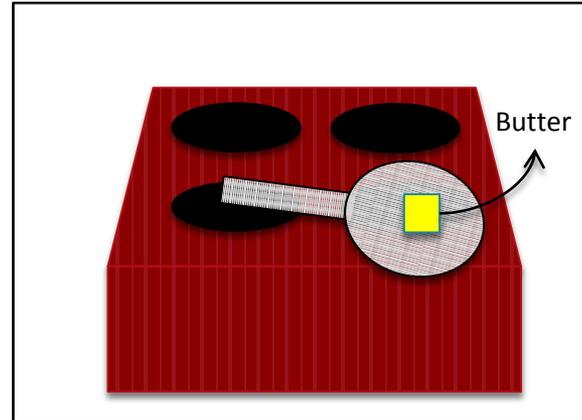


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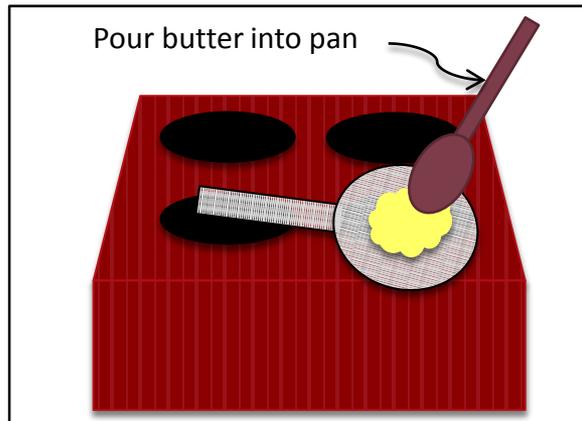
Scene 5



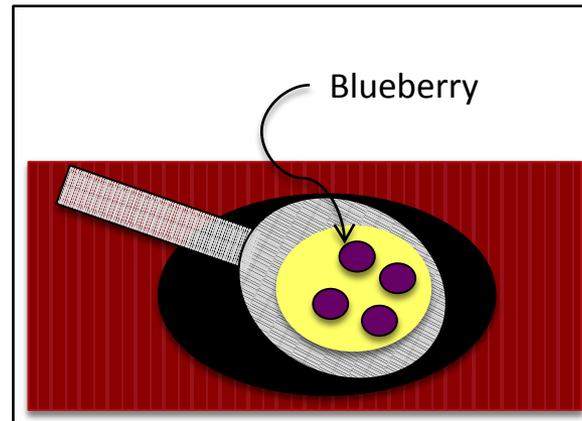
Scene 6



Scene 7

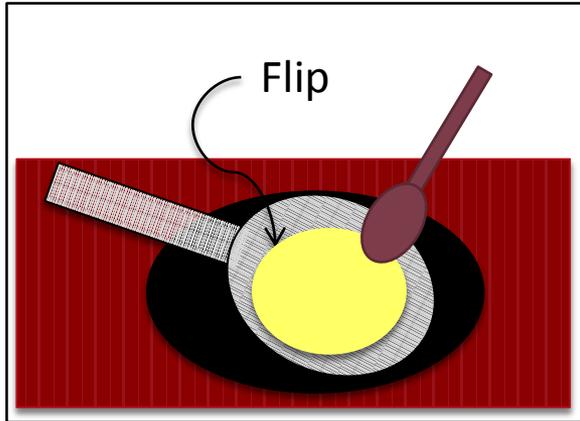


Scene 8

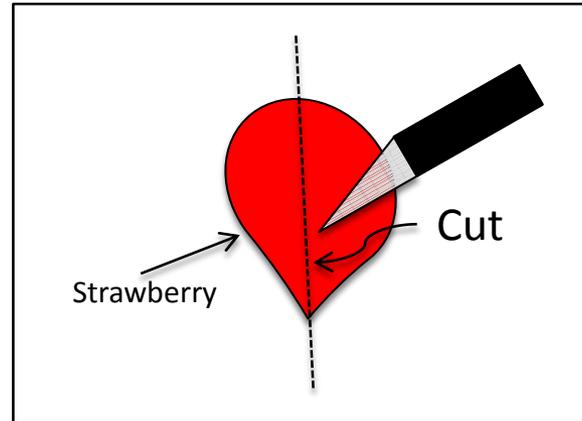


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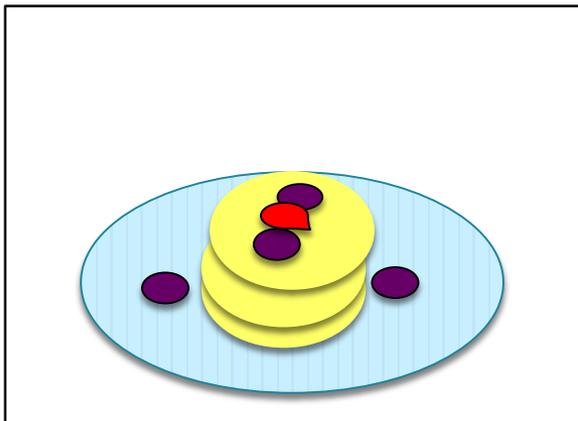
Scene 9



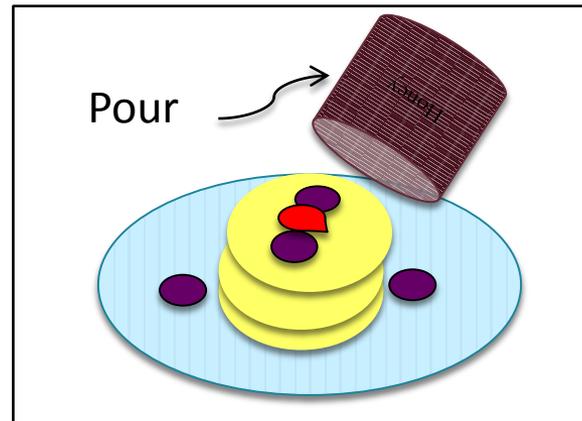
Scene 10



Scene 11

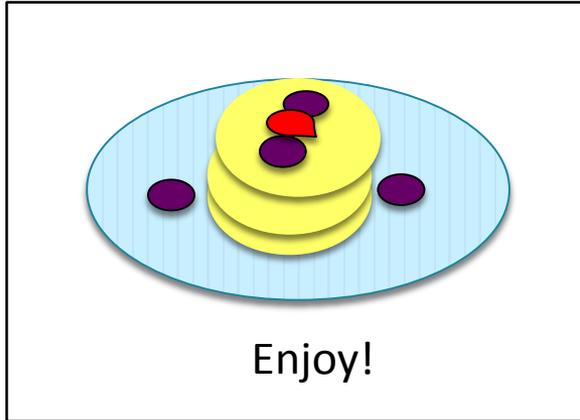


Scene 12



Cont.

Scene 13



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2. <http://www.wideopenspace.co.uk/animation-tutorial/pre-production.html>

