

# VIDEO PRODUCTION PROCESS

## OVERVIEW

The Online Communications & Design (OCD) team manages the representation of the Simmons University brand in multimedia projects across Simmons.

Our video production process is broken down into three phases, pre-production, production, and post-production. This system allows for multiple check-ins to ensure that the video is on track and aligning with the original goals of the project.

For any questions related to creating videos for Simmons University or on this process, please reach out to [webmaster@simmons.edu](mailto:webmaster@simmons.edu).

**\*Please note:** All videos created on behalf of Simmons University are required by law to adhere to Section 508 compliance guidelines and must meet accessibility requirements. Accessibility requirements for videos will be discussed in the Initial Planning Meeting with the Senior Multimedia Producer.

## PHASE I: PRE-PRODUCTION

Pre-production is the planning phase and the most important part of the project. This phase ensures that the goals of the video are reflected in the final product.

The pre-production phase includes:

### The Initial Planning Meeting

Simmons University faculty, staff, or students (“Project Lead”) who want to create a video themselves or hire an outside professional to produce a video will meet with our Senior Multimedia Producer to review their multimedia projects and the Simmons brand requirements. From there, the Project Lead will prepare a Project Focus to share with the Senior Multimedia Producer for approval. At this time, it will also be determined if video is the best vehicle/medium to meet the needs of the project. If it is determined that video is not the best approach, alternative options will be offered and discussed.

If a Project Lead wants OCD to produce a video, the request will be evaluated, with timing, resources and alignment with University strategic goals all considered. If the project is approved, the initial planning meeting will proceed as outlined above.

## **The Creative Planning Meeting**

Once the Project Focus is prepared and approved, the Project Lead and Senior Multimedia Producer will reconvene to evaluate the creative approach for the video. The Senior Multimedia Producer will advise on the creative direction, including:

- Look, feel, and tone
- Types of footage filmed (interviews, campus shots, voiceovers, etc.)
- Length recommendation

This meeting will also cover deadlines and deliverables to ensure that the project stays on track.

## **PHASE II: PRODUCTION**

Once the pre-production phase is completed, the video will go into production. The Senior Multimedia Producer will be available to answer questions or address any concerns. Please note that if the project focus or creative direction for the video shifts or changes, it's important to get in touch with the Senior Multimedia Producer.

## **PHASE III: POST-PRODUCTION**

This is the final phase of the video project, and ensures that the video footage aligns with the Simmons brand and meets the project goals.

This phase consists of:

### **Rough Cut Review**

The Project Lead will share a first draft of the video with the Senior Multimedia Producer for review and feedback.

### **Second Review**

Taking the first round edits into consideration, the Project Lead will prepare a second draft and share with the Senior Multimedia Producer.

### **Final Review**

The final version will then be shared with the Senior Multimedia Producer and, barring any further edits, will be pushed live.

## **Accessibility Requirements**

Videos produced on behalf of Simmons University must include closed or open captioning as well as audio descriptions. Audio descriptions must describe any visuals, text, and/or graphics in the video that are not reasonably understood from the main soundtrack alone.

If the video's soundtrack does not adequately describe the visuals, text, and/or graphics, a second version of the video file which includes the audio descriptions must be published. Accessibility requirements for videos will be discussed in the Initial Planning Meeting with the Senior Multimedia Producer and implemented during post-production.

# VIDEO REQUEST FORM

**PROJECT LEAD NAME:**

**PROJECT LEAD TITLE:**

**DEPARTMENT:**

**OTHER PROJECT LEADERS (optional)**

**WHAT CATEGORY BEST SUITS YOUR PROJECT?**

- **Promotional**
- **Event related**
- **Conference related**
- **Course related**
- **Marketing related (admissions or other)**

**PROJECT (WORKING) TITLE:**

**PROJECT DESCRIPTION (PLEASE INCLUDE CONTENT, LENGTH AND PURPOSE)**

**TARGET AUDIENCE:**

**WHEN IS THIS VIDEO NEEDED?**

# PROJECT FOCUS

**PROJECT LEAD:**

**PROJECT TITLE:**

**THREE KEY MESSAGES (MUST HAVES):**

- 1.
- 2.
- 3.

**SUPPORTING MESSAGES (NICE TO HAVES):**

- 1.
- 2.
- 3.

**TARGET AUDIENCE:**

**TYPES OF FOOTAGE FILMED:**

**LOOK, TONE AND FEEL:**

**LENGTH RECOMMENDATION:**

**DELIVERABLES & DEADLINES**

<b>DELIVERABLE</b>	<b>RESPONSIBLE PERSON</b>	<b>DEADLINE</b>