**Strategic Planning**

1. __tentative date(s)__
   - Who is the audience? ____________________________________________
   - What is the call to action? ______________________________________
   - What is the method of distribution? ________________________________
   - How will the video be marketed? _________________________________
   - Point of contact? __________________ Cell # __________________________
   - Email ________________________________

2. __tentative date(s)__
   - Develop concept: feel, look, sound, music (treatment)
   - Identify budget associated
   - Examples, if any
   - Approval process

3. __tentative date(s)__
   - Develop script: feel, look, sound, music (treatment)
   - Storyboards, if necessary
   - Examples, if any
   - Approval process
   - Keep your script updated as this will facilitate the captioning process during postproduction.

4. __tentative date(s)__
   - Location scouting
   - Talent/subjects
   - Transportation needed? (scouting, reserving)
   - Acquiring permits (as needed)
   - Call sheets / release forms

5. __tentative date(s)__
   - Transportation
   - Equipment staging and rental pickup
   - Sound setup
   - Lighting setup
   - Filming (wide shots, close ups, reverse angle...)

6. __Date Due__
   - Video editing
   - Sound editing
   - Music (copyright)
   - Graphic animation and titles as needed
   - Closed captions (see Video Glossary)
   - Rough cut (internal)
   - Fine cut to client
   - Delivery: publication/distribution
VIDEO GLOSSARY

AUDIO EDITING
Assembling or otherwise adjusting audio to conform to the needs of a video. Virtually all recorded audio requires some degree of adjustment, whether matching and leveling, removing unwanted noises when possible, or adding music. Voice-over audio is edited first as it becomes the backbone of the video.

CASTING
Vetting potential on-camera or voice-over talent. Clients may be involved in casting, but careful consideration must be given to talent’s appearance, sound, and comfort level in front of a camera and/or being recorded.

CAPTIONING
Captioning is required for all public media. Creation of captions can take up to five business days, therefore your video’s release date should reflect this timeline. Find more information and resources at itaccessibility.arizona.edu/content/captioning-resources and contact the UA Disability Resources Center at drc-communicationaccess@email.arizona.edu for guidance.

FINE CUT
Represents the final version of the video, launched publicly via a YouTube channel or imbedded in a website or social media platform.

LOCATION SCOUTING
Vetting a site to gauge ability to capture acceptable images and audio. Visiting the actual location helps the video team determine what kind of audio and lighting equipment is necessary. Some locations may appear beautiful but be unworkable: noise affects ability to record sound, busy backgrounds can lead to on-screen distractions.

LOWER THIRDS AND GRAPHIC TITLES
The graphical name badge that appears in the lower third corner of the image, it identifies the person shown on screen. Graphic titles can also introduce a show. They range in complexity from simple, template-ed titles to composite titles that integrate images or superimposed video beneath the text. The more complex, the more time consuming to complete.

LIGHTING OR CINEMATIC LIGHTING
Cameras are not as good as human eyes at resolving contrast in lit subjects and often, without cinematic lighting, the subject looks flat and uninteresting. In addition to the available lighting, the crew often uses cinematic lighting to ensure the camera “sees” the subject correctly. Extra time must be spent manipulating the lights to create the illusion of realistic or natural lighting.

MOTION GRAPHICS (GRAPHIC ANIMATION)
A combination of graphically designed elements such as typography and shapes, composed and then animated to create or augment a narrative in the script. They can be as simple as a title flying in from the side, or as complex as a video whose idea is completely told through the use of animation, with motion graphics.

MUSIC
All videos created by SAEM/AISS Marketing must use music obtained through a stock-music provider on a licensed agreement. If original music is used, all associated usage rights must be given to SAEM/AISS Marketing.

ROUGH CUT (SCREENER)
A version of a video that is nearly finished and typically sent via a private YouTube link. Given that a show is designed closely with the client, there are usually few substantive edits at this stage. However, the rough cut allows the client to request changes as needed.

SCRATCH TRACK
Temporary audio tracks utilized for both music and voice over (VO), often used as a necessary structural element during editing for aid in the video’s timing and tempo. Often an unlicensed piece of music is selected by the editor to convey the feel of the video, with the intent of replacing it with licensed music before the video’s public release.

SOUND-ALIKES
Occasionally SAEM/AISS Marketing is asked to use a specific popular song. Because music rights are expensive some stock-music companies offer sound-alike tracks, which feel like the original. These tracks are only available through rights leasing; prices vary depending on variables such as length, play region and type of use.

STORYBOARDS
A sequence of drawn or photographed images that depict contextual versions of what the video image will look like on a shot-by-shot basis. Typically accompanied by text or directions, storyboards are usually only used in highly designed videos, such as narrative form and animation or complex motion graphics.

TALENT
Anyone cast to be on-camera or voice-recorded, such as actors or interview subjects.

TRANSPORTATION
Larger shows require the use of rented, specialized equipment such as lights, stands and camera rigs. A university vehicle must be procured for picking up said rental gear. Occasionally, a shoot is off-site and a university vehicle is utilized to transport equipment and crew to that location.

TREATMENT
Short explanation of concept, purpose and overall feel of a show.

VIDEO EDITING
Once the voice over editing is done, or the audio track is leveled and fixed, it can be matched to the video, which is then cut together to create the final story. A final mastering pass is done to match cuts to music and smooth the roughness of the first pass of editing.