MEDIA PRODUCTION BASICS ON A BUDGET

STAGES OF PRODUCTION

Pre-Production

- Secure funding
- · Review and log existing media
- Talk with key stakeholders
- Determine the scope and story
- Determine who, what, when you can film
- Media Releases
- Acquire and familiarize yourself with equipment



OVERALL TIPS

- Know your audience
- Audio is critical
- Lighting
- Tripod, mono-pod, or shoulder riq
- The shorter the better, especially for social media
- Have a system for media management (where to store your files)
- Determine the goal and scope of your project before you begin
- Partner with someone from the community
- Youtube tutorials for all stages of production and editing

By Jackie Curnick , April 2020 Jacqueline-Curnick@uiowa.edu

Production

- Interview (questions, location)
- · Filming and sound recording
- B-roll
- Music
- Story may change
- Stakeholders

Post-Production

- Media management
- Meet with stakeholders
- Analysis (see below)
- Story construction
- Editing
- Marketing and distribution

ANALYSIS TIPS

- Be familiar with the footage and interviews
- Transcribe each interview (if you have resources)
- Determine themes, arc, scene structure, pacing
- "What is the story I want to tell?"
- "Is this different than the stakeholders?"
- What else do I need to be able to tell the story?"
- Narration

BASIC FILM KIT SUPPLIES

- DSLR camera and lenses (18-55mm lens most versatile)
- Back-up camera capable of video
- Rode shotgun microphone at attach to DSLR
- Zoom H1 sound recorder
- Lapel microphone(s) (to plug into Zoom)
- Tri-pod
- Memory cards (8 GB or greater)
- External hard drive
- Computer with Final Cut Pro X editing program (or other program)
- Extra batteries for each camera and microphone