

The Video Revolution and What It Can Do For You

M O D E R N E P I C

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ModernEpic's Video Production Process

When you hear “video production” what do you picture?

For most it conjures up images of lighting equipment, cables and camera crews recording live action for TV.

But in 2020, video production covers a much wider spectrum, from the traditional - capturing action with a camera for broadcast - to the latest virtual 3D video streaming on social media. It can encompass live elements, computer-generated elements, pre-recorded elements, video, animation, graphics, music, virtual reality, augmented reality and a long list of other possibilities.

It's a wonderful, evolving and dynamic process, limited only by your imagination.

But wherever you decide to aim on the spectrum of video production - traditional or cutting edge - take encouragement from the fact that the process from conceptualization to distribution is essentially the same for any project and whatever the content.

Begin with the concept and follow the steps through pre-production, production, post-production and distribution to help you achieve a project that has purpose and impact.

Stages of the Video Production Process

The Concept Stage

To begin, identify the most essential element of any video production project: your audience. Who are they? Professionals? The public? Millennials? The more you know the easier it will be to make important decisions about content and how to distribute it.

Once you know who your audience is, you can start making decisions about how you'll tell your story. Is it a factual story, a scripted fictional story or a hybrid story? What will have the most impact on your audience?

Your answer is essential to a successful video production process because it determines the aesthetic of your final media project and the tools available to build it.

Now it's time to flesh out the details of your media project, including:

- Overall concept
- Scope of subject matter
- Resources, research and information
- Thematic artistry
- Emotional resonance
- Tone of voice



Get clear on the interplay you want to develop between these elements without getting bogged down in the inevitable constraints, such as time, budget and run time, or the length of the final product. Let your ideas run free.

Give some thought to the best way to deliver your media project - where does it need to be accessed? On a desktop? On a mobile? As one long project? Or broken into snackable pieces? Do you need to consider data passback?

Your goal should be to design an approach that not only meets, but exceeds the expectations of your audience.

Remember, if you over-promise and under-deliver, if you don't surprise your audience, there is a risk that they will become bored and tune out. The trick is to marry a finely tuned script with a slick approach. But, slick doesn't need to be complex, it needs to be purposeful and well executed. Simple and slick is always better than complicated and confusing.

The Pre-Production Stage

Writing a script and building a storyboard is essential to the smooth development of your project. When we build a house it's necessary to start from the ground up according to a plan. It's very difficult to go back once we're laying the roof tiles!

The script and storyboard is your chance to put down ideas and test them out. Is the language right? Is it accurate? Does it flow? Is it engaging? If not, fix it now before you move on to the next stage.

The Production Stage

The production stage is what everybody recalls when they think about video production. Although shooting video is certainly a part of the process, now is the time when all of your creative and pre-production plans are carried out and executed. This can be exhausting and exhilarating at the same time.



Production isn't so much aesthetic as it is athletic.

—Steven Spielberg



NIDA Case Study

The Challenge: To create NIDA's first choose-your-own-adventure video experience for training emergency room physicians about the treatment of opioid use disorder

Why Every Detail Matters: From the first draft, we worked with a team of practicing doctors and medical experts to ensure every detail would be convincing to even the most expert audience. Using our pioneering work in High Fidelity Visual Storytelling – a uniquely rigorous approach to creating ultra-realistic scripted scenarios - we designed and staged a full hospital wing for use as the main set.

Meticulous Preparation: More than any project we've ever undertaken - every line of the 60 minutes of scripted dialogue had to be word-perfect. We devised an extensive casting and preparation process with actor Ken Stancil to

familiarize him with the underlying medical concepts and get him ready to play Doctor Alex Washington.

Creating A Set That Didn't Exist: Meanwhile, as the project was cast and the scripted scenes were being written and pre-produced, we custom-built the branching video engine that would allow learners to make their personal choices about how Dr. Washington would treat his patients, then watch the effects of those choices.

"I just wanted to say how impressed I am with these branching videos. I think these are an excellent learning tool. Wow!"

—Dr. Eric Ketcham,
lead medical specialist
Emergency Room Treatment of Opioid Use Disorders project

The production stage is often called a military circus because it involves the coordination of many moving parts. The goal is to put all the pieces of the project together according to your plan/ script, within budget and on time.

At ModernEpic, our team includes; producers, animators, programmers, cinematographers and editors, working in sync with our client to make sure a shot is going to cut, dialogue is going to ring true, a character arc won't be adversely affected if other elements need to be adjusted. It's a complex but exhilarating dance.

The Editing and Post-Production Stage

Now is the time to combine all of your carefully planned and captured elements – from 3D

animation, title graphics, music, dialogue, voiceover, special effects, sound effects and more - bring it all together in the editing room and form it into a successful project.

Be ruthless. Good editing means getting rid any material that doesn't keep the story/ project moving for the audience and may mean getting rid of shots and scenes you're emotionally attached to..

Comprehensively gather feedback from subject matter experts and other stakeholders and give yourself plenty of time when editing so you can make well-conceived changes. Make the revisions that serve the story and the audience, not your own creative interests. It's important to limit the iterations of your media project. A good number to aim for is three edits.

Once all the revisions are complete, commit to the final edit.

The Distribution Stage

Launch your project! Distribution is a decision you will have already made in the conceptualization stage so there won't be any false starts by the time you're ready to launch. If you're distributing on TikTok you'll know the best tech specs, if you're uploading to an LMS or you'll know whether you need to publish as a SCORM or HTML5 file. You've done your homework and designed your project for the platform you're distributing on.

The Optimization Stage

Optimizing your media project for different formats gives you the most value from your core

What Is Virtual Video?

You're probably familiar with virtual reality, or VR—the technology allowing everyone from gamers and doctors to architects and the military to create and experience simulated environments. It's an excellent tool though with a narrow use case.

You may be less familiar with virtual video - a term that is becoming increasingly useful, especially in our COVID-19 altered world where almost anything "in-person" or "live" is no longer an option. Virtual video is a catch-all term for the latest tech tools that can enhance your 2D video. More than just a virtual background for digital meet-ups, it's the art of combining 2D video elements with technology that augments, adds interactivity and interconnectivity to enhance your video experience. Add games,3D, a virtual room, immersive elements and more.

Get the most from your video experience. Talk to us about what virtual video can do for your training.

content and at ModernEpic our clients often ask for a variety of platform distribution options for their project. For example, a 2 mins corporate video may request a 2 x 20 sec social media versions, promo stills and even behind the scenes iphone footage as well.

Whether it's isolating signature scenes from your video footage to use on social media, packaging behind-the-scenes footage as a mini-documentary, dropping a music track or pulling screen grabs for a digital booklet, develop a marketing plan for your optimized content where each new piece meets audience expectations for each new format.

Video Completes Learning

Watching a video online accounts for more than 80 percent of all online activity across the globe, and a great deal consists of watching learning videos and online courses.¹ So it's no wonder the e-learning industry is expected to triple in size in the next five years.² Even now, more than 40 percent of Fortune 500 companies are using online learning regularly and extensively to train staff.³

Digital education – the new buzz word for all online educational practices – is revealing a plethora of possibilities for the design of learning environments. No longer restricted to physical classrooms, lectures, chalkboards, paper and pencils, teachers and students are discovering a “digital toolbox” for learning full of diversified devices, genres like gamification, digital textbooks and more to engage and enlighten them.⁴ With virtual and augmented reality leading the way for virtual courses and classrooms, education software is projected to reach \$300 million in revenue in 2020.⁵

People interested in creating online courses are starting to realize that a simple promise to prospective students that a course is worth the time investment isn't enough for them to commit.

You must prove it.⁶

This involves thinking about video production like ModernEpic does – as a process. From creative pre-production to the approach, determining the most engaging and effective delivery methods for each lesson, getting original content “in the can,” editing ruthlessly and finally

References

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4 - <https://www.statista.com/topics/3115/e-learning-and-digital-education/>

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distribution and optimization - all your collaborators are creative storytellers and often experts who are focused on making sure they're telling the same story to be effective.

What is video production? It's doing whatever is required to tell the best story on video. Some say the world's best stories you can tell in one sentence. We do it all the time.

Let's tell your story together.

About ModernEpic

ModernEpic specializes in creative production services for video, interactive and immersive content. We work with clients that include Fortune 500 companies, Ivy League universities and global health organizations to create:



Learning + training content – video and interactive learning content for the workplace, public education and expert-level training



Health + mental health content – video and interactive content for health and mental health practitioners, patients and the public



Communications + corporate video content – marketing video content that turns ideas and information into compelling visual stories for companies and corporations



Documentary + mini-documentary content – factual video content for marketing, fundraising, public awareness and social-media

Want to chat with our team about a project?

Get connected with a creative producer who can help you move your project ahead at any stage, from concept to screen. Send a message via email to connect@modernepic.com.

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