Media Production Process

All media projects – video, film, television, podcasts, music recording, animations etc. – go through the same production process consisting of three general stages: **Pre-production, Production** and **Post-Production**. Organizing the steps and actions that you need to take to accomplish your goals into these stages helps to refine your workflow and more easily achieve success.

Pre-Production

Pre-production refers to the task that need to happen before production can begin. This phase is all about planning and clarifying your vision. The more time and attention given to your project in pre-production, the better informed you will be during the other phases - saving you time and frustration.	- Idea Generation - Research - Script Writing - Storyboarding - Budgeting & Scheduling - Location Scouting - Casting

Production

The production phase is when materials are created and gathered to create the final end product. Capturing video footage, recording interviews, creating soundscapes, tracking instruments, developing animations, etc. This phase can be fun and messy, and can allow for some experimentation. But it also requires good time, resource and people management skills to successfully navigate.	- Prep Talent, Crew & Equipment - Record and Direct - Obtain Media Release Forms - Conduct Interviews - Build final Sets and Props

Post - Production

"We'll fix it in post!" means that a problem will be addressed later on by someone else, and is not a phrase you want to hear! Post-Production is the phase where the materials are put together into the end product. It can be time consuming, and often take longer than Production, but can be made easier by a project having gone through an informed, rigorous pre-production phase.	- Ingest footage, photos & audio - Organize Media - Edit Video or Audio - Graphic Design & Animation - Review and make changes - Record pickup shots - Color Correction - Special Effects - Closed Captioning

These phases are the *major* phases, however there are certain tasks to be done that usually fall outside of them. For example, you may need to determine what stories or genres you want to work before you even have a full idea ready to get started in pre-production. After post-production, other tasks include marketing and distribution, screen testing, promotion etc.