



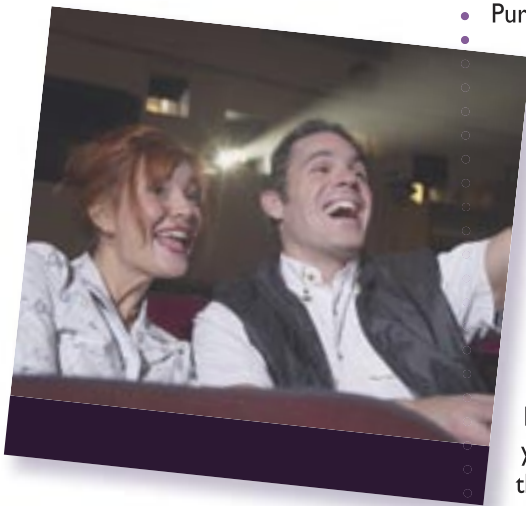
UALC Resource Guide: Producing a Video

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Communication leads to community, that is, to understanding, intimacy and mutual valuing.

Rollo May



So, you've seen a video during a Sunday morning service, a class, or meeting and thought, "I have a great idea for a video, what do I need to do?" Two things: first, be sure your idea meets the criteria for producing video. Second, get organized. The production process for your video has a beginning, middle and end. A great tool for getting started is the Video Production Organizer.

The Beginning

Before you do anything, contact your Purpose Leader for approval and to get an account for costs. Then, the easiest way to get your video project started is to download or pick up a Video Production Organizer. It is available on the UALC website, www.ualc.org/videoorganizer and in the offices at Mill Run and Lytham Road. Using the Organizer will help you think through your video project so that the final product will be as effective as possible. And it will help your video adviser know what you need and want, as well. Some of the information in the Organizer may be new to you, but we can fill that out together, just complete what you know.

After completing the Video Production Organizer as well as you can, please send an email to Steve Gill, sgill@ualc.org, or leave Steve a voicemail message at 451-3736, ext. 7640, and let him know you have a project. He will contact you to schedule a meeting to discuss your video project. The main agenda for this meeting will be to go over the Organizer together to determine what your video is and how to get it done. If there were questions you couldn't answer, he'll go over those with you.

The beginning portion ends with finding and scheduling all the people, places and things needed to get your video made. Most of the specifics — who, where and what — will be worked out during the initial meeting. However, there might be "homework" for us in order to pull all the details together.

The Middle

Here's where we turn your concept into reality. We record video and audio, create graphics and sound effects, and edit the whole thing together. You'll move from *thinking* about your video to *making* your video. You are our most important adviser; don't put that thinking cap away.

Questions will arise throughout this stage and it is very important to have a single decision-maker (producer) available with whom we can consult. This should be the same person who filled out the Organizer. It's always tempting to keep your entire group in the loop, but experience tells us that working with the producer is far more effective.

The producer should be present at all video and audio recording sessions to ensure that we get all the necessary content as intended. He or she should provide the content for any graphics that need to be created. The producer should also be available to answer questions and preview the video at various stages throughout the editing process to ensure that we are on the right track.

If you're thinking, "I don't know how to do all that. Maybe, I shouldn't make my video after all?!", stop right there! We will work with you throughout the entire process to help you get your video made. Initially, all you have to do is answer whatever questions arise. As you gain experience, you'll learn what questions are coming and be prepared ahead of time. After awhile, you'll be reminding us of the things we need to do!

The Video Production Organizer

Whether you're a seasoned professional or new to video, there are details to be managed. The Video Production Organizer (see right) will help your project stay on track.

For the experienced video folk — don't shortchange the benefits of using the Organizer. Any and all projects can profit by spending some time thinking through the process, and it's a great tool for your video adviser to keep your project focused.

For the novice video folk — you've taken your idea this far. Go for it! The Video Production Organizer is a tool to help us all get organized and stay organized. It will help you and the production team. Follow-up meetings will clarify any questions or you might have, and you'll have our help every step of the way.

Checklist for Producing a Video:

- Use the Video Production Organizer
- Fill in what you can, and bring the sheet to the planning meeting
- Consider the people, places and things you will need to schedule
- Consider where the video will play
- Choose a producer on your team — someone who can make decisions
- Be sure you have permission to run your video before you start (see below)

Can You Run It?

Before we get ahead of ourselves, let's just back up to one very important point. You have a great idea for a video, but do you have permission to run it? Below are general contacts for seeking approval:

- ✓ Worship - Jeff Marian
- ✓ Technical Resources - Steve Gill
- ✓ Events - Event Leader

The End

To wrap up your video project we have to output your video to a playback format appropriate for the location where you intend it to be viewed. That is, if your video will be viewed ...

- In a sanctuary, it needs to be DVD.
- In Xalt, it needs to be QuickTime.
- In classrooms or meeting areas within the church, the format depends on the equipment available at the location.
- At in-home meetings, DVD is the format most often needed, but check with the host.

The important point here is for you to determine where your video will be viewed. If you choose a location in the church, you will need to complete the Room & Resource Request form. We'll take care of the rest. If you will need many different formats and/or a number of copies of any format, it will take more time and might incur a cost. By completing the Video Production Organizer and discussing your needs, we will be able to determine this in advance.

The end phase ends when your finished video is in hand.

The Details

Now you know how to get your video made, but perhaps you're wondering how long will it take to do that? The good news is that by pondering this question, you're already on the road to becoming an experienced producer! The bad news is that we have no way of knowing — that is, until we meet and discuss your video project. Based on the length and complexity of your video, we will be able to determine a timeline for getting it done.

So, if you have an idea for a video, download a Video Production Organizer from the UALC website, www.ualc.org/communications and get the ball rolling. If you think you might want to do a video in the future, download or pick up the Organizer for future reference. When your video idea is more concrete, pull it out and get started.

If you have any questions, please send an email to Steve Gill, sgill@ualc.org or leave Steve a voicemail message at 451-3736, ext. 7640.

Video Lingo and Other Handy Information...

Audio Track - The sound in a video. This portion of the program can be edited separately from the images.

B-roll - B-roll is the alternate video footage shot to intercut with the primary video footage used in a program. It is frequently used for cutaway shots, while still using the audio from the primary video.

Editing - Selecting images, graphics, sound etc. and assembling them into the final video.

Graphics - In video, this can be text, pictures or computer-generated files used to provide more information or enhance the video.

Mini-DV is a small, digital videotape format. It is a very common format for home and semiprofessional video production. Because it is a digital format, its content can be transferred directly to a computer for editing without any loss of quality.

QuickTime is a technology developed by Apple Computer capable of handling digital video, sound, text, animation, and music.

Rough Cut - The rough assembly of the individual video pieces, sounds and graphics. In print, this would be known as the first draft, still needing work.

Sound Effects - Wind, rain, laughter, footsteps, music, etc. We have a collection of sound effects for your use.

Streaming Video - These are movies played over the internet. They require a continuous "stream" of data, consequently, the name.

WelcomeVision - The televisions at Mill Run and Lytham that play a continuous "slide show" every week in the common areas. All material uploaded to WelcomeVision supports our mission, "to be and to make disciples of Jesus Christ."