

MODULE 2 SESSION 1: THREE PHASES OF VIDEO CREATION

Garrett Robinson: Hello and welcome to YouTube For Authors, module two, session one. Now that we've got the basic setup done on our YouTube channel, we're ready to start making some videos and upload to the internet. But before we hit Record and start talking to our audience, it's well worth taking some time to understand the basics of video production and what we want to be thinking with as we create our videos.

What you're seeing on your screen right now may look like it's happening pretty easily. Hopefully, it does, but it's the result of many years of learning hard lessons about [00:00:30] making videos and polishing my process. The first thing to know is that all video production actually consists of three main phases, pre-production, production and post-production.

You might actually have heard these phrases tossed around in the various writer communities you inhabit, because a lot of modern writers have borrowed them from the film industry. Pre-production consists of everything you do prior to setting up lights and turning on your camera. This includes everything from scripting to setting up your background and choosing your wardrobe [00:01:00] to rehearsal. If you're doing an interview show, pre-production can also include things like scheduling guests and arranging questions beforehand.

Over our next two videos, we'll be talking about the two main aspects of pre-production. First, we'll go over the pre-production of the actual content, including topic selection and choosing between scripts or ad lib or something in between. Then in the next video, we'll go over design pre-production. Things like background, your own personal appearance, your delivery and so on. After pre-production, of course, [00:01:30] comes production.

Production is all the stuff people typically think of when they think of a video or film set, sound, lighting and the camera itself. It's where

you record all the raw material that will form the basis of the video you publish online.

In the final video of this module, we'll go over some of the basics of production equipment. This doesn't require an extensive education in camera and audio technology. We'll give you the basics so that you can make an informed decision when you're selecting and purchasing your equipment, [00:02:00] and so that you can continue to upgrade it in the future if you want to.

After production is post-production, and that's an extensive enough subject that we're going to be covering it in its own module after this one. Post-production is where you take all the elements you've recorded and turn them into a final product that's ready for your viewer. It includes video editing, audio editing, audio mixing, which is where you enhance the quality of the audio, sound effects, visual effects and the export of a final video file that's ready for YouTube.

If that sounds like [00:02:30] a lot, well it is. But don't worry, we're going to go over these things in a very general sense to help you identify what you do and don't need to know about for your YouTube channel. Then, we'll go into each topic in more detail. Some topics are more universal than others. For example, every YouTube channel needs to know about video and audio editing, but most YouTube channels don't need to mess about with graphics and visual effects at all. So there's a good chance you can just skip that whole section.

There's one very important thing you should keep in mind as you study the rest [00:03:00] of this module, and that is that pre-production is King. Most people have one part of the process that they enjoy more than the others. Some people love pre-production, some people love production and some people love post-production. For me, I love production, setting up lights, setting up the camera, filming itself. That's always my favourite part of making my videos. But if my videos aren't well planned enough from the beginning, I'll end up spending far, far longer than I should in post-production.

Sometimes, I'll get to post-production and find out that I don't have a usable [00:03:30] video at all, and then everything has been a huge waste of time. You know as an author that a better outline for your story usually means less editing after you write it. But in writing you have a lot more leeway. You can write a novel completely by the seat of your pants and still edit it into a great book. Many authors prefer to write that way, but the same doesn't apply to video in almost all cases. A lack of planning can tank a video before it's even begun. And in all cases, the more planning you do, the [00:04:00] easier your life will be when it comes time to edit.

As you get more and more experienced, pre-production will be a faster and faster process. But in the beginning, you should take the extra time to plan your work in as much detail as possible before you begin. That's it for this introduction. What's next? As promised, we're going to get into pre-production, starting with the content of your video itself. You'll learn about topic selection and the three different types of content planning and, finally, how to include calls to action, or CTAs, in [00:04:30] your videos that will direct your readers to continue to interact with you after the video itself is complete. Bye for now and we'll see you in the next video.