PLANNING YOUR PRODUCTION
Pre-production is possibly the most important part of the production process. It includes:
• Determining what your message is
• Defining the audience for the piece
• Determining how you’ll deliver your message (verbally, visually, graphics)
• Writing the script
• Defining location(s) where the video will be shot
• Defining what props or costuming might be needed
• Determining what graphics might be needed

Time and planning on pre-production means there will be significantly less time spent on production and editing. NOTE: If the script and set planning are not complete one week prior to the day of the shoot, the shoot will be cancelled until everything is in place.

SCRIPT WRITING TIPS
• Research videos done in a style similar to what you envision, pay attention to how they’re scripted and try to emulate the style.
• Consider your audience. How will you communicate the material in a manner that makes sense to them?
• Consider your objectives. What visuals do you need to reach your objectives? What are your key points?
• Make sure the information or story flows in a logical order.
• Include information about potential shooting locations, especially if there is more than one or travel will be required. Consider the season if relevant to material.
• Think visually. The words are important, but having the right way to represent a concept or scene can make or break a production.
• Rather than doing one long shot, break it up into smaller components using the wide/medium/close shot progression.
• Scripts are most easily planned using Microsoft Word, in a two- or three-column table format. See the example below, or view script examples here.
• For the visual column of the script, use the following shot size descriptor acronyms:
  o WS – wide shot
  o MS – medium shot
  o CU – close-up
  o ECU – extreme close-up
• Generally the shot sequence is WS (start wide to establish the scene), MS (use a closer shot to further define the subject) then CU (sometimes followed by an ECU) to show detail.
• The Lower 3rd of the screen is typically used to identify the person being shown in the video.

Remember: Communications will work with you to draft, refine and finalize your script. There will also likely be changes made on the day of the shoot. For script writing help or questions, please contact Jeff Fay at jeff.fay@alaska.edu or call 907-474-5349.

SCRIPT SUBMISSION FORMAT
Extension Communications will only accept scripts in the following formats:

- Submit an editable electronic file by email or on a CD or thumb drive. Contact Communications for help with sending files too large to email.
- Scripts must be submitted using Microsoft Word, in a two- or three-column table format. See the example below, or view script examples here.

<table>
<thead>
<tr>
<th>Primary visual(s): what you'll see, e.g.</th>
<th>Audio: what you'll hear and where the sound is coming from, e.g.</th>
<th>Titles, secondary visuals, notes, materials needed or other, e.g.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WS, garden with compost heap in front and farmhouse behind</td>
<td>Banjo music</td>
<td>Title: Making Compost from Garden Waste, Lawn Clippings and Kitchen Scraps</td>
</tr>
<tr>
<td>MS, John Jones, speaking to the camera</td>
<td>John Jones: It is possible to grow a garden without commercial fertilizer by making and using compost.</td>
<td>Or</td>
</tr>
<tr>
<td>Or</td>
<td>or</td>
<td>Lower 3rd: John Jones, Integrated Pest Management Agent, UAF Cooperative Extension Service</td>
</tr>
<tr>
<td>CU, Photo showing spots on leaf</td>
<td>Narrator: Look for visible spots on leaves as evidence of a pest problem.</td>
<td>Or</td>
</tr>
<tr>
<td>Or</td>
<td>or</td>
<td>Music, under</td>
</tr>
<tr>
<td>WS, video of field with tractor pulling a disc harrow</td>
<td>Sound of tractor</td>
<td></td>
</tr>
</tbody>
</table>

**Artwork, photos, slides, illustrations and graphics**

- Electronic images must be high quality and calibrated correctly. Graphic file formats will be accepted in the following formats: PNG and high-resolution JPEG and GIF.
- Digital photos: When photos are taken with a digital camera, shooting at the largest image size and highest quality is more desirable. This allows for the use of photos in print as well as in electronic media. The best practice is to set the camera to the highest resolution and turn the digital zoom off. For best image quality, the minimum physical specifications for digital images are:
  - For a full-frame image, the pixel dimensions are 1920 W x1080 H.
  - For graphics or photos that are used at less than full frame, remember that the full frame is 1920x1080, so size images to be the proper size without having to zoom in on them.
  - For photos that start full frame and are zoomed in for emphasis or start zoomed in and zoom out to reveal (both known as “the Ken Burns effect” for the historical documentary filmmaker) recognize that for best quality, zoomed-in pixel dimension should be 1920x1080. This means, depending on the level of zoom, you may need to start with a larger image than 1920x1080.
  - Use JPEG or RAW format. Shoot the RAW format if your camera has the capability.
• When photos are scanned, they should be scanned to the following specifications (standard 35mm photo):
  - Use TIFF format
  - 72 DPI
  - 1920x1080 unless a “Ken Burns” effect is desired, requiring a larger image
• For artwork, photography or figures that are not your own, provide complete source information. Indicate in writing that you have permission for use, or furnish a photocopy of the letter of permission.
• All photos and/or digital images with human subjects MUST be accompanied with a signed, dated and completed Extension model release form, available from UAF Extension Communications website.
• If the work was outsourced, provide the name and contact information of the contractor in case questions arise during the layout and design phase.

TIPS FOR THE DAY OF THE SHOOT
• Shooting can take a lot of time — about 1 hour per minute of finished product. Make sure you are well rested for the day of the shoot as it can be tiring.
• Be VERY familiar with your script. A teleprompter is available if needed.
• Wear solid colors without checks, stripes or patterns. Patterns, especially small or detailed ones, can make the video image jitter and can be distracting. Pastel colors work best, and green and blue are the colors that are most accurately represented. In general, avoid red as it is the hardest color for video cameras to duplicate. If you have Extension branded clothing, wear it!

INDICIA with AA/EO STATEMENT
All UAF Extension videos will contain the following statement: “Produced by the University of Alaska Fairbanks Cooperative Extension Service in cooperation with the United States Department of Agriculture. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.”

Numbered video publications will include this copyright statement at the end of the required indicia: “©2015 University of Alaska Fairbanks.”

APPROVAL PROCESS
You may have to review several versions of a video before it can be finalized. Keep your notes and edits in order to be sure all changes have been made. Ask someone who has not seen every version to review the video as a fresh pair of eyes. Please do not distribute the videos sent for review, as they are draft copies. Once the video is finalized, Communications will post the video to YouTube (or burn to DVD) and distribute it appropriately, as well as notify you via email.

DISCLAIMER STATEMENTS
If the video mentions registered trade names of products, do not use the “registered” or TM ™ symbol in the text. This standard disclaimer must be included: “To simplify information, trade names of products have been used. No endorsement of named products by the University of Alaska Fairbanks Cooperative Extension Service is intended, nor is criticism implied of similar products that are not mentioned.”

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