

Purpose

The Post-Production Workflow Model is designed to assist/inform you of the editing process, necessary after recording a video footage. Post-Production is an essential part of the Video Production process and should not be skipped. This model will provide you with information relating to Best Practice, once your project reaches the post-production portion of Video Production. We also include helpful, studio-proven tips to maximise your video's potential.

Instructions

On the next slide, follow the coloured arrows exactly in the order they are presented (from left to right). Below each arrow, in the coloured boxes, are actions that must be taken before you can move to the next arrow. The process of Post-Production is linear and the steps shown on the next slide can be completed in the same way for any videos you produce.



Pacing & Timing	Enhance Visuals	Clarify Message	Find Audio Moments	Bring In Extra Effects	Mixing Your Audio	Mastering for Max Effect
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Assemble audio & video clips into a first draft.
This edit will tell your story.

Add more images in to enhance the "show" (better pacing & remove confusion).

Add text titles to help clarify what is going on.

Look for audio opportunities (sound effects, short musical moments, extra voice over, etc.).

Add a musical soundtrack below (**might be added earlier if timing with song is needed**).

"Normalise" your audio tracks (to maximize volume before you mix).

Export the video in a format that supports online video (i.e. MP4).



Optimise & solve timing and pacing issues before going any further.

"Show" instead of "Telling" whenever possible.

Use "Lower Thirds" (names & locations at the bottom of screen. Like on TV News).

Listen with sound off (for objectivity) to find moments that could use some extra sound.

Add any video transitions (dissolves between video shots/scenes).

Mix volume levels of both voice & music so they are equal and balanced.

Check the video using different speakers AND headphones.



Nothing fancy at this stage in the editing process.
Just tell the story with successful pacing & timing.

Once images & graphics are added, the visual presentation should feel strong (timing & visually).

Use "Title Cards" (text without images on static background) to separate clips if required.

Listen to only sound (no visuals) to ensure message is clear and audio is not "over-done."

Add video effects, such as keying a greenscreen, colour correction or anything "fun" that helps your video.

Always lose sound effects and musical moments for vocal clarity.

See how the video holds up on YouTube, on your iPod and in a dark or bright room.