

# Instructional Design & Delivery

## Step by Step Project Management

### Step 1: Before Video Capture (Pre-production)

*Good videos don't happen accidentally – they are planned.*

- There is a lot to plan. If you are making the video for someone else you may need to produce a budget, a video concept document or 'pitch', as well as a production schedule.

### Step 2: During Video Capture (Production)

*If you go with Plan A – you'll probably get an A movie.*

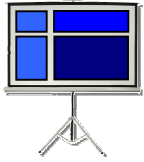
- Get your shots, and get some 'coverage' for each segment or scene. Coverage includes capturing the individual elements that will be seen and heard in the video from a variety of shots, focus, angles and movement. Ask yourself what the motivation (video objective) is behind each shot.
- You may also need to make graphics, images, animation, music, sound effects, and narration in addition to video.

### Step 3: After Video Capture (Post-Production)

*When the pieces are all aligned – the puzzle reveals itself.*

- Edit in stages: rough cut, draft assembly of assets, final cut.
- Keep stakeholders in the loop if there are any.



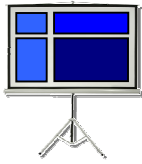


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## PROJECT STORYBOARD

Project Name:		Duration:	
Segment Title:		Segment #:	
# of Scenes:		Scene #:	
<b>Action Overview</b>			
<b>Describe EFFECTS</b>	<b>Titles</b>	<b>Graphics</b>	<b>Animation</b>
<b>Camera SHOTS</b>			
<b>Camera MOVEMENTS</b>			
<b>Camera ANGLES</b>			
Narration:			
Audio:			





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### Sample Model Release Form

(Replace *italics* and **bold** text with your own text)

Thank you for agreeing to participate in *Tammy Tasteful's ("TT")* video recordings about *Quails* (the "Event").

Please sign below to confirm your agreement as follows:

1. **TT** and its affiliates or others acting with authority from **TT** may:
  - a) use, reproduce, exhibit, distribute, broadcast, digitize or edit your contribution to the Event or make derivative works thereof, including any written or other materials you provide, in whole or in part, for any purpose, by any method and in any media, whether now existing or later created (including by digital or interactive media transmission);
  - b) record your contribution or participation in the Event in photographs or on videotape or audiotape and make transcripts based on the recording of the Event; for any of the purposes set forth in (a) above; and
  - c) use your name, likeness, voice and biographical material in connection with any use of such photographs, videotapes, audiotapes, transcripts and materials, including uses in connection with the Event.
2. You acknowledge that you will not be compensated for any uses made of the Event and any recordings or publications of the Event and your participation in the Event.
3. You represent that all materials you will use in your contribution to the Event are either owned by **TT** or are materials for which you have obtained all necessary permissions. You represent that your contribution will not infringe any copyrights or other rights of others, and will contain nothing defamatory or libelous.
4. You understand that **TT** owns all rights in the Event, including the copyright. However, except for the permissions granted herein, you retain all rights you may otherwise hold in any copyrighted materials included in your contribution and/or incorporated in the Event.
5. You agree that you have read and understand the contents hereof, and you have the right and authority to execute this Release.
6. This agreement and release shall be binding on you, your heirs, executors and assignees.

Very truly yours,

**TT**

Represented by: [person's name], [position]

Accepted:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_