

Video and Broadcasting: A Systems Approach

- “The Video Production Process” J. Longo
- “A World of Choices: TV Format Standards
J. Hamalainen
- “Designing and Developing a Digital TV
Studio” C. Claxton
- Panel Discussion / Questions & Answers

“The Video Production Process”

J. Longo

- A video is a form of communication that conveys meaning through:
 - Kinetics, visuals, color, and design
 - Narration, music, and audio effects
- Producing a video requires highly skilled team of experts using sophisticated electronic equipment throughout the video production process.

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- **The viewer perceives video as:**
 - Immediate (Year 2000 celebrations worldwide)
 - An intimate form of communication (in the comfort of your living room)
 - Real (Used for news-casting)
- **Film is perceived as:**
 - Historical
 - Community-shared (theater-based)
 - Illusory or fantastical (story-telling)

“The Video Production Process”

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- There is basic video production process common to all forms of video production and varies with:
 - How to program is distributed
 - If the program is linear (broadcast TV show) or non-linear (interactive video)
 - The purpose of the program being produced

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- The video image is distributed in two ways:
 - **Broadcast** (transmission over airwaves)
 - **Non-broadcast**
 - Videocassette
 - Cable
 - Satellite
 - Closed-circuit TV
 - CD-ROM
 - Web-based Video
 - Digital Video Disk (DVD)

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- Broadcast video
 - Intended for a general audience and designed for mass communication
 - Strict FCC and other international standards
- Non-broadcast video
 - Smaller, more specialized audiences
 - No production standards enforced

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The Three Stages of Video Production

Pre-Production

Production

Post-Production

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- Pre-Production
 - Conceptual planning design
 - Costing and budgeting
 - Script writing and script approval
 - Scheduling production and post-production
 - Hiring camera crews and editing facilities

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- Production

- Camera work

- Single camera production
 - Multiple camera production
 - Some camera options: betacam-sp, digital betacam, HDTV, Hi-8, shoot in film and then convert to video for editing

- Audio recording

- Lighting

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- Post-Production
 - Graphics and animation design
 - Narration and music selection
 - Editing
 - Non-linear “off-line”
 - Digital “on-line”
 - Audio sweetening

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Once the video production is complete:

- Distribution
- Archiving

For more information:

- Longo, J.A. “Video Production” *Wiley Encyclopedia of Electrical and Electronics Engineering*, John G. Webster, Editor (1999, John Wiley & Sons, Inc.)