



# Planning Audio and Video Projects

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# Outline

- Production Phases
- Production Considerations
- Time Line
- Software

# Production Phases

- Pre-production
  - Answer the questions
  - Script
  - Scheduling
- Production
  - Know your equipment
  - Know your space
- Post-Production
  - Plan enough time
  - Have all of the elements you need from the other phases

# Production Considerations

- Be aware of your surroundings
- Legal considerations, releases (people and place), logos and trademarks, copyrighted material
- Make sure you have all of the people that you need
- Think about clothing (stripes are bad...so is houndstooth)
- Keep detailed notes
- You can't fix everything in post....

# File Types

- Audio
  - Compressed: mp3, aac
  - Uncompressed: aiff, wav
- Video
  - Codec: h.264, mpeg4, wmv, Apple-Intermediate...
  - Container: mov, avi, ogg

# Storage Space

## It Depends...

But, here are some calculators to help...

- [Video Storage Space Calculator](#)
- [Audio Storage Space Calculator](#)

# Analog to Digital

- Real time process
- You will need a player
  - ADHC has audio cassette and VHS player
  - For other tapes (e.g. MiniDV), you will need to bring a camera and its power cord.

# Video Considerations

- Familiarize yourself with your camera
- Lighting
- Use a tripod
- Record settings
- Battery Life/power
- Shoot multiple angles
- B-roll

# Audio Considerations

- An external microphone is better than onboard camera microphone
- Be aware background noise
- Voice-Over vs. Sync-Sound
- Sound effects

# Time Line

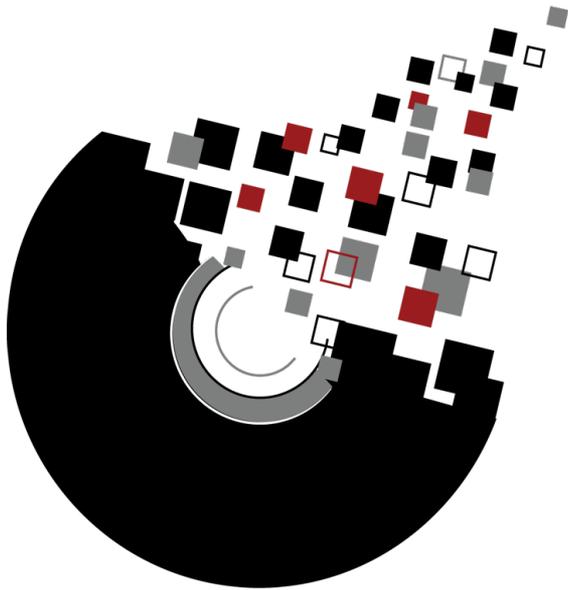
- Working with video takes time
- Don't underestimate your editing/export time
- Examples:
  - SMC "We are the Center"
    - <http://www.youtube.com/watch?v=OYA EGL9SWow&feature=youtu.be>
  - SMC "What's New at the SMC"
    - <https://www.youtube.com/watch?v=z7j4D7-Kp7I>

# Time Line: “We are the Center”

- Reusable content:
  - Each interview 1.5 hours (15 interviews)
  - Intro motion logo, 8-9 hours
  - B-roll, each shot 30 minutes
- One time use content:
  - Making the audio 5-6 hours
  - All other editing (e.g. content selection, color correction, tagging, 40 hours)

Total Hours: ~90 hours

# Logo Creation



## Time Line: “What’s new at the SMC”

- Script was already created
- Part of SMC training for fall 2012
  - Students were given the assignment on Sunday afternoon, had to be done by Tuesday at 3pm.
- Only basic editing, no color correction, no tagging.

Total hours: ~84 hours

# Conversion Software

- [Handbrake](#)
- [Mpeg Streamclip](#)
- [ClipWrap](#) (\$50.00, Mac only)

# Audio Software

- [Audacity](#)
- [Garageband](#) (Mac only)

# Video Editing Software

- [iMovie](#) (Mac only)
- [Windows Movie Maker](#) (Windows, free)
- [Final Cut X](#) (Mac only)
- [Premiere](#) (Cross Platform)
- [LightWorks](#) (Windows, free and paid)

# Questions?

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