

Video Production Request Procedures and Proposal Form

November 2019

Video Production Requests

Proposal

Faculty members or departments interested in developing video material should submit a production Proposal form to Video Services.

The proposal form helps us understand the goals of the project as well as the audience and tone of the video. We recommend all relevant stakeholders have input in answering the questions. If this is a proposed Marketing project it is strongly advised that the requestor consult with the College Marketing Department before submitting the proposal.

Depending on the project, video proposals may require signatures by faculty/staff, appropriate department chair/manager, Dean/Director, and Provost/Vice President. Please make sure you get all approvals before submitting proposal.

Needs Assessment, Review and Selection

Once received, the proposal will launch a needs assessment completed by Video Services. The selection process for moving forward is based on the following:

- The project is aligned with the college's strategic goals (ex; Enrollment, retention, student success, jobs).
- The project has significant impact on a core part of a major college initiative, serves a large number of students, or targets the needs of the NOVA community.
- The project is well suited to effective use of video for communicating the content and there is a plan to gauge the success of the project.

Video Services reviews proposals on a rolling basis. The number of proposals accepted for production varies according to the production resources available. Please plan and provide appropriate lead time. Submission of a proposal does not guarantee acceptance. If selected, a Project Timeline, budget, and approval status will be verified before moving into pre-production.

Pre-Production

If selected, A pre-production meeting will be held including all parties relevant to approval of the project (requestor, Video Services support staff, and a representative of the responsible department).

This meeting will;

- Establish main message and intended audience
- Discuss treatment, including any branding
- Assign roles and responsibilities
- Discuss any budget/payment issues (such as captioning costs)
- Discuss ownership, deliverables

- Sign off to begin production unless a script/storyboard is required

If a script/storyboard is required then responsibilities, approvals and target dates for completion of a script shall also be discussed.

Production

Once all pre-production questions are answered and/or script completed, assigned production personnel shall work with the requestor to acquire the content and all release/permission forms for the project. Any music, talent, or additional personnel needing to be purchased will be paid by the requestor department.

Post Production

Once all content is obtained a rough cut will be produced in cooperation with the requestor. All relevant personnel will then be shown the rough cut for input on content and to make sure all branding and production values meet expectations. If this is a marketing project, the Marketing Department will need to sign off as well. Upon review, further edits will continue until all parties approve of the finished product.

Project Completion

After all approvals have been made The project will be captioned and delivered in all formats or to all parties as discussed in the pre-production meeting and the project will be signed off as being completed.



Video Production Proposal

This form will help articulate and identify the overall goals of your project, including specific questions regarding message, audience, visuals and feel. Please make sure you have all approvals before submitting.

Project Title:

Requestor Name/title:

Campus:

Phone/E-mail:

Sponsoring Department:

Please provide a brief description of the project:

What best describes the project; Instructional Material, Faculty/Staff Training, Marketing, Recruitment, Promotional, Community Interest?

What is the reason/need for requesting video production?

What are the overall goals for this video production?

What is the relationship of the project to college curricular initiatives, mission, or other strategic priorities?

How will the video be distributed and/or viewed?

What is the proposed deadline for the project?

Please describe the target audience for the project:

For Instructional Projects: What is the expected use of the instructional material?

For Instructional Projects: What courses will use the material and what is the expected enrollment?

What is the number one key message you wish to convey?

Describe what you think the overall tone of the video should be?

Describe how your audience should perceive the project:

Are there specific images, locations, or people that will need to be included?

For Marketing, Recruitment, and Promotional Projects

What are you proposing to market/promote with this project? How is it currently marketed/promoted?

Where will the project be distributed/seen by the target audience?

If this is for Recruitment, has Human Resources been consulted?

What is the objective of the promotion and how will it be measured to conclude success/failure?

Additional Comments (please attach any further information you wish):

Approvals

Requestor:

Department Chair/Manager:

Dean/Director:

Provost/Vice President:

Email form to csiegel@nvcc.edu