Part 1. How to prepare for Video Editing by Mark Piterson

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Video Editing doesn't necessarily start in the edit suite. Actually, it should start with the pre-production process, which is when you should be thinking about what you will need for your finished video production. Let me rephrase that. If you don't think about video editing during the pre-production stage, you're going to be in a heap of trouble, because you have to shoot based on how you want to edit, and not the other way around.

Where and When to Start

Let's start from the beginning. One would think that writing the script is the first place to start. Not true. The first thing to do, as someone looking to work with a video production company, is to ask yourself a few questions.

â€¢ Who is the audience that will watch this video?

â€¢ What type of video production company would work best with me?

â€¢ Is it a business video or a consumer video production?

â€¢ What's the concept? Is there a storyline? Is this cinema verte, where we shoot whatever happens, as it happens? Or is this an entirely scripted production?

â€¢ How long is the video?

â€¢ What's the budget?

â€¢ What local resources will a Chicago videographer or video production company in Chicago, Illinois, have? (Going local can save you and your clients money, which allows for a larger post production budget and a better edited final product)

â€¢ When is the due date for the final video?

â€¢ As the client, do you want to get involved in any or all phases of the production process, including editing the video? This is the time to establish who, what, when, how, etc.

The Script

Once these questions have been addressed, you're ready to write your script. Sometimes an outline of ideas will move the process along. But after you have your outline completed, you need a script to really nail everything down.

The script identifies what shots you need and the ultimate order they'll be in during your edit. So the first thing you'll need to do is prepare your script and break the video into consecutive shots, which you'll later edit.

A script is divided into two sides of the paper. What you'll see in the video is on the left and what youâ€™ll hear in the video is on the right. You can switch it around, but the point is that a script tells everyone what will be seen and what will be heard in every shot.

Make sure that you identify and have everything you need for each shot. This includes making sure that you have adequate lighting and audio. Either make a list of the items you need for each shot and include them in the script, or write them down on another piece of paper. 'Items' include actors, wardrobe, props, crew, location, lighting, audio, and whatever you need for that shot. I mention this because if it isn't shot right, it may be impossible to fix during the video editing process.

During the scripting process write down how you visualize the video coming together. What type of transitions will you use in between shots? What, if any, special effects will you use? Caution: using too many special effects is the mark of an amateur, so use them sparingly.

Part 2 focuses on your computer and organizing your footage.

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Mark Piterson is a long time video and a video editing enthusiast. He has written several articles on commercial video production, home video production, video editing and photography. Here in this article he has briefly described about how to prepare for video editing.

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