

201 Video Creation Process Doc

An overview of the steps taken to create the 201 videos.

Upd 3.20.23 by Emma Satchell

Advertisement

- Sales Rep sells 201 Product Placement opportunity
- CSM reaches out to advertiser with their Material Due Date and materials request below—
 - Video of machine/material in action
 - Length of video - 30 seconds
 - Video resolution - 4K or 1920x1080 (standard HD)
 - Three facts regarding machine/material
 - *These three facts may be re-worked to fit naturally into the video's script*
 - Company logo
 - High-res .jpg, .png, or .eps
 - *Will be shown during video's product placement*
 - Company website URL
 - *Will be linked to in the video's description*
- Advertiser sends materials to CSM
- CSM sends materials to Kim Overstreet, [who then posts them in video's Jira ticket](#)

Script

- Video schedule determined using sequence outlined in [Product Placement Inventory](#).
- Joe Derr writes initial script & pulls machinery examples for Eric's animation.
 - Contacts Dave Newcorn for order of machines/materials in each video.
 - Incorporates advertiser bullet points into the copy/story.
- Glen Long reviews revised script and machinery examples.
- Joe Derr makes corrections on script and machinery examples.
- Script and machinery examples sent to Eric.

Art

- Eric to submit images and animation for vetting to Matt Reynolds.
- Matt Reynolds reviewed images animation created by Eric.
- Eric makes corrections on animation/images as needed.

Video Production

- Kim, Emma, Eric work through video production process.
 - Production process consists of Eric editing and Kim/Emma providing incremental reviews of video.
- When ready, Kim sends video to Dave for review.
- When approved, video is sent to advertisers for review. (If any changes from advertisers, edited video goes back to Dave before being sent back to advertisers.)
- When advertisers approve, video is ready for release.