Video Production Process

Step I Pre-Production

This is the most important step in the production process, and is crucial to the development of a high quality video production. This is the planning and organizational work that goes into producing any infomercial or short form commercial. It is much more cost effective and efficient to make changes at a desk, than in a studio or editing suite. Raecom will review and discuss the goals, objectives and creative strategy of your product or service to effectively communicate your brand through video content to your target audience. This step includes scripting, hiring talent and crews, research, defining project guidelines, storyboarding, development of a shot list for the production phase, and the collection of media assets to be used in the project. Not all of these services may be required for your particular project, but are elements of this step in the production process. After modifications and adjustments the pre-production phase is complete.

Step II Production

This step of the process consists of shooting the footage that has been identified to be captured on the shot list, derived from the script. The videographer and crew will work with camera, lighting, and audio equipment on location to capture the necessary footage. The footage is then handed off to post-production.

Step III Post-Production

Post-production is considered by Raecom to be the most creative phase of the video production process. At this stage our team of film editors, audio editors, graphic designers, illustrators, motion graphic artists and animators then compile the assets of the project into the desired end product as was articulated in the planning process of pre-production. Again, not all of these services may be required for your particular project, but are elements of this step in the production process.