**Video – A Guide to Planning**

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**Aim**

Please start by writing a few sentences about the aim of the video to help you visualise the project before writing the storyboard. This will help with writing your storyboard. Also, the video production team can have some clarity about the aims of the video, pre and postproduction. If the aim should answer these questions:

1. What’s the aim?

2. Who is the audience?

3. What is the intended outcome?

4. Is there a key take away message?

5. Where / when will people watch it?

All of these things will impact on the choices you make when writing the story board and highlight any problems with the production and delivery of the video.

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**Video Storyboard & Shot Planning**

The story board is made up of three elements:-

**Voiceover:** Any narration required to accompany the scene/shot no. to describe what is being shown or the process that needs to be taken. In a succinct style.

**Visual:** What the camera will need to include in the view / focus on and can be described as wide, medium or close up view.

**Time:** The length of time it takes to say or demonstrate something, time should equal the longer of the two.

The Shot Planning table below is to indicate all the resources required, including but not limited to: location, people, equipment, permissions etc.

**Location**

Make sure you pre-book the location for the video. Try and choose somewhere with a reasonable amount of space for a number of people with equipment to work in. It should be a quiet and fairly brightly lit room to avoid any lighting or background noise issues, and ideally the video should be shot in one location only.

**Consent**

We will need to obtain the consent of all the people who are featured in the video. Consent forms are available from Medical Illustration.

**Voiceover**

When writing voiceovers or speaking parts which are intended for patients to watch, write in clear and understandable terminology, and avoid any acronyms people who do not work in healthcare would struggle to understand.

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We are only a small team so there are a number of factors beyond our control that could impinge on these estimates.

Any problems which require re-shoots can add up to 5 days to the above and incur potential continuity issues within the video. It is therefore vitally important to complete all the planning thoroughly.

There is an accompanying example of a storyboard which should be attached to this email so you can understand how to write a planning document correctly. You can watch the final video in a link in the document.

After you have completed the storyboard, resources, location and written a suitable aim of the project, please send this back to the clinical photography department as soon as possible to make sure there aren't any issues with the project.

If you are planning on sharing your video via email, remember you are limited to 10MB per email. A better option may be to upload the video as a private video on YouTube and email a link to the recipient.

Finally, perhaps video isn’t always the most suitable choice for communicating your project. If you don’t need movement and sound, then a series of photographs and accompanying text can do this in a much more concise and clear way with less planning and production time spent. Photographs and text can be printed and handed to the patient easily, emailed, or uploaded to a website. Our department show reels can be seen here [**https://youtu.be/\_t-IBk9MoH4**](https://youtu.be/_t-IBk9MoH4) **or** [**https://youtu.be/pgPqW7T3moo**](https://youtu.be/pgPqW7T3moo)

**Project Aim / Purpose /Intended Outcomes**

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| **Video Storyboard Planning** |
| **Scene / Shot****No.** | **Voiceover** | **Visual** | **Time****00:00** |
| **1-1** |  |  | 00:00 |
| **1-2** |  |  |  |
| **1-3** |  |  |  |
| **1-4** |  |  |  |
| **1-5** |  |  |  |
| **2-1** |  |  |  |
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| **Video – Shot Planning** |
| **Shot No.** | **Resources – People/Location/Permissions/Props** |
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