



Video Production

Development and Pre-production

Questions to Ponder

1. What do you want to accomplish by doing this project?

- a) We hope to learn the basic skills and techniques with shooting and editing videos for the internet.
- b) We hope to put together a documentary/video with a professional look and feel.

2. What should your audience be able to do or what benefit is there for your audience after viewing / using your product?

- a) The audience should be able to listen music clips, view group photos and interviews.
- b) There should also be some kind of comment or form section and a contact e-mail.
- c) This video should get the audience to meet and learn about the group and it's members.

3. Who is your audience?

- a) Audience type #1: will be anyone with the interest in Hiphop music and it's culture.
- b) Audience type #2: will also include record labels and other from the music industry.

4. What will you be presenting / discussing?

- a) Group interviews and photos.
- b) Original music by group.
- c) Photo gallery and bio section.
- d) Video of group hanging out and recording.

5. What approach will you use?

- a) We will use html coding for text areas, flash into, digitized video and jpg or gif images.
- b) The site will be set up to be user friendly, while still being functional.