

Pre-Production – *planning the shoot*

- **Location/spaces** – should be contextual and represent the topic being communicated while conveying the Flexsteel brand. Consider space for equipment, hair, and makeup.
- **Set and styling** – appropriate furniture and props that align with the video's composition and purpose, as well as our brand pillars.
- **Product** – specific products need to be chosen, specified, ordered, and/or installed in the space prior to the shoot.
- **Storyboards** – tell the story frame by frame, which will help develop the script and drive shot list; this is your opportunity to visualize the shots.
- **Script** – what the actors/talent and/or voiceover will say; includes on-screen copy and narration. Voice (content + tone) should align with the Flexsteel brand while using language familiar to the intended audience.
- **People** – Flexsteel is a global company; provide diversity in talent when possible; provide direction regarding wardrobe, hair, and make-up so people arrive prepared.
- **Props and styling** – how you style the set is an important aspect of telling the story.
- **Moodboards** influence styling, including specific props that create an authentic look and feel to help showcase inspiring spaces.
- **Shot list** – including b-roll
- **Consider what graphics** (e.g., renderings, icons, stock video) might be needed; reference Graphic Standards in this guide and other visual identity standards in the Flexsteel brand books.
- **Setting up the shot** – what angle; what's in the background; lighting, camera moves.
- **Schedule** – allow enough time for a Plan B.
- **Craft services (catering)** – don't forget about lunch.
- **Consider format/resolution/output** – what equipment is needed? Will you need 1:1 and/or vertical format for social media (insta-stories)?

Production – *the shoot on set*

- **Lighting** – be sure there is an appropriate amount of light as required by the video; lighting should support the storytelling; generally, natural light is preferred. In using artificial light, make sure there's enough to see people and what's in video.
- **Set up shots** – no hand holds, use tilts and pans, shoot twice; avoid zooming. Use macro lense for detail shots.
- **B-Roll** - Pinpoint who or what the subject of your video is, and make a list of visuals that would support and enhance your narrative. Make sure you have plenty of footage to use for coverage later, and keep it interesting! Varying your shots and angles will make for a more complex and appealing edit.

- **Audio** – use quality microphones and equipment for background audio, b-roll audio, speakers, voiceover, tone of voice, speed of delivery.
- **Directing** – ensure people in the video are maintaining eye contact (depending on type of video) and appearing comfortable.
- **Props** – should be realistic and relevant; not too many.
- **Shooting in multiple formats** – widescreen, 1:1, vertical

Post-Production - *editing*

- **Pacing** – allow enough time for audience to grasp content and read copy on screen (if applicable).
- **Graphics (e.g., renderings, icons, stock video)** – reference Graphic Standards in this guide and other visual identity standards in the Flexsteel brand books.
- **Animation** – fit with pace and music; keep them simple and consistent; make sure they are used to enhance the message, not distract. Graphics should keep with brand standards (see illustration guide).
- **Transitions** – fit with pace and music; keep them simple and consistent; make sure they don't take away from the visuals.
- **Music/sound** – tempo should align with pace of the video and emotive storytelling; also think about timing, volume, and how it builds as the story unfolds; music track should not repeat within the same video. Flexsteel has a license to audionetwork.com
- **Voiceover (tone)** – tempo and emotion should align with the video pace and storytelling.
- **Naming conventions** – use consistent format for video titles, trademarks/noun descriptors, captions, credits, etc., and sharing on social video. For trademarks, it's important to know the context for where video will be accessed and by whom.
- **Graphics/Logo** – include last screen with call to action as required (refer to Graphic Standards), lower thirds, and any animation required.
- **Typography** – tag lines, subtitles, credits, call to action, URL
- **Captioning** – Subtitles and closed captions open up our content to a larger audience, including deaf or hard of hearing viewers or those who speak other languages. Automated captions can be edited in YouTube.

- Write a Creative Brief to define:**
 - Who is the audience/persona?
 - Why is this important?
 - What is the purpose and call to action (if required)?
 - Who are the players (actors/members/voiceover)?
 - Where should the video be shot and why?
 - When will shooting occur?
 - Budget
 - Timeline
 - Resources
 - Key stakeholders
 - Call to action

- Complete your Statement of Work (SOW) and consult with Flexsteel Marketing for brand alignment on outline, script, and storyboards.**
 - Outline**
 - Based on desired length (two minutes for most videos) – events may be shorter than knowledge stories.
 - Consider splitting longer videos into a series to share more content about one topic.
 - Anticipate micro videos/short form for social media (15-30 seconds max.).
 - Make sure video tells the story without the need for sound.

 - Script (typically created by agency)**
 - Tell your story according to your primary audience.
 - Keep sentences short.
 - Read script out loud and time it to ensure length and ease of narration.
 - Consider if you will need a teleprompter (visit easyprompter.com).
 - Review with Flexsteel Marketing.

 - Storyboards (typically created by agency)**
 - Create a blueprint for your video through the storyboard—a visual outline of drawings that shows each scene.
 - Provide a clear and concise visual plan for what you need to shoot or animate.
 - Review with Flexsteel Marketing.

- Determine the Set Crew (all partners) and location/furniture (work with facilities if at HQ)**
 - Review list of recommended vendors to choose videographer.
 - Videographer
 - Project manager(s)
 - Scouting locations and sharing with vendor to come up with best places to shoot.
 - Participants/models - Choosing talent and checking availability.
 - Stylist/props person
 - Hair/make-up (and possibly wardrobe) person
 - Art director/Flexsteel Marketing

- Create Publishing Schedule – (work with social media manager)**
 - Ensure videos align with a campaign series in order to tell a story, build momentum or curiosity, and get the most out of the shoot.
 - Plan to add to playlists in YouTube; albums/collections/channels on Vimeo.

- Schedule for day(s) shooting / logistics**

- Editing – Review with stakeholders, including Flexsteel Marketing**

- Create Preview Screen (Static)**
 - Show an image that represents the video – product, people, or place (visual examples).

- Finalize Sources/Copy and Get Approvals**
 - Locate and finalize any source information, links, credits, etc. that will need to be included.
 - Review copy (captions, e.g., titles of people featured in interviews; explanations; links; credits; etc.) with Flexsteel Marketing writer.
 - Captions are lowercase unless referencing titles of people, which should be initial capped.
 - Get approvals from video participants/sponsor as required.

- Sign Release Forms**
 - Secure forms to be signed: Where will the video be released/posted/presented?

- Archiving**
 - Have a plan for vendor to transfer all footage and files to external hard drive for storage at Flexsteel.