Producing and Directing Corporate & Government Videos

Learn the skills needed for producing and directing compelling corporate and government videos.

Steve R. Cartwright
Jun 8 – 14, 2014
Tuition: $1095

This comprehensive, one week workshop is designed for corporate and government videographers, producers and media managers who want to improve their video skills in training, production and communication programs. Develop a higher level of production quality, get better results with crew and talent, and learn the production process from concept development through program editing and distribution. The class screens and discusses a wide range of video programming and learns the production techniques that make programs successful. The class discusses equipment choices, scheduling, crew assignments, client management, creative script development and visualization, and budgets in the production of corporate and government programs. Through exercises and field production, participants learn how to improve camera positions for better images, learn basic lighting techniques for interviews and demonstrations, learn how to stage and block scenes, and how to prepare productions for editing. With emphasis placed on corporate training, marketing and communications, the workshop covers: identifying target audiences, setting measurable program objectives, developing a workable project budget, creating effective concepts and treatments, basic scriptwriting and visualization techniques, production planning, crew direction, client management and planning for post-production. New media technology selection and tapeless workflow strategies are covered along with web-based delivery options.

Participants operate video production equipment, direct talent, crew and the editing process in the creation of a short corporate video program. The class meets the client, develops an effective approach, budgets the project, visualizes and scripts the program, develops the storyboard and shooting plan, casts talent, shoots the scenes, and directs the edit. Students leave this in-depth production workshop understanding the entire production process from concept to delivery.

instructor

Steve R. Cartwright is a leading producer/consultant to the government and corporate communications industry.

Steve has had over twenty-five years of experience in the design, writing, production, and management of media-based training and communications programs. Cartwright & Associates is a full-service media-production company located in Tucson, AZ.