**The Four-Step Production Process**

**STEP 1*:*** *PLANNING AND CONCEPTUALIZATION*

1. Brainstorming
   * Topic: How to effectively enter programming
   * Target audience – those who want to learn about programming
   * Atmosphere (gloomy/ bright/ mysterious, etc.) - bright
   * Settings – desks and computers
   * Characters = students and programmers
   * Note: Course of action for scenes
2. Scene details
   * Overall atmosphere or objectives of the scene = positive and educational
   * Characters: Who is in the picture? Office attire in the computer community
   * Setting: location, background, weather/lighting/time of day, etc.) offices, software and desk areas
   * Dialogue - polite and educational
3. Storyboard
   * Sequential art as in a comic script (use arrows for movement, panning, dolly shots, cross fades) simple pans and cuts with some zoom shots.
   * How to convey certain parts of your story- in a sequence of logical cuts and recorded use with programming software.
   * Doesn't need to be complex at all just keep it simple
   * consistent plot of images arranged in the right order

**STEP 2*:*** *PRE-PRODUCTION*

1. Script – decent length to get education information delivered to people
2. Casting actors – the educator
3. Production schedule (how long? which actor? where? Budget?) relatively a week at personal offices for free.
4. Shooting equipments (camera, audio, microphone etc.) - camera and tripod with a portable mic.
5. Location check (Shooting permission) personal offices used so permission from those who own them needed.

**STEP 3:** *PRODUCTION*

1. Shooting: Who, What, Why, When. Where. and how
2. Shooting new stories for editing process

**STEP 4:** *POST-PRODUCTION*

1. Title design – How to program effectively and for what.
2. Editing
3. Sound effects
4. Music
5. Voiceover, narration
6. Publishing (youtube)