

# Video reporting on missions using mobile phones

## Basic project management concepts for your video production

*Failing to prepare properly is surely to prepare for mediocrity or even for failure*

The quite basic concepts presented in this paper are mandatory for effective work planning and evaluation, to ensure the long-term viability and success of your video production projects.

### But first, the W 5 + H line of questions

Who, What, When, Where, Why and How

*A professional roadmap for gathering information*

Here are question examples you ask yourself:

#### Who

Who requested the production?  
Who will be involved in the production?  
Who is the target viewership?  
(For whom the video will be produced?)

#### What

What type of production will be made?  
(Report, story, documentary ...)  
What will be the duration of the production?

#### When

When the shooting will occur?  
When it will be made available (as on social medias platforms)

#### Where

When the shooting will occur?  
Where the video will be presented  
(besides social medias)

#### Why

This is probably the first question you

should ask yourself.

Why producing the video?

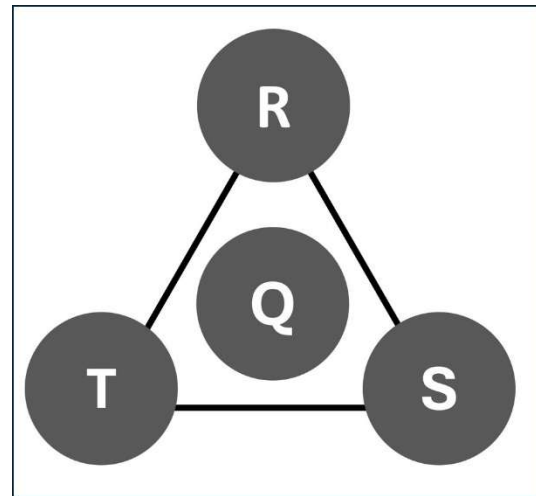
The answer should include: Inform. build credibility, establish trust and call to action.

#### How

How the production will be made?

This is where the preparation aspect of project management (PM) comes in.

### Now, the project management *triangle*



Three project management items are linked by a triangle:

**S:** for Scope

This is the detailed description of your video project (as written in a video script and in related documents)

**T:** for Timeframe

The estimated time spent on the pre-production, production and the post-production

**R:** for Resources

The estimated cost (in materials and labor) for the pre-production, production and the post-production

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The 3 **S**, **T** and **R** items are linked because they are highly interdependent.

The item in the center **Q** will present, after analysis, the quality of the video project (not only the video that was produced). Here is the difference:

The quality of the produced video

This is assessed with the 2 following items:

- the conformity with the scope as a first step, then
- the technical quality (QC - Quality Control assessment) of the video

Both of which will occur in the debriefing in post-production.

The quality of the project as a whole

It includes the quality of the video itself plus it assesses the resources and timeframe in terms of:

- better than (what was expected)
- stay within (what was expected)
- overrun (what was expected)

But, why doing this?

- If your video (final version) is less than what you had planned (expected) and/or
- If it took much more resources to produce your video and/or
- If it took much more time to produce your video

Will you be motivated to produce many other videos? Will you be able to do so? This kind of analysis helps you planning your productions in the long run.

Planning the scope:

This is presented in the paper “**From video pre-production to production with your mobile phone**” in a paper of this website.

For the 2 following items, the general idea is to assess only a “ballpark figure” to ensure a best project quality.

Planning (before) and evaluating (when the project is done) the needed resources

- Equipment used
- People involved
- Expenses

Planning (before) and evaluating (when the project is done) the timeframe

- To prepare (preproduction)
- To capture (production)
- For postproduction and final assessment

This very simplified approach will guide you to know these 3 parameters of your video project and to make any necessary adjustments as needed.

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In the service of our Lord,

*Pierre*

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« ... how can they believe in the one of whom they have not heard...”.

Romans 10:14