

# **DIPLOMA IN MEDIA & COMMUNICATION**

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***MCB 401***

***INTRODUCTION TO TV & FILM  
PRODUCTION***

***WEEK 2***

# Key Topics

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- TV News Production
  - Pre-Production
  - Production
  - Post Production
  - Holding audience attention

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# TV NEWS PRODUCTION

# PRODUCTION PROCESS

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- Pre-production
- Production
- Post-production

# PRE-PRODUCTION

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- An idea, story or concept
- Who this news report is for : Target audience / Potential viewer
- Must have an emotional impact on the audience
- The tone and emotional contact between the story and the audience starts in this stage and carries on throughout

# PRE-PRODUCTION

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# PRE-PRODUCTION

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- Brainstorming – fish for ideas
- Every production begins with an idea
- Ideas have to be put down on paper (script)
- Develop copyrights



# STAGES OF PRE-PRODUCTION

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## n The concept

- pitch an idea / concept
- pitch states why the production is worthwhile
- what makes the production unique
- why people want to see it
- how it would engage the audience
- why this story must be told

## 2. The treatment

- ~~written narrative form~~
- story outline, contain major scenes
- goes sequentially from one act to another
- If the target viewer gets engaged at the start, they will carry on viewing till the end
- leaves viewer with an emotional charge, makes them want more

### 3. The Budget

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- Location, set design, costuming, talent, props, etc
- Above the line cost (fixed cost)
- Below the line cost (additional)

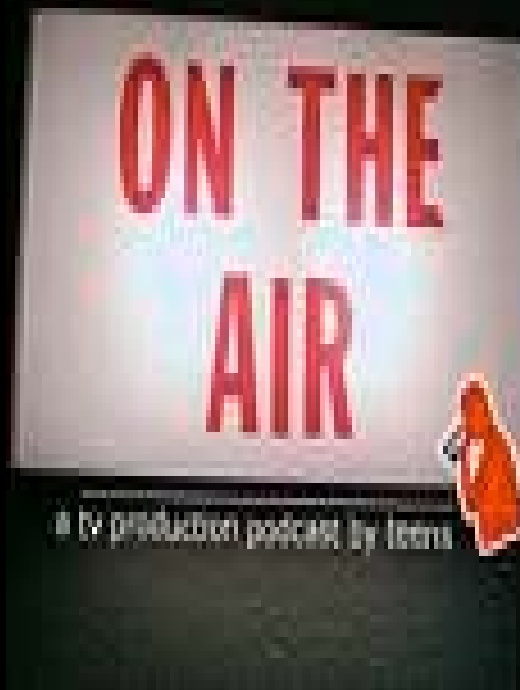
## 4. The script

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- Write the script on screenplay format
- Full descriptions, dialogue, action, camera direction, etc

# PRODUCTION

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# PRODUCTION

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- Central stage of creation of films
- Performers (talents) and technicians are brought together
- Shortest stage in the process
- On-Air (where the story is)

# POST-PRODUCTION

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# Post-production

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- Materials are edited
- Avoid jump cuts
- Compiling news
- Look before you cut

# HOLDING AUDIENCE ATTENTION

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- TV captures the sight and hearing
- Attractive Visual captures attention
- Use short sentences
- Use simple language – no repetition
- Extract from the world of reality to fantasy
- Affects the sub-conscious mind

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*THE END*