

In the Studio with MessageMakers

Who does what?



PRODUCER/DIRECTOR

This person is in charge of the entire production as well as working with the client to talk about goals and translate those goals into their desired outcome.



EDITOR

After the shoot ends, the footage is handed to the editor who takes it to sync together. The editor shapes the story. Once the basic story is approved by the client and the producer, the editor will make sure video and sounds are pleasing and accurate and add in any necessary graphics and lower thirds.



CAST AND CREW

This includes talent a.k.a. the people in FRONT of the camera. For most shoots, we interview real people who are talking to the camera and telling their stories. Other times, we hire actors to interpret the script through the client's vision.



PRODUCTION ASST

The production assistant is a general helping hand on set with numerous tasks such as loading equipment, holding boom microphones, being a teleprompter operator and helping with camera/audio.



VIDEOGRAPHER

This person is in charge of all things camera, creating visuals, angle and lens decisions as well as controlling and sometimes even setting up lighting.



WARDROBE/SET

This is sometimes done by the producer on smaller productions. On larger sets, it can be a separate person finding what talent is going to wear, what props talent is going to hold and what the scene surrounding talent will look like.



GAFFER

The gaffer is in charge of setting up and adjusting the lights and other tools that shape lighting.



HAIR/MAKEUP

The hair and makeup artist does the hair and makeup for talent, including special effects tailored to the video shoot. This is especially needed under the bright lighting we use to get the best quality video.



SOUND MIXER

Sound is controlled by either a camera operator or a person with separate audio which is mixed with video after production. The sound mixer sets people up with either LAV or overhead boom microphones.

