

Video Production Personnel: Who Does What

On a video team, as on a sports team, each member has a specific responsibility to fulfill. Here is a brief description of the personnel needed for a successful video project.

Producer

Think of the producer as your team captain, the one who makes final decisions about all aspects of your project from beginning to end. The producer is usually responsible for assigning jobs to crew members and coordinating the writing and production crews.

Director

Think of the director as the person who oversees the details of filming. Perhaps more than anyone else in the crew, the director will keep track of the film's progress and influence the film's look and feel through camera work and set design. The director is responsible for:

- setting up camera angles and movement;
- lighting directions;
- overseeing rehearsals and the final taping.

Writers

The writer or writers create the film's script. They are also responsible for making changes and improvements as shooting progresses.

Camera Operator

The camera operator sets up, moves, and operates the camera and is responsible for the audio. He or she must work with the director and producer to avoid potential problems. The camera operator should:

- use a tripod whenever possible;
- use an extended microphone whenever possible;
- avoid over-using the zoom feature;
- vary the camera movement when appropriate.

Lighting Director

The lighting director works with the camera operator to make sure each scene is illuminated according to the wishes of the director.

Actors

Actors bring the video script to life. They are responsible for:

- memorizing their lines and cues;
- attending rehearsals;
- dressing appropriately for their parts;
- cooperating with the director and producer.