

Basic Steps to Make a Microdoc

1.) Define the goal of the documentary

This stage of the process is perhaps the most important of all. We will not move forward until everyone is crystal clear on the objective for the specific doc. It is important clarify WHY and HOW a specific sector is profiled and what compelling story can best convey the opportunity of that pathway.

2.) Research

Once the goal of the specific documentary is established, our team will research the subject, identify the appropriate profilee and figure out the best way to tell the story. Who should be interviewed? What footage is needed? How long will it take to acquire the video assets required to build the profile?

3.) Script / Video Treatment

Scripts will be written in advance of shooting to keep the process moving forward smoothly and manage expectations. After the research is done, a treatment or “staging script” using the types of quotes and/or narration that might be used will be created. Of course, the script will change after shooting is complete, but it is a document that everyone can look at and say yes, that’s the type of video and message we’re going for.

4.) Production

Gathering the elements of the story will be limited by time and distance. This involves shooting interviews and acquiring fresh footage or possibly gathering footage/photos from the archives. Buying stock footage is another option as all elements of a final production must be original source material or properly licensed for use/distribution by ACTE.

5.) Post-Production

Scripts will be re-written based on the new footage and interviews gathered and final script approval will be secured before the editing begins. Editing is where it all comes together. In general, there will be three opportunities for revisions as part of the production plan.

6.) Final output

As previously described, there will be multiple distribution paths and channels to deliver the Micro-documentaries to specific target audiences. ACTE will actively promote the distribution and use of the series for the widest possible impact.