

What is it?

An audiovisual communicates messages through the use of video content, animated graphics or a combination of both. Through presenting stories, personal experiences or lessons learned, it facilitates the transmission of key messages to target audiences.

In addition, audiovisual media allow the application of “storytelling” techniques that increase the likelihood that messages are remembered and replicated in other settings.

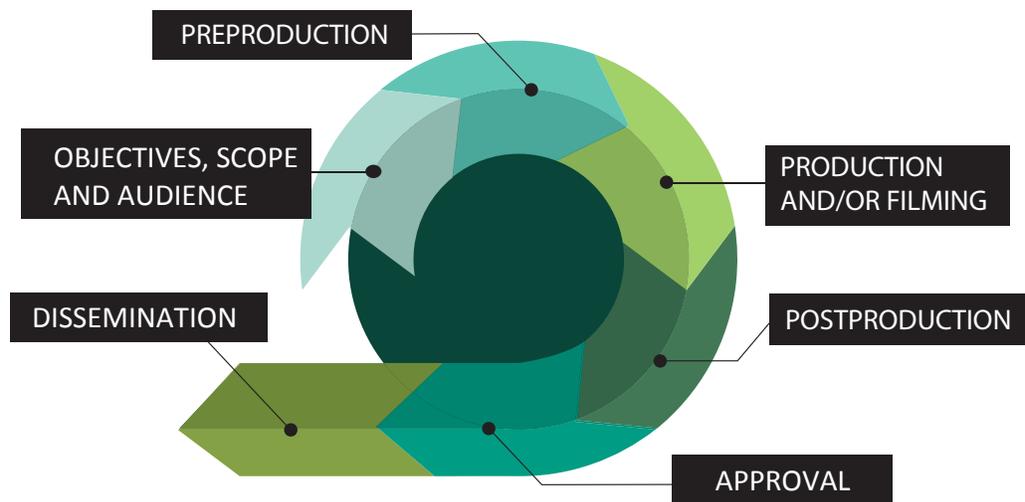
Audiovisual

How is it made?

It is necessary to collaborate closely with a communication and marketing specialist (internal or external) throughout the process of producing an audiovisual.

Setting partial review points is recommended to ensure that the final product meets the expectations of the MIF and the Executing Agency.

The phases for the development of an audiovisual product are:



1. Definition of the objective, scope and audience

The first step in the development of audiovisual materials should be to answer the following questions:

1. Objective: What do you want to achieve with the audiovisual material? It is necessary to define the main goal, for example: awareness, sharing insight into a subject, accountability, etc.
2. Audience: What is the target audience? Identify to whom the audiovisual material is directed, what is expected of them, and who is best suited to convey the messages.

3. Scope: What information do you want to share and disseminate? Identify high-level content and key messages that will be included in the audiovisual materials, e.g. presenting the results of a project, telling the story of a project, lessons learned, the context and impact of the project, etc.

2. Pre-Production:

Once you have identified the objectives, scope and target audience of the audiovisual product, proceed with pre-production. Having the support of a communication specialist is recommended at this stage.

- **Budgeting:** It is necessary to plan your audiovisual products within the scope of the available budget, and to identify funding sources. We recommend preparing the budget based on available information about previous audiovisual products with similar characteristics (analogous estimate). In budgeting it is important to keep in mind the costs related to locations – travel and per diem, equipment, etc.
- **Development of the first draft of content:** You must develop a first draft with key content and audiovisual messages. At the same time, if the audiovisual product contains interviews, you must identify the persons to be interviewed and what questions you are going to ask. It is important to choose people who, besides being representatives of the project, can convey relevant messages.
- At this point the corporate identity guidelines of the organizations (MIF and Executing Agency) must be taken into account.
- **Collecting of data and information:** It is necessary to collect data and document all information needed to develop the shooting script. It is important to support messages with evidence from both internal and external sources.
- **Preparation of technical script:** The shooting script must contain the details required to implement each of the plans that require audiovisual work, such as a description of the scenes, length of scenes, locations, characters, music and more.
- The body or storyline of the audiovisual product can be structured in different ways: by subject, by region, interviewees or protagonists, timeline, etc.
- When developing the script it is important to note that there are several components that can be combined:
 - » Video images of the project, interviews with beneficiaries, interviews with members of the implementing agencies, etc. We recommend the use of impact indicators, figures or data (such as a banner on the original image of the video) that put the viewer in context and draw their attention to figures, results, etc.
 - » Graphic animations or animated visuals that present data or key messages.
- **Preparation of a detailed plan:** Following the directions of the shooting script, you need a detailed plan scheduling all activities related to the audiovisual production. Include a detailed work plan with the schedule of daily activities of shooting days, in order to comply with the needs of the production team.

3. Production and/or filming:

The production phase includes the implementation of all the ideas set out in the shooting script:

- If the shooting script includes recorded images, proceed to shoot the scenes and interviews set in the script.

- If the script does not include recorded images, proceed to the collection of photographs or graphic documents necessary for editing animated graphics.

During production and filming, it is important to maintain absolute control of the detailed work plan and budget, in order to avoid deviations in the time and budget.

4. Post-production

Editing and assembly of the audiovisual product takes place during the post-production stage. For this it is necessary to analyze the footage and choose, sort and collate a selection of elements to include based on the script.

At this point you must confirm that the audiovisual meets the corporate identity guidelines of the organizations (MIF and Executing Agency).

If the script contains graphic animations, the graphic designers will develop them during this phase and they will be incorporated into the final assembly of the audiovisual product.

5. Approval

Prior to its dissemination, the audiovisual will require the approval of the contracting organization and MIF (at least by the MIF specialist in charge of the supervision of the project and anyone else as defined by the MIF).

6. Dissemination

Dissemination is key to guarantee that the audiovisual has reached the target audience. This step will require selecting and using the most effective communication channels to reach that audience. Moreover, the information acquired can lead to a whole range of products that support the dissemination.

It is important to have adequate tools to measure the impact of each dissemination action, prove whether we are reaching the key audiences and collect their opinions on the audiovisual.

In order to achieve this, each communication channel should be accompanied by an indicator and the most accurate tool to measure its impact.

Characteristics

- Format: Audiovisual should be made with tailored Internet formats (. Mpg, Avi,. Mov) to make it available to a broad range of audiences.
- Resolution: 1280 x 720 (16x9 HD) and 640 x 480 (4:3 SD)
- Duration: Between 1 and 3 minutes, and well paced. A well filmed but poorly paced audiovisual product risks not being watched.
- Frequency: Depends on the project's execution plan.
- Responsible for the preparation: Consultant/creative agency with executing agency in collaboration with the MIF's team leader overseeing the project.
- Responsible for validation: Executing agency in collaboration with the MIF's team leader overseeing the project.

ANNEX I - EXAMPLE OF AN ANIMATION VIDEO: STEPS FOR CREATING ANIMATED VIDEOS

1. Sending the information and the brief— After the initial meeting, the executing agency must send the agency the necessary information relating to the product, and a brief idea of the objectives, the audience you want to direct the message to, the main ideas you want to highlight and communicate, etc.
2. Writing the script — The agency will prepare, based on the information and feedback they receive, a video script that allows the message to be delivered to the beneficiaries in a dynamic, entertaining, clear and fluid way.
3. Making the storyboard — Based on the script, a storyboard is created, which allows the visualization of the script visualized in images and the evaluation of narrative rhythms, visual language, character interaction, etc.

Example of a storyboard:



4. Script and Storyboard Presentation
5. Comments, adjustments and script and storyboard approval
6. Design Proposal — The agency prepares a design proposal, based on the script, the comments received and the needs of the product itself, with references and finished examples, showing how the aesthetics and the visual language of the video would look (characters, fonts, backgrounds, palette color, etc.).

Example of a design proposal:



7. Comments and Approval of design
8. Developing Animatic (Storyboard with basic audio and animation reference) — Once the design, script and storyboard are approved, an animatic is done. A voice track (not final) and a general, time-adjusted assembly of the images in sequence allows for the evaluation of the visual and auditory narrative rhythm, story development, timing, dynamics, clarity, etc.
9. Approval
10. Speech and Audio — At this point the final voice track is recorded and the required music and incidental sounds are added.
11. Final development of the animation
12. Final Edition — Once the animation of all the scenes is done, the final edition is completed, based on the Animatic scenes, adjusting the audio, and refining details of the visual narrative language (dynamics, rhythm, flow, etc.).
13. Final delivery



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