

Roles of the Production Team

- Producer – oversees project, guides main idea, works with director to make sure story gets told.
- Director - guides actual production (really calls the shots!), works closely with the Producer on many aspects of the production.
- Writer – writes scripts, storyboards, support, and promotional materials.
- Assistant Producer/Assistant Director - finds resources, gets copyright permissions, sets schedules, arranges interviews and locations.
- Camera Person (videographer) - operates cameras, tripods, and related equipment and tells story visually as guided by director. Insures best quality video recording possible.
- Audio Engineer – records and manages sound during production and “sweetens” audio in post-production.
- Talent - on-camera host, anchor, or actor delivers lines, acts in character, and follows director’s cues.
- Lighting Technician - uses lighting equipment to provide enough light on subjects and set to get best images and/or to set a special tone or mood.
- Computer Generated Imaging (CGI) Designer - creates text, still images, and animations for on-screen and web use.
- Editor - assembles (puts together) video, audio, and graphics into a completed program ready for distribution.
- Website Designer - creates sites that deliver content that accompanies a program in a pleasing way.