

Producing an AV Show

Before starting to produce an AV show you need to consider the following:

1. **Purpose** - There should be a clear idea of the purpose behind the sequence. You need to know what you want to convey to the audience, whether it be a particular message or idea (either concrete or abstract); a story (fact or fiction); a dissemination of facts in documentary form; or emotions in their various forms.

Sometimes you may have a set of images and wonder, "What can I do with these?" Holiday travelogues are produced much in this way, i.e. the sequence is picture led. You may hear a piece of music or song and wish to interpret this. Alternatively you may read a poem, article or short story and use these words to produce the sequence. In these latter cases the music, song or script will determine the photographs required.

2. **The Title** - It should make the Audience want to see the sequence. "Our Holiday in Cornwall" may not; "Beyond the Tamar" might sound a bit more enticing; "Sand and Cream Teas" might suggest an original, and interesting, approach.
3. **Sorting the image order** - Before sorting the image order, view every image separately and reject any that are not up to standard in terms of exposure and quality. The images from which the final selection will be made should be saved in a folder with the title of the show. Keep in mind the "aim at the show", and do not include anything that does not contribute directly to the aim. It is sometimes tempting to include your favourite image even when it does not contribute to the overall idea or story. Be prepared to alter the order of the images if you discover the order is not working.
4. **Music** - The relationship between the type of images and the music must be carefully considered. The mood of the music should be reflected in the content of the images.
5. **Commentary** - If you intend to add a commentary it should be scripted carefully.