Creating a web series

And it may just lead to bigger things...

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my pocket guide FILM, TV & MEDIA

Introduction

Breaking into and building a successful writing and producing career is filled with many pitfalls and obstacles. It takes a lot of money, time and patience. Creating a web series bypasses many of these obstacles.

Web series have become more popular, productions have become slick, professional and often profitable. Create the right series and it may just lead to bigger things. Some creators have turned their web series into network series; others have used them as a calling card and parlayed their success into making other films and series.

In this guide, we'll explain how to write and create a web series and look at ways they can take you to the next level in your writing and producing careers.

7 key advantages to creating a web series

Cost. This is arguably the greatest advantage. Video can be shot in locations for free, with minimal equipment, actors and crew, and with several open source video editing programs like Shotcut and Blender or more advanced programs like Davinci Resolve, post-production costs are at a minimum.

Digital Equipment. It can be as minimal as a mobile phone and microphone or as elaborate as a full equipment package. The key is that nowadays, we all have access to digital equipment that, while may not be of cinema quality, is perfectly designed for the web. A good checklist is:
• Camera with stabilizer
• Tripod

- Video storage and hard drive
- Lighting Package - at the minimum, a reflector; Camera light and/or 3-point lighting
- Shotgun microphone and mount with optional boom pole
- Headphones
- Cables
- Gaffer tape
- Editing/Production software

Minimal Crew. Less equipment means less crew. The fewer people involved in the production, the easier it is to coordinate schedules. While you may find people willing to do this for free, most technical crew is going to get paid something, as often they come with their own equipment. Having a director, director of photography (DP), a sound person and an Assistant Director (AD) should suffice for most productions.