

Pre-Production Meeting

Preproduction meeting is intended to help identify production value and process, mood, look, editing techniques and dedicated staff that can fully focus time and energy where we can get the best results.

Recommendation is to plan as there are many steps through a production process.

Each project will need to have a preproduction meeting with organizer/requester to make sure that everyone is on the same page to what is possible and timeline for production. A review of the storyboard after the preliminary meeting to finalize content. For a stage or live event, a timeline call sheet, song list, event outline will be required

Understanding the concept is paramount to deliver a product that meets one's goals and vision. This creative brief is where conceptual ideas come to life. It will help answer important questions such as what the result will look like will and what the production will entail from shooting to postproduction. The pre-production planning meeting is critical for the final product.

- Outline the approach to the video / If possible, come to the meeting with at least 2-3 sentences that sums up the topic and purpose of the requested project (If a script is already written please bring it) Live shoots will have a different approach bring timeline and call sheet if possible.
- Discuss with organizer/requester the subject matter.
- Every good story, movie, training video has a beginning middle and end (what is yours) No worries most things can be identified during pre-production meetings.
- Raw video content expectations and use
- Discuss how many on-camera, audio source, types and selection of lighting will be required for the mood and presentations.
- select and discuss interviewees, talents, release forms and discuss a plan for contacting and coordinating each person.
- Graphics – animated / non-animated with client's requirement approvals
- Royalty free music & stingers where required unless subject for approved original Royalty free music & stingers where required.
- Key points for storyboarding
- Begin process of projected timeline.

Pre-Production

The production crew assembles all the things needed during the shoot. Preparations include:

- Create any necessary shot lists (based on the pre-production meeting)
- Prepare interview questions and logistics if necessary (based on the pre-production meeting)
- Prepare equipment (checking/testing the camera, lights, media cards, teleprompter, audio gear etc.) set camera specs and equipment specs according to location and approved script.
- Location scouting – determined location with an onsite visit when and necessary that's requiring detailed lighting and sound.
- Assure availability of proper production crew for both production and post-production projected timeline (flexibility, creative control,

Getting to the final product will take pre-planning, execution timelines and flexibility. Please allow for a minimum of 1-4 weeks for preplanning, time for filming, scheduling depending on production requirements. Allow 1-6 weeks or longer for editing depending on production demands. On occasions there may be times where pick up days for B roll footage is required. A well thought out plan with dedicated resources is paramount importance to staying on a projected schedule.

The complexity of true editing is an art form and with every artist using their editing bay as their palate will give that magic spark. That can help identify and separate the vision from others.

Shoot Day / Postproduction

Enough time should be allocated to shoot all things that were determined during the pre-production meeting. Often on set you may hear the term hurry up and wait. This is true in a professional atmosphere production. Due to equipment settings, lighting, and possible multiple location set-ups sometimes there are multiple locations involved or someone critical to the video needs to be interviewed and or the talent that needs to be directed.

As far as the shoot itself, here are some of the things to expect:

- Director/DP / department coordinates with director/ requester on timeline and scheduling.
- DP's/director visits each site to determine best settings and equipment according to the shot-list.
- DP may also create a shot list and shoot another raw video that is relevant or beneficial to the production.
- Director will interview and coach predetermined talent / requester for pointers on how and where to look, when to start with dialog, blocking and assure the message is precisely what the client envisions.

In Postproduction - This is where all the magic happens. A lot of time is spent in post-production. This is the work the organizer/requester often never sees. How much time gets spent in post-production varies depending on how well or complicated the storyboard was, the complexity of any graphics, among many other factors.

Raw Video - Log

- Log and review every bit of RAW footage that was shot / select and remove unwanted footage.
- Proxy file creation for smoother editing
- Shot selections pursuant to storyboard/concept.
- Selecting the best sound bites

Video Editing

- The editing will be based on the approved script and storyboard. Creative control through the process of the editing is important with a review for final approval.
- Approved colors and relevant graphics are created for overall messaging.
- Video created in accordance to end use specifications.
- Copyright free music selection is including stingers.
- Color grading and color correction, warp stabilization, pixel smoothing and audio mixing.
- A draft video is provided to the organizer/requester for review to determine final changes.

Delivery

- Requested digital files are created and sent
- Format for standard social media, Roku and Broadcast quality should be determined prior to final export