Production Process & Scheduling Guideline

Every project is different, requiring a vast variation of equipment, personnel, resources, and coordination. Add to these the need for different locations, client availability and deadlines, and it becomes paramount that organization and advance planning are part of the process.

This will give you a general overview of the production process and a more specific outline will be given outlining your particular elements. Appropriate approval steps are associated with each level.

1) Initial meeting / conceptualization - This starts the process of verbally defining the project, its initial needs and requirements, and deadlines. This will start the "paperwork" phase.

2) Project outline - This is the real defining start of the project. Out of this will come the beginning of the planning process, the script, the "needs" list and timeline. List those elements that are a) required and b) desired in your project. Think about the subjects to be included, the people from your organization, the locations required, etc. Based on whether this is a promotional project, training, and so on, some things that might be included are:

  a) Company history, accomplishments, origins, founders, growth, direction.
  b) Products or services and people to be included.
  c) General subject matter - is this a training piece? Need printed collateral?
  d) Call to action (if required) or any requirements of testing or responses?
  e) What the final use and format? DVD? The web? Smart Phones or CD?

3) Scripting - Your outline will serve as the "blueprint" for your production. Leave something out that has to be added later….. and it costs time and money. We'll take your outline and research materials, and write a script that fits what we feel meets your goal. The real message, the direction of your project will depend on this script. Pay attention to the flow, the facts, the terminology, and make sure you've included everything in your outline.

A word of caution for the script and the project. Having enough people to review and approve is important but the "production camel" can be created when clients try to manage by committee. Again, getting it right in the beginning will save time and money.

4) Shooting script / resource plan - Once the script has been approved and signed off, we'll start to look at the production's shooting script - that association of the script with the resources. We'll layout the number of locations, the people involved, how many cameras, audio and lighting requirements and graphics to be obtained or created. We'll plan sentence by sentence what has to be achieved. REMEMBER: If you've included material in the script, you have to show something on the screen and our approach is to keep it simple by "showing what people are hearing."

Once we all have the script, we can also refine those special areas such as talent and music selections, any translation or other special features, final approach to layout, etc.

5) The "Shoot" - We will have given you a schedule to layout where we'll be and when, what we need when we get there and asking for your representative to be there to ensure we get what you

want if that's appropriate. When shooting most things, we know by now what you want. Other times if there are speaking parts, you need to be comfortable with what was said and how to achieve the desired results.

6) <u>Audio</u> - During this time, we will start the process of developing the audio track. Many times that includes not only audio from on location, but the recording of your narrator, final music selections, sound effects, etc and then mixing it down to a useable format. If audio from on location is to be included, the final process will be completed within the final video editing process.

7) <u>Pre-Post Production</u> - This is where we start to pull all the pieces together. Depending on the format of camera used, the raw footage needs to be captured into the edit system. The sound track in its present form needs to be transferred. Photos, graphics, any other client supplied or generated materials are imported. Shot lists are checked to ensure everything has been completed as planned. Back ups may be created to ensure no loss of raw materials.

8) <u>Rough cut</u> - We will start the final process by laying out the video materials and graphics in alignment to the sound track. Graphics to date and any other materials will be insert or some times placeholders used for missing elements. This is given to the client for their approval to date. Some graphics, special effects and other elements may be forth coming but this starts the final process.

9) <u>Final edit</u> - We complete the editing process with changes / approval of the rough cut and insert any missing elements. Final sound track production is completed, music, sound effects are refined, and any color correction, scene exchanges etc are completed. A final output is effected with other formats created. I.e. we may be doing a video for DVD that also needs to be formatted for the web.

10) <u>Archiving</u> - Once your program has been completed and approved, we'll move your production files to our storage system. Original materials (raw tape stock, graphics, etc) are preserved and cataloged for future use in other projects.

Again, it is our goal to provide a product that meets your needs, so approvals in writing are obtained at every appropriate step in order to ensure we understand your needs and have your permission to proceed. NOTE: A timely response to approval requests will help us to stay on schedule as they can delay the project if not returned quickly. Changes or additions can be made at any time of course but keep in mind that later additions of people, resources, time in production can change original budgets.

<u>Budgeting</u> - We strive to give an accurate budget when a project starts. After 40 years of producing video and media projects, we have a good understanding of what it takes to do things. E.g. , we know that overall, it can take an hour of editing for every finished minute of scripting. This can be more or less efficient based on longer shots, more special effects, etc. Also, with company supplied on camera spokesmen, their ability to look and sound good will affect final editing time as more or less time may be required to "clean them up" and make them look or sound good. It's almost impossible to give an accurate final budget without a script and other factors considered..

Our method of doing budgets is that we don't bid low to get a job and we don't bid high to cover ourselves. We want to price things accurately and fairly for your needs and our requirements.

We strive to give you a bottom line budget which meets your expectations but also is realistic in what it will take to complete your project. We don't like surprises any more than you do.

We're here to work together to make your production a smooth, professional and beneficial experience. Call on us at anytime with questions, ideas or suggestions.