

PRE-PRODUCTION: Everything Before the Shoot

- Letter of Agreement — The written handshake
- Kick-Off Meeting — Getting to know you and your goals
- Research — Each project is unique

Scripted Video Approach

- Treatment — Presenting our ideas to you
- Script — The treatment with dialogue and direction
- Talent — Who appears in the video

Unscripted Video Approach (Interview-based)

- Identify the Storytellers — Who is in front of the camera telling the story?
- Pre-shoot Phone Interview — Can they tell your story?
- Treatment/Outline — Our roadmap for the shoot

Client
Feedback
Throughout

Video Production Process Roadmap

PRODUCTION The Shoot

- Preparing for a Shoot — Getting our ducks in a row
- Scout Location
 - Does the location match the feel we want to communicate?
- Create a Schedule and Shot List
- Makeup — HD stands for High Definition
- Shoot Day — Lights, camera, action!

Client
Feedback
Throughout

POST-PRODUCTION: Everything After the Shoot

- Review Round 1 — the rough cut
 - Client watches the Video
 - First time — Watch it for the big picture
 - Second Time — Watch it for the visuals
 - Third Time — Watch it for the details
- Rough Cut 2 — Incorporating client feedback
- Final Round of Editing — Final tweaks, create video for distribution

Project
Backup and
Storage