

LIVE-ACTION SAMPLE TIMELINE.

STAGE ONE. PRE-PRODUCTION: 1-2 WEEKS.

Finalizing the Concept

- Meeting with the client to discuss needs and gather information
- Making any adjustments to the concept, purpose, or audience

Script/Shot List Development

- Creating and reviewing the shot list, storyboard, and script

Your Role in Pre-Production

- Provide us with logos, graphics, etc.
- Final approval on all elements

STAGE TWO. PRODUCTION: 1 DAY.

Filming & Direction

- Focusing on framing and lighting to maximize your HD videos
- Ensuring the message remains the focus

STAGE THREE. POST-PRODUCTION: 2-4 WEEKS.

Edit

- We will put together a draft of each video for your review

Graphics/Animation

- Our editing team will animate and build any necessary motion graphics

Voiceover

- The footage will correspond with the accompanying voiceover/interview footage

Stock Music

- Suitable stock music will be selected from our wide catalogue and approved by you

Additional Images and Footage

- Material supplied by you will be incorporated into the video

Your Role in Post-Production

- Reviewing of the edits online and providing any adjustments
- Changes are performed and adjustments take place until the client is satisfied

STAGE FOUR. DELIVERY: 1 DAY.

Delivery

- Delivery of online/web files as well as any other requested formats

Quality Check

- Client reviews delivered material to ensure satisfaction

Your Role in Post-Production

- Quality and content check