

## How The Video Production Process Works

*Although each project is unique, they almost all follow the same basic steps, as outlined below:*

**STEP I: SCRIPTING:** In order to be a success, every project requires thoughtful planning and preparation from the beginning. The scripting phase is where we conceive and design the layout of your project. This could include determining locations, talent, props, etc., as well as writing up an outline or official script of your video. This is also when we consult with you regarding your individual needs, ideas, and goals, to form a comprehensive production plan for your project.

**STEP II: PRE-PRODUCTION:** After the scripting phase is complete, we do all the necessary preparations for production, such as talent scouting, rental of locations/props, collecting materials, etc. Each client's project is unique, and may require a variety of content from many different source formats. Besides the audiovisual footage that we capture using our own cameras and equipment, we can include and use source footage from nearly any analog or digital source you may have; tapes, digital files, documents, photographs, or optical (CD/DVD) media.

**STEP III: PRODUCTION:** The production phase entails everything having to do with capturing the content for your project. This is when we bring our lighting, cameras, audio equipment, backgrounds, props, and whatever else may be required to shoot (record) your content on location. Depending on the project, this could be a training seminar, conference, class, product demonstration, etc.

Depending on the size of the project, we will do as many recording sessions as are necessary to obtain all your content, and with the appropriate equipment configuration. (Simultaneous multiple cameras, steadicam rig, jib/crane, teleprompter, wireless lavaliers, overhead boom mic'ing, etc.) For more info about the equipment we use, see the "About Us" page on our website.

**STEP IV: POST-PRODUCTION:** After production, we begin the post-production phase. We combine the planning from scripting and pre-production with all the content obtained in production. This is all done by us in our studio; the editing, designing, 3-D graphics, compositing, animating, color correction, music composition, encoding, and authoring. It is during this phase that countless hours are spent in our studio by an editor, perfecting your video, polishing it into a professional finished product.

As various revisions of your project are completed, we post the video clips online for you to preview and provide us with feedback. We then author a "final cut" of your project, and send it to you for your review and approval. After all the final tweaks have been made, we take the final cut and create the "project master".

**STEP V: DISTRIBUTION:** From the project master, we transfer your content to the predetermined formats you requested, for distribution to your viewers. We can output your project to any one or more of the following industry-standard formats: Standard DVD (DVD-5), Dual-Layer DVD (DVD-9), S-VHS, VCD, SVCD, DVT or BetaSP Master (For Television Broadcast), Audio CD, or Streaming Web Video (Quicktime, Windows Media, Real, or Flash Video). Disc duplication and/or replication is also performed in this phase, if applicable.

*Don't hesitate to contact us with any questions you may have regarding your video production needs!*

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