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An Outline of Our Video Process

Consultation

The initial consultation is a brief meeting to talk your needs in order to properly develop a proposal for the project. The object of this stage is to learn about your brand, set project goals, brainstorm solutions, lend our experience, and come to a clear understanding of the video's intended use, and it's target market.

After this, we will take some time to briefly research costs, solutions, and estimated time needed. We then create a proposal to go with our standard contract of \$120/hour. The proposal (exhibit A) is a detailed, creative description of the project overview, goals, scope, client requirements, estimated time, and an hourly breakdown of estimated cost. The proposal outlines what needs to be accomplished to complete the project. A proposal also may be a flat rate, depending on the project.

The proposal & contract is then sent to the client. Once the paperwork is taken care of, the deposit is made, and the 'client requirements' section of the proposal is met, the project gets underway.

Pre Production

The first step of any video project is a creative meeting. Whether by phone, skype, ichtat, or in person, our team will spend some time brainstorming with the client a creative way to make a killer video. We will throw out all types of ideas, until we both agree on a direction to take. With that in hand, we head back to the lair.

In our experience there is a direct correlation between proper market research and a project's success. This includes research of competitors, target markets, solutions, equipment, and design elements. Every production requires the right research to to ensure we're headed in the right direction. Research may also include some practice shoots to test out post production solutions.

Market research is intensive and sometimes it can reveal unforeseen obstacles, or even spark new ideas. Either way, our hourly rate benefits our clients by giving the project the option to grow in scope, without any hassle. If there is no room for growth, we simply find another solution to fit your budget.

From here we will create detailed storyboards to make it clear what we are trying to accomplish and how we plan to do it. Once the basic storyboards are presented and approved, we now move into the production stage.

PLEASE BE ADVISED: This is the turning point in the process. Once production begins, no changes can be made. That is why it is important to make sure everything is as it should be before the shooting process begins.



Production

1. **Location / Prep:** Armed with approved storyboards, our team will head out to research locations, cast actors, and anything else that fits within the budget scope. Locations need to be checked for power sources and potential lighting pitfalls.

For the casting process, we can work with a client, or we can take care of it ourself. We also will put together a professional team of talent to make the most of the project. That can include actors, crew, make up artist, special effects masters, set designers, & whoever else is needed to make it a success. We have a large network of trusted professionals we work with on a consistent basis.

2. **Shooting:** Once all of the locations, casting, and prepping is taken care of, a date will be set for production. We will organize the shoot to meet all parameters necessary to successfully capture what we need. Please be aware shooting is a long process, with many details to be concerned with. We can estimate a time, but it usually takes longer to get it right. :)

3. **Post Production:** Our detailed post production process is what separates our work from most. We start out with a basic color correcting process to prepare the video we choose to work with. After that, we export the color corrected clips and begin editing.

Editing is a multiple step process within itself. First, there is getting a picture cut with no sound, graphics, or effects. Next, is laying out, or setting places, for all of the elements needed. Finally, we will produce a rough cut for review.

Rough cuts are just a basic run through of the selected shots. At this time, the client is just making sure they like the direction we are going in, before the fine tuning gets started.

The 'fine-tuning' is done in After Effects & Pro Tools, with some projects requiring additional programs as well. After getting approval on the rough draft, we will now lay in all of the graphics, special effects, and sound necessary to make it hot. This is a lengthy process involving multiple programs, exporting, tweaking, reviewing, and repeating it all over again and again till it is right.

Finally, when we feel we have reached our pinnacle, we will produce a final cut for presentation.

Feedback

Finally, after this long process, it is here a client finally gets to see their vision come to life. We will present a password protected video viewable online for you to approve. We will then go over any and all questions, comments, and critiques by phone.

We work with every client to make sure they are satisfied to the best of our ability within the scope of the project. We will even re-shoot if necessary, as long as it is within a client's budget. Our goal is to produce a collaborative creative vision we both can gloat over.

Once the final revisions are made, we will export a final copy in the format(s) agreed upon in the proposal.

Voila

Video is a strong promotional tool that can be used on multiple new media formats. After a successful production, the final step is putting this valuable piece of new media to work.

We can always help with that process as well. Some other services of ours to consider:

- Minor seasonal site design changes (such as emphasizing a special promotion/holiday)
- Search Engine Optimization (SEO) through link building and intensive keyword research
- Quarterly user experience upgrades (based on feedback from site users)
- Brand cohesive promotional content videos &/or print materials to help gain exposure.
- Blog / Press Release writing that is social media and search engine friendly.