



A Brief Overview of the Corporate Video Production Process

As is the case with most corporate video production companies, Kalideo Productions will typically take the client brief, develop a script or treatment based on this brief, liaise with our client and agree on a production schedule and final delivery date.

It is important to understand that the time and scale of corporate video production can vary greatly, since, depending on the type of video you requested, we may only need to employ a small crew and basic equipment for small-scale productions, whereas with larger-scale corporate videos with bigger budgets we will obviously be looking at a higher level of production, which will result in a longer time scale.

As a rule, the corporate video production process comprises the following three main phases:

- **The Preproduction Phase**, which commences with the budget being agreed upon between the Production Company and client. Once this is done, the Production Company can commence with the conducting of research, the compilation of a basic framework and the writing of a script. Production planning will also be done during the Preproduction phase.
- **The Production Phase**, which includes location filming with a camera crew and director. Depending on the concept of the video, this may sometimes also include other elements, such as actors and presenters.
- **The Postproduction Phase** is the final part of the filmmaking process. It refers to all stages of production occurring after the actual shooting of the visuals and the recording of the voiceover has been done.

Postproduction typically consists of many different processes. These include:

- **Editing.** This entails recording the recording of an audio voice-over and then editing the visuals filmed during the production phase according to this voiceover. The editing process normally also includes the adding of visual special effects such as titling and graphics, laying down of the music track, as well as the development of either 2D or 3D animation, all of which are mainly CGI (computer-generated imagery), in support of the finished video.
- **Final Mixing.** Once the client has approved the visual content of the video the final step of postproduction can commence. Known as final mixing, it entails the re-recording or mixing of the video's sound tracks including the Sound Effects (SFX), Foley and Music tracks.

Typically, the postproduction phase of creating a video takes longer than the actual shooting of the video, and can sometimes take several months to complete.

Kalideo Productions' 22-step Corporate Video Production Process

Our team of professionals works according to a 22-step production process. These steps can briefly be described as follows:

1. We receive your request for a video via email, fax or phone.
2. We will then email/fax you a copy of our company profile, along with a Client

Requirements Questionnaire, which you must then complete in as much detail as possible in order to give us an indication of what your exact requirements are. Once completed, you must then return this questionnaire to us via email or fax. On this CRQ, you must also tick the appropriate block indicating which of the packages (as explained in our company profile) you have decided upon.

3. Based upon the information you've supplied us with in your CRQ, we will then supply you with a formal quotation for the package you have chosen, and also send you a basic contract explaining the contributions expected from both parties.
4. If you accept this quotation, we will require you to sign both documents (i.e. the quotation and the contract).
5. You will then need to pay us a 30% deposit upfront for the preproduction phase. Once you have paid your deposit, you must email or fax us both your signed quotation as well as your signed contract, along with your proof of payment.
6. Our Producer/scriptwriter will then set up what we refer to as the First Contact Meeting, during which we will discuss your requirements in more detail. After this meeting we would possibly also conduct a recce of your premises, if we will be filming there. During this meeting you must supply us with the following:
 - All the relevant information about your business (preferably in printed and electronic format) for research purposes.
 - You must also appoint a company representative, who will from that point onwards act as the nodal point for the gathering of additional information. He/she must also be accessible to our Producer during the course of your production to assist him/her with general enquiries, the production planning and the overall coordination of the shooting of your video.
 - You must also appoint the person who will have the final say in terms of approving and signing off the various stages of production.
7. After the First Contact Meeting our Producer/scriptwriter will start conducting preliminary research, using the information/research material supplied by you during this meeting. He will then come up with a concept for your project and draw up a basic framework in support of this concept. This basic framework is in essence a short breakdown on paper of the envisaged final video, which will be delivered to you on DVD. Its purpose is to ensure that all the relevant information is included in the final script and that the chronological order of the scenes is approved by you as the client before the actual scripting phase commences. This basic framework should ideally be written with the assistance of an expert in your field of expertise.
8. Once you have accepted the concept and basic framework by signing it off, our scriptwriter will start with the writing of the first draft script, which basically is the first version of the script, based on the basic framework.
9. Once the first draft has been written, the scriptwriter will email or fax it to you for your perusal and approval. It is important to understand that a television script serves as the blueprint for production – it can be likened to the building plans that must be drawn up before one can start building a new house. So if there is anything about the first draft script that you don't like, you need to make the necessary amendments to the script and email or fax it back to us. Our scriptwriter will then work these changes into the script before sending it to you again for final approval. Once you have approved the script by signing it off, it is from then on referred to as the *final draft* script.

A final draft script is a complete script, which means that the script will include both a voiceover track as well as the video shot descriptions that match the voiceover track. This two-column format (also known as the AV - or Audio-Visual -Format) functions like a paper-edit. The shot-by-shot relationship of audio to video functions like two running time lines. In theory, the producer can take this script into the edit suite and cut to match. The approval of the content and treatment of the final script is *critical*, since any changes made to the script after the voiceover (i.e. the “audio” column of your script) has been recorded, will have an additional (unnecessary) cost implication for you, the client, as it implies that we will have to hire the voice artist for a second time to read the revised version of the script.

10. After signing off the final draft script, we need you to return this signed copy to us via email or fax.
11. This final draft script will determine what needs to be filmed, where and when. With the final draft in hand, the producer can now commence with the production planning phase of your project, which essentially entails the scheduling of all the shoots in terms of date, time and location. This has to be done in close collaboration with your company representative in order to ensure that all goes according to plan during the shooting phase.
12. The producer will then use the final draft script to compile a so-called *shooting script*, which is basically a breakdown of all the shots, graphics and other visual elements required to produce your video.
13. Before we can move on to the production phase, you have to pay a further 40% of the total quoted price. Once again you must email us your proof of payment before we can book the crew for the production phase. The balance of the total quoted price (i.e. the final 30%) is payable on the date of delivery of the final product.
14. Once the 2nd payment has been made, we can start with the actual shooting (filming) of all the required visuals that will be used in your video. As a rule, our camera crew won't know anything about the daily operation of your business and vice-versa. If the shoot is scheduled to take place at your company's premises, it will therefore be of great benefit to us if your company representative can assist us in facilitating the shooting process by ensuring that all the locations where we will be filming at are organised ahead of time and that all personnel are prepared for our visit on the day of shooting.
15. Apart from the producer and DOP's expertise, the quality of any final audio-visual product largely depends on the equipment used to shoot, light and edit it with. We mainly shoot on High Definition (or HD) equipment, simply because the quality of the visuals is superior. We make use of a Full-HD EX 3 XDCAM camera, which is one of the best HD cameras available on the market today. In the simplest terms, HD is broadcast quality, which basically means it's at the same level of picture quality as film.
16. Once we have completed shooting all the required visuals for your video, we need to arrange the recording of a voiceover for your project. This basically entails the booking of a professional voice artist to read the text written in the audio-column of your approved script. We will choose a suitable voice artist according to your specifications.
17. Once the voiceover recording has been done, we can commence with the editing of your video. We only edit on digital post-production systems and our digital, non-linear editing system (Final Cut Pro) is among the latest in video production technology. After capturing the visuals digitally, it is imported onto our system's hard drive for editing purposes. Our editor will then cut the visuals we shot to match the voiceover.
18. You will be involved throughout the entire editing process, with a total of three previews of

the project to ensure that all your requirements have been met. After we've completed the first cut (first edit) of your project, we will arrange a First Cut Preview with you, during which you will visit our premises to view the edited project. The purpose of this First Cut Preview, which will typically also be attended by the producer and the editor, is to give you the opportunity to make any changes to the edited project. The editor will then make these changes and you will then once again be asked to attend a 2nd preview - which in most cases will also be the final preview – of your project. If not, a 3rd preview will then be arranged. Any changes requested after the 3rd preview will be billed extra.

19. Once you have given the project your final approval, it will be final-mixed, which basically entails balancing the levels of all the various sound elements (i.e. voiceover, music, buzz/location tracks) of your project.
20. Once the final mixing has been completed, the edited programme is then mastered back to DVCam to ensure the best picture quality possible. From here, the project is transferred to DVD.
21. Before you can collect your DVD, you need to pay the outstanding balance, being the final 30% of the total price quoted. Once again you need to fax us your proof of payment.
22. Once we've received the final payment, we will deliver the master programme to you on DVD. Depending on which package you have chosen, we will supply you with between 3-5 copies of the final DVD. Additional copies of the final product can be arranged upon request.

We believe that effective communication is a key factor in determining the success of your video. We therefore take it upon ourselves to be available at all times to answer any possible questions you may have and to keep you informed regarding the status of your project during each production phase.