

## **Digital Video Production: Overview**

**Pre-Production Project Information Gathering** - This is the first step in the process of creating your video. We arrange a meeting to discuss all the needs for your project. The purpose for this meeting is for a budget to be determined, and for us to get the necessary information to prepare a quotation.

**Quotation** - After careful review of the notes from the initial meeting, we prepare a quotation based on your needs and goals. Upon approval of the quotation, we proceed through the production.

**Outline and Script Review** - This is the meeting where you give us all the relevant information you want included in your video. When we receive all your outlined materials, our writers work with your staff to develop a script.

**Shot List Preparation** - Based on the script, all of the needed shots are mapped out before any shooting begins.

**Production Video Shoot** - With our professional cameras and staff, we begin the video shoot. Following the shot list, we capture all of the footage with attention to creativity and detail.

**Narration Recording** - The narrator that you select records the narration that will enhance the visuals.

**Post-Production Digital Editing** - The editing process begins, following the agreed upon script. We deliver a rough edit for your review. A final edit is created based upon your feedback and creative input.

**Mastering, Duplication, Package Design** - The final presentation is prepared for the web and/or mastered onto a format of your choice. We can design retail ready packaging for trade shows, sales at your store, and on the web. We can then handle any of your duplication needs.