

The audio-visual Production Procedure of PM Media Services is a formula that encompasses award-winning creative processes with efficient consideration of federal government protocol, accountability and budgets. Each step of the process is guided by our team.

*We are here to help you create your movie!*



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## VIDEO / FILM PRODUCTION

### HERE'S A LOOK AT WHAT GOES INTO MAKING A GREAT MOVIE...

**Pre-Production** – Achieving the best possible production value hinges upon decisions and inquiries made during the pre-production process. First and foremost, we listen to our client. Next we ask a lot of questions to determine details such as, who their team members are, type of program they want, intended audience, length of program, community resources available, expected date of completion, and budget parameters if available. This is the time we put everything together and make the master plan to get the project produced. Steps in pre-production may include the following:

- Client Meetings
- Research
- Script Development
- Casting
- Shot List
- Location Scouting
- Security Clearances
- Review of Accessibility Requirements
- Treatment
- Production Schedule
- Storyboard
- Animation Planning
- Book Crew and Equipment
- Gathering of Archival Materials, Photos, Old Film Footage, Graphics, etc.

**Production** – This is the time period when we will be filming on tape, film or digitally. We may be at a studio for a few days, on location, or at several locations over a wider time span. In many cases, our client will be with the crew to verify project content accuracy. Depending upon the scope of the project, the crew may be three people. On larger scale projects there may be make-up artists, grips, gaffers, and a full team of production support. Steps in the production phase may include the following:



- Scripts and Schedule
- Filming/Videotaping
- Interviews
- Still Photography
- Audio Recording
- Archival Research
- Graphics
- Location Shoots
- Aerial/Underwater/Beauty Footage
- Animation
- Artwork
- Props and Wardrobe

**Post Production** – The Post Production phase occurs after all media elements have been acquired; taking all the pieces and putting them together to create the final product. We involve our client(s) extensively in the approval process during this period. Steps in the post-production phase may include the following:

- Field Tape Logs
- Editorial
- On-Line Approval
- Color Correction
- Sound Effects
- Voice Over/Narrators
- Transcriptions
- Rough Cut Approvals
- Credits
- Final Approvals
- Special Effects
- Music
- Sweetening
- Graphics
- Accessibility Requirements
- Deliverables