

# UC-VIDEO PRODUCTION PROCESS

## PRE-PRODUCTION

## PRODUCTION

## POST-PRODUCTION

### SHOOT

CREATIVE

CONCEPT DEVELOPMENT PROPOSAL

PRE-PRODUCTION

ROUGH EDIT

REVIEW FEEDBACK

FINE EDIT

REVIEW APPROVAL

FINISH DELIVERY

Determine **video objectives**, target audience, key elements & brand values

Craft an in-depth **proposal** that includes visual, audio & music preferences

Determine casting, location, props, sets script, wardrobe, budget, **storyboards** and crew

Create a **rough video edit**, complete with music, sound, titles & motion graphics

**Revise video** based on client feedback. **Refine** different elements, such as sound, graphics & video.

Revise & apply finishing touches such as color correction, voice over adjustments, audio mixing, etc. **Deliver final video to client**

Meet in person to **brainstorm** & discuss ideas

Gather crew, travel to locations(s), direct & **shoot video**

First of **2 rounds of client revisions**. Client will have 4 days to review & provide feedback on the video

Second of **2 rounds of client revisions**. Client will have 4 days to review and provide final feedback on the video