



## **HOW THIS CONTENT CREATION THING WORKS!**

*“Well hey! Looks like we’ll be creating some epic content together very soon! With that in mind, I’ve outlined the way I create content and produce videos to get the best results that I’m truly proud of and (I might be bias) you will be too.”*

Let’s take a look at the journey ahead:

### **1) PRE-PRODUCTION: SCRIPTING, STORYBOARDING & LOGISTICS**

If you require pre-production then read on. If not, that’s cool too - just skip to the next stage! The goal of Pre-production is to essentially have the video laid out in full, but in a spoken word and/or visual draft format. We basically want to know what the content will look/sound like at the end of all this creating before we even get into the big stuff. It’s important we get this stage 100% right from the very start as changes to scripts, storyboards and logistics at a later stage could cause delays, disruptions and additional charges. But don’t worry, I’ll make sure you’re 100% happy with the plans before we move forward!

#### **Scripting**

*This is where we make sure your key messaging and dialogue is exactly the way you want it, but also, is the way that works best for the content we’re creating together.*

#### **Storyboard (Videography)**

*Once the script is finalised, it’s time to create a visual blueprint of how your content will look in the end. Key shots, setups, angles and relevant transitions will all be visible here.*

#### **Shot List (Videography/Photography)**

*A shot list is more so for my benefit - it’s my plan of attack on the day giving me an exact plan of how I’m going to capture everything, what camera setups I need and the most efficient way to run the day. For you, it’s a nice overview of what you can expect if you’re attending the shoot or just a comforting representation of how everything will happen during the shoot.*

#### **Production Logistics/Call Sheet**

*For content needing a bit more co-ordination like talent hire, studio bookings, location shooting etc. all these logistical requirements will be happening around the other parts mentioned above once we know and have confirmed the need for each. The great thing is, once everything is booked and finalised, I’ll make sure all this information is available in one good looking document!*

**Timing:** *Depending on project size & requirements, this stage can take anywhere from a few days to 1-2 weeks.*

## **2) PRODUCTION: FILMING, CAPTURE, RECORDING**

Here's the fun part! Production is where we get to take all that planning we did in pre-production and bring it to life! They'll be equipment everywhere, cables everywhere, and maybe even some new faces if I need the extra hand. The goal of Production is to just make sure we capture everything we set out to capture. Pretty simple. But I would be lying if I said every production went to plan - so don't stress if we have to think on our feet or change things up slightly in the moment...we're creative. It's kinda part of the role description.

### **Shoot Day/s**

*There's only one job to do and that's to film, capture or recording everything we planned for.*

**Timing:** *Production timeline depends on the amount of days required for capture. You'll be advised as to what this may be during our first chats or within pre-production.*

## **3) POST-PRODUCTION: EDITING**

Wow! You've been busy up until now! All that planning and, phew, what about that shoot day?! Such good memories! Well guess what? You can now sit back and relax, while I take all the stuff we captured during production and make it look amazing! It's time for the giant jigsaw puzzle that is Post-Production. Since we made sure the script, storyboard and logistics were 100% right before filming though, that jigsaw puzzle becomes easy. Plus, I'm pretty good at puzzles. But in all honesty, this is the stage I love most and I make sure every single edit I do is one that I enjoy producing, you enjoy seeing and we both think is some pretty epic content.

### **Editing**

*There's a lot involved to make your content look like the best content ever. But for a quick rundown editing includes things like footage cataloguing, music discovery, finding the right clips, gluing/stitching those clips together, mixing audio, colour correction and grading, adding sound & visual effects, lower thirds, transitions, graphic overlays, reviewing and reviewing and reviewing - then finally exporting.*

**Timing:** *I generally advise Post-Production taking about 2 weeks. But of course it depends on your project and the size of it - some I do much faster, some also take a little longer - but like always, we would have chatted about this waaaaay before editing begins.*

## **4) REVISIONS**

Feedback is the only way something great becomes something amazing. I believe in open, honest feedback which also needs to be constructive - and it goes both ways! You and I, we're a team! We want the same goal - for this content to be high quality, engaging, purposeful and just the best thing ever. We can't do that unless we give each other specific feedback and share our thoughts. So please, let me know what you love, don't love, want tweaked or left in and in turn I will let you know my thoughts and professional opinion, so we can polish and finalise it all!

### **Revision Sessions**

*I utilise a system called frame.io which allows you to not only view your project, but also make comments on the content too. Maybe you're viewing a video and then BAM! there's something you think should be tweaked - just pause the video and use the comment box underneath the player to provide your feedback. The comment will then be timestamped and imported into my editing software for one seamless feedback journey! I'll know exactly which part you are talking about all in real-time. You'll have 2 revisions sessions included in your production, which means a first draft viewing/changes request and then a second draft viewing/changes request.*

**Timing:** *Revisions shouldn't take any longer than 48hours max, as the whole way through we've been finalising decisions as we go, so revisions should just consist of minor changes. But timing will also depend on how long feedback takes to get back to me or if major changes are needed - which may cause delays and additional charges.*

## **5) DELIVERY**

Woohoo! We did it! We created some epic content together! I feel great, you feel great!

By now your final invoice has been paid, which means your content is now able to be downloaded! Check out the presentation link I sent you using frame.io and you'll be downloading your content in no time.

### **Final Payment**

*The remaining total of your invoice should now be paid. Please note that I require payment to be made before your content is made downloadable.*

### **Final Delivery**

*Once payment has been received, I'll notify you that your download link is ready to be accessed. Until payment is received, you'll be able to only view the final version of your content via the frame.io portal.*

*"That's it! If you have any questions feel free to ask!  
See you soon!"*

**- Jake Barros**