

Basic Production Timeline

Pre-Production

- Research your topic
- Create binder to hold documents, releases, notes, crew & talent contact info
- Write treatment that outlines project theme, style, intended audience
- Research source images, locations, interview subjects & questions, etc.
- Conduct auditions or pre-interviews with your subjects
- Develop a draft script or storyboard. Seek feedback
- Scout locations
- Write detailed shooting script/shot list
- Determine resources needed (people, equipment, props)
- Estimate budget (include hard drive, SD cards, flash drive, transportation, food)
- Enlist crew/collaborators (specify work agreements)
- Create realistic production schedule
- Establish good communication with crew - provide call times & directions
- Create a Project Page on phillycam.org to reserve equipment

Production

- Have preproduction documents on hand
- Do a test recording
- Shoot scenes, interviews, B-roll, stills
- Keep camera log notes
- Record voice-over and sounds (including 1 minute of room tone)
- Secure personal appearance and materials releases

Post Production

- Transfer footage from SD card to harddrive/computer
- Review, log and transcribe footage
- Construct a paper edit / outline
- Edit scenes and seek feedback on a roughcut
- Add text, graphics and credits
- Add music
- Complete sound mix
- Export Master file and compress for distribution (.m2t for PhillyCAM)

Marketing – Distribution - Archiving

- Fill out submission form, determine timeslot
- Create promotion package (synopsis, stills, talking points)
- Develop distribution plan incl. social media
- Determine system for archiving final files and raw footage