



'0-60 Seconds iNTELEVISION Commercial Producers'
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STANDARD OPERATING PROCEDURES

Commercial Script Writing

'0-60 Seconds iNTELEVISION' producers use a two-column script format. The AUDIO column incorporates all sound elements of the spot, including: announcer, dialog, music and sound effects. The VIDEO column gives a running description of the visual elements of the spot, including: videotaped footage, logos, pictures, animation, graphics, transitions and special effects. This "blue print" helps determine what and how visuals need to be shot, what logos, graphics and animations may need to be pre-produced prior to editing, and what impact the shooting process will have on the client's business. The script also helps the producer assess what equipment and production techniques will be necessary to create the commercial, and how much time it will take to complete the project. It gives a clear picture of what the final product will look like and how the spot is designed to send a creative message to your target audience. Besides the script, the commercial producer may also create some supplemental documents, which can help visualize the spot and organize the shoot. A "Shot Sheet" is a list of all the videotaped elements, which need to be in the completed spot, and can greatly assist in streamlining the shooting process. A "Story Board" is similar to a comic book rendering of specific scenes within the commercial, complete with text, which can help illustrate camera angles, actor positioning and graphics placement.

This services is usually subcontracted to external sources.

We offer 30% any written quotation OR 5 Seconds FREE of TV broadcast quality Commercial-promo OR 5 minute of FREE Corporate DVD presentation. Conditions apply.



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