



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

Commercial Shooting

Guidelines & Description – What is needed?

These procedures were designed to give the person responsible in this area some indication to what needs to be achieved after a lengthy exposure and work experience. The person(s) selected for this particular position will be allowed time to adjust and train him/herself while working with the producer. Not in-depth experience or qualification is required at this stage. Please come along and share your experience with the rest of us. Thank you.

Commercial Shooting

Depending on direction from the finalized script and the client's production budget, there is a wide range of possibilities when it comes to shooting a commercial. It can be as simple as using a video camera and lights to shoot some product shots inside a store... or as complex as shooting with actors at multiple locations over several days. Whatever your needs, our experienced commercial producers will use state-of-the-art, broadcast quality equipment to create a high impact commercial within your budget.

Formats

'0-60 Seconds iNTELEVISION Commercial Producers' Productions shoot on Canon XL's or Sony's HDV cameras. Both formats produce superior image quality and give us flexibility in meeting our client's needs. PAL for Australian market and NTSC for USA market.

Field Production Equipment

'0-60 Seconds iNTELEVISION Commercial Producers' Production utilizes some of the latest high-tech support equipment to create your commercial, including:

Canon XL2 or Sony HDV Camera

These equipments allows us to adapt to a variety of shooting situations. For example, a Dolly can be used to give a high-end, "Hollywood" look to a spot, allowing the camera to move around the environment. Our extensive lighting kits assure that every scene we shoot is properly lit. Recording location sound is critical. We have a host of lapel, stick and shotgun mics ready to handle the most demanding audio scenarios.

Shoot Organization

Once Pre-Production is complete, location shooting can begin. This is where

advance scheduling and organization make a big difference in the effectiveness of the shoot. This coordination is facilitated by using the script, shot sheet and story board as a guideline. Locations, employees, product, props and potential actors must all be coordinated to make the most effective use of the production shooting time. Weather, people's schedules, control of the environment, and as always, the unexpected all have an impact on this process. Are the products neatly organized on the shelves? Has the delivery truck been washed? Do the employees know their role? When will the on-camera talent arrive? What about hair and make-up? Are people ready to act as customers and have they signed release forms? The more complex the commercial, the more organization will be necessary to assure a smooth field shoot. Your '0-60 Seconds INTELIVISION Commercial Producers' producer will work directly with you to make the process as simple as possible, productive and fun!

Odds And Ends

Occasionally, a script may not be finalized or even started before a shoot is scheduled. Although this is not the recommended approach, our producers are trained to "think on their feet." Sometimes it is necessary to shoot first and then write a script based on the material collected. Regardless of which approach is used, the producer will often shoot extra footage, or more scenes at the client's request, to keep on virtual for future spots or updating the original spot. All client field footage is archived for a period of 5 years from the original shoot date.

Post Production (Editing)

This is the final step in the process of creating your commercial. '0-60 Seconds INTELIVISION Commercial Producers' use the following Commercial Edit Suite - Final Cut Pro 5.0 + , AVID both non-linear, digital editing systems. This system features input/output with a JVC HR-DVS1EU DV/S – VHS deck, as well as an additional input from a Canon XL2 or Sony HDV camera. In addition, this system is loaded with 3D Studio, Maya, Boris Continuum, Apples' Motion & Shake – the latest in digital effects – plus Adobe Photoshop CS2 and After Effects 6.5 for creating stunning, multi-layered animations. The Edit Suite also features Sound Effects and Music Libraries from Apple, Firstcom, Music House, Liquid Trax and Gotham and many other CDs to choose from. However, most of the audio engineering is subcontracted to other professional studios, like "Brainwave", "SAE International" & SBS. When it comes to non-linear editing systems, Final Cut Pro & AVID is the leader of the industry. Field footage is "digitized" onto the computer hard drive in broadcast quality resolution. Logos, animations, music, still photos, sound effects, announcer audio and graphics are imported into the commercial project. With all the elements at his fingertips, the Editor is ready to begin editing. Media Composer gives the Producer/Editor team complete creative control over the creation of the spot, allowing multiple layers of video and audio, with an endless variety of 3-D effects and transitions. Because the system is digital, there is no loss of quality. Regardless of the number of layers and effects applied, the final product maintains the same image quality as the original field footage. The client is welcome to participate in the post-production process, if

they desire. The producer will use the script as a guideline, but creative involvement and the flexibility of the editing process allow enhancements to the original idea. Due to the non-destructive nature of digital, non-linear editing, many options can be applied to achieve a desired effect without starting the process over again. Scene selection, graphic positioning, different sound tracks, and many more options, can be drag-n-dropped, copy-n-pasted with tremendous flexibility. The possibilities are limitless. Lightwave and Pinnacle capture cards are used if needed to.

Working within budget and time constraints is the key to a successful final product. Six to eight hour edit sessions don't work for everyone. Our Producers will use the time necessary to create an effective commercial within your budget limits. Once the spot is done, a copy will be made for the client's approval. When the spot is approved, it will be assigned a unique number in the '0-60 Seconds iNTELVISION Commercial Producers' Traffic system and recorded in the server for air. If the spot is scheduled to be broadcast on other TV stations, dubs can be made at an additional cost.

'0-60 Seconds iNTELVISION Commercial Producers' production team can design and produce a commercial for your business that will target your audience, and deliver your message with the impact that only television can offer.

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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