

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

Guidelines & Job Description – What I need to do after I get some experience?

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.

PRE-PRODUCTION

Preproduction.

What IS preproduction? Many people think that preproduction merely plays a minor part in the process of filmmaking, one that doesn't require much work. If you happen to think this way, then you are definitely wrong! Pre-production is the start of the Big Picture and everything including the writing of the script, budgeting, casting etc. are done during this period. It is crucial for this process to be completed smoothly, as it will affect the whole production.


The more time you spend on planning your film during pre-production, the more economical will the process of making the film be. But, things may not always go the way you want it; There are times when an actor's availability or the final release date of your film force your pre-production schedule be faster than you'd like it to be.

There is no specific order in which the process of pre-production should "follow", but things usually proceed in a logical order. In this section, we will provide you with everything one needs to know about pre-production "from the screenplay to the final step; it's all in here.

Pre-Production

Before a commercial can begin production, there are many elements that need to be created or conceptualized first. This is the "Pre-Production" phase. Here the producers ask "What type of commercial does the client want". This will determine many other factors relating to script, graphics, music, announcer and editing. The producers can scan photos you provide, or create more complex graphics on our off-line graphics workstations, streamlining the editing process. The most common element that needs to be addressed during pre-production is the client logo.

These Standard Operating Procedures [SOP] were designed only to be a guide and help you



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