



**'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.

### **Directing Unit Director**

As the director, he is responsible for convert the whole screenplay into images and sounds to form a whole complete motion picture. He keeps track of and works with/directs the cast and crew during pre production, production and postproduction. He also makes the most crucial creative decisions throughout the filmmaking process. First Assistant Director: This person works closely with the production manager to arrange the best possible shooting schedule, and he is responsible to the director. He also assists the director in the direction of extras, crowd scenes and special effects. He is also responsible for production paperwork. Second Assistant Director: This person supports the first assistant director. He is responsible for managing the logistics of the set so that there won't be any mix-ups of where the cast and crew are supposed to be. Besides that he should assist in the director on extras and distributing production paperwork. Dialogue Director: In some cases, a dialogue director is hired to review and practice the lines with the actors. Usually he is needed when a character is required to speak in a particular accent or dialect, in which case a dialogue director who is an expert at that accent or dialect will coach the actor. Second Unit Director: For some shots, usually those that do not require the use of principal actors or sync sound, then usually it is more proficient and essential to send out a small camera team called "second unit". In this case, the second unit director will be given specific directions from the director on how to shoot the scene. Sometimes a cinematographer, UPM, or first AD will function as the second unit director.

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



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