



What Goes In To A BZ Production:

What follows is a guide of the typical production process in creating a video or animation. It will describe to you the major phases of production and explain what we do in each and what is expected of you, the client, in each phase.

Creative Brief:

The creative brief is the first step to making a video or animation. It involves a couple of phone calls, e-mails or a written document. Essentially it is an outline of your desired goal with any and all ideas you want to bring to the table which we will mold into a cohesive video. At this point, if you'd like to share any other visual reference or mood images that you think may be helpful in inspiring us - now's the time. Send along your favorite pieces and mention how you think they will fit in with the brief for the film or animation. The three most important pieces at this stage: The idea, examples you like/ style, and the total length of the video you want. Once we have a creative brief, we can move on to giving you an estimate for the project.

Estimate/Proposal/Agreement/Term Sheet:

We will analyze the creative brief in order to determine the scope of the entire project. The factors determined in the creative brief are key in preparing an estimate for the schedule and budget to complete the job. We'll send a proposal that contains two very important items; a list of assumptions (the work to be completed) and the budget. Once the proposal is agreed upon it will be used to draft an Agreement or Term Sheet. Upon execution of the Agreement or Term Sheet, we can move on to scripting.

Scripting:

Often a script will contain the action, spoken voiceover or the text to be seen on-screen. It may also describe other visual elements and actions that you think are important to conveying the message of your video or animation. If you are unsure of the detailed script (e.g. event style shoot), we will work with you to create a shot list to be filmed (possibly including: style, schedule, etc.).

There are three approaches to scripting: 1. You provide the final script. 2. You provide a rough outline or draft of the script and we finish it. 3. We create the script based on our discussions and the creative brief. The option you choose should be discussed during the creative brief phase, so we can accurately budget.

Also, please share any logos, brand colors or guidelines and pre-existing elements with us as early as possible – especially before we begin the storyboard (animations) or Pre-Production (video) process. It will help us understand what we will need to include in the video or animation to meet any brand guidelines and stylistic expectations.

Storyboard & Design (animations):

The storyboard phase is a rough drawing of the action accompanied by the major story elements in sequential frames alongside the corresponding script. Notes on action, movement and design elements of the animation will be included. The purpose of the storyboard is to show the visual components of each scene during each sentence of the script. This ensures that the story is being presented in a clear and cohesive manner and contains all the important elements of the script. We will also explore the visual look of the animation, taking into account any branding guidelines as well as working to create a unique and memorable visual style.

Feedback during this phase should be thorough, as these elements combined with your notes will be the basis of the animation. It is important to note that once we are animating, changing the storyboard or design may result in additional costs.

Pre-Production (video):

During the pre-production phase we will determine locations (as well as any set design), create a schedule for each day of the shoot and build a shot list. We will also hire the crew, order the gear, cast any actors needed for the shoot and purchase the necessary wardrobe. Each of these elements must be reviewed and approved in advance -- once we are on location changing any of these elements will likely incur additional costs -- including the possibility of crew overtime.

Animation (animations):

Each scene will be animated, as well as any transition between scenes based on the storyboard and design. We will then present the entire completed piece for final approval and picture lock.

Shoot (video):

Lights! Camera! Action! This is the fun part -- all the pre-production planning are executed.

General Notes on Process:

Delaying any of the above phases could result in schedule extensions and/or cost overages. All of these phases are length and time specific. We cannot extend one phase without potentially affecting the others, and each phase must be completed in order. For example, if one phase is extended there could be cost implications for holding or extending teams for the other phases.

Feedback:

We fully expect that there will be notes and revisions from you and we look forward to and plan for your feedback. We will deliver a compressed, low-resolution, mp4 quicktime file for review. Feedback is required within 24 hours of a posting (unless otherwise negotiated in the Agreement or Term Sheet). We are always happy to get on the phone to discuss feedback. However it is most helpful to receive consolidated notes via email from one designated point person on your team.

Any delays in providing notes or the need for additional rounds of notes will increase the budget.

Delivery:

Delivery of the completed video or animation will be a high-resolution compressed Quicktime file or an uncompressed Quicktime file (based upon the negotiated terms listed in the Agreement or Term Sheet). We will deliver the file via FTP, Dropbox or Vimeo.

Payment:

All deliverables are released upon delivery of final payment. Terms will be discussed during the estimate phase and written in to the Agreement or Term Sheet, but generally we request 50% due at least two working days prior to beginning contracted work and the final 50% due upon receipt of final invoice.

If you have any questions about any of these steps, please do not hesitate to ask!

Matthew Zuckerman
(917) 294-8243
matt@bzworldwide.com
bzworldwide.com
@bzmattz

**Credit: Bran Dougherty-Johnson*