

## **ARROW VIDEO – OUR GUIDE TO THE FILM-MAKING PROCESS**

### **Where does it all start?**

Film-making covers a vast range of activities from feature films to home movies, but whatever the subject it always starts with an idea. You need a reason to create that masterpiece.

Having an initial meeting and informal chat - either at our studio or at your premises - is an important part of building relationship with each other. We can learn about your company and your requirements and you can learn to trust the way we work. Only then is it worth talking about possible script treatments, budgets and schedules, not least because this is point in the process where things start to cost money.

### **Scripting**

You may already have in mind exactly what you want achieve and be able to write a script yourself, or you may feel that leaving it to a specialist scriptwriter would be a better option. Once a draft script is produced we add the visual content to create a shooting script and finally, in collaboration with you, plans are made to start filming.

If necessary filming can start after the draft stage, as long as the basic format, content and approach is established, especially if there is a likelihood of missing any ongoing project shots.

### **Shooting schedule and how to avoid delays**

The Filming day starts with a quick briefing for all concerned... then it's action! The crew will be concerned with set-ups, continuity, interfering sound, distracting images and the best way of delivering your message in accordance with the script. They will also be looking for ways to improve your film, always keeping an open mind to the possibility of introducing creative ideas on the day.

We try our best to give you value for money, but at the same time not holding back on possibilities. It is always an option to reduce costs by simply reducing levels of treatment. On the other hand, if ambitions expand further developments can be explored, which would, of course, tend to increase the cost.

### **Things that affect cost...**

- How many days shooting are needed?
- How much travelling?
- What size crew is required deciding factors could be levels of lighting, sound recording, additional cameramen, autocue operator etc.?
- Do we need any specialised equipment fortunately we own most of our own kit limiting expensive hire charges?
- Do you need a presenter or voice-over, these vary in cost depending who they are?
- Music Copyright fees vary from copyright free to current chart music?
- Will you need any actors?
- Do you need any set building?
- Do you need Graphics or Animation?

## Things to bear in mind...

- Filming can be fun and exciting and most people like to be involved. However, it can be a very long day with a lot of standing around for those not technically involved.
- It's important to inform everyone what's happening and that all relevant people are aware of the filming schedule. It's best that there are no surprises on the day. "I don't want to be on film" or "no one told me this was happening", doesn't make for a very productive start.
- Reassure everyone that the video is in their interests; that it is to promote the company and improve business, which helps keep us all in employment. A good way to inform those involved is to display a 'Camera Lights Action Poster' well before the day of the shoot. Explain what's happening in advance to prevent expensive filming time being wasted.

## What will happen after the shoot?

**Download** The digital footage is downloaded and backed up and made ready on our server for editing.

**Draft Edit** We work on a first edit without effects and add a voice over guide track, for reference. We then meet with the client to confirm any changes or adjustments. Often we will send a temporary time-coded link to YouTube so that you can see the first cut.

**Voice Recording** A voice is chosen and the professional recording takes place. Where possible it's useful to have the final decision-maker present when recording the voice-over, to approve the emphasis, tone, and style - not to mention any specific pronunciations.

**Music** This is very subjective. What one person thinks is great, another thinks totally inappropriate. Don't worry, we have a large selection of tracks available to choose from.

**Edit** This is where the final voice over is added to the pictures and the edit is completed with graphics, music and any final tweaks.

**Sign off** Once the film has been approved we then make masters on your chosen formats.

The film can be duplicated or loaded to YouTube or Vimeo in high definition for either private or public use.

**The Future** Unlike the "good old days" before digital, updating your project isn't the problem it once was. We keep a project master file that can be revised and updated whenever you wish.

Here at Arrow Video we offer all facilities in-house, allowing us the flexibility necessary to deliver the finished production each client wants.

I hope that you will take the opportunity to meet the Arrow team and allow us to demonstrate that we will be easy and refreshing to work with, at the same time giving you confidence in our abilities. We look forward to developing a combination of both your ideas and our expertise into a finished film that will deliver exactly what you need.

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