



Schedule for SiLab Video Production

The Signal Consulting video crew, including props manager, video production team, video editor, and graphic artists have worked out the following schedule based on a typical customer desire to have DVD media available in quantity within approximately 20 weeks of initial discussions.

In developing this plan I asked my team at each stage for dates that we were *certain* we could attain, as I understand how important it is that we ship on time. If we stick to the plan, there should be no difficulty meeting the delivery date.

In the schedule, time "T=0" represents the first filming day. A minimum of two days will be required here in Twisp, WA. In addition to those two days we recommend that some member of your staff with authority to approve the technical content of the video remain on site for 1 to 3 days to participate in the initial editing process. That person will affirm that we have loaded the correct takes of each scene, in the correct order, into the edited source.

After that your people can take a break while we trim the scenes, adjust the color, fine-tune the audio track, work out the scene transitions, add the header, credits, and trailer, and compress the final version onto DVD format. We'll contact you periodically to obtain your approval at various stages of the process.

If necessary, you may use your final review copy at a trade show, product launch or other scheduled event at the end of week T+4. This "final review copy" will contain all parts of the final video except final DVD cover artwork and functioning menus.

You are responsible for identifying one or more persons to review and approve each step in the film-making process. These reviews are designed to ensure a timely and high-quality result.

One word of advice: Please select your reviewers carefully, and involve everyone from the beginning—do not add members at a late stage.

As in the development of any technical product, the cost of implementing changes grows exponentially as you proceed through various stages. For example, during raw-footage compilation the cost of swapping the order of two scenes is about 5 minutes. Later in the editing process the same request for change would kick off an additional compression, DVD production, and review cycle that might take a week. After final-edit, when all the special scene-change effects are rendered (like wipes and fades), we would have to go back to the very beginning of the process and start over to implement a scene-swap.

Your film production schedule includes the following stages of review and approval.

Script Outline. The script outline depicts each scene in sequence, stating what the viewer sees and summarizing what the actors will say. The graphics requirements stipulate all graphic support required for the scene. NOTE: graphics take a lot of time, and must be complete and fully reviewed well in advance of filming.

Final Script. The final script depicts each scene in sequence, stating what the viewer sees and summarizing what the actors will say. It includes cue cards for all lines, final graphics, and a list of credits. NOTE: preparation of cue cards takes a great deal of time, must be complete and fully reviewed well in advance of filming.

Filming. Your crew joins our crew at our studios in Twisp, Washington for two days of filming.

Rough Edit. The rough editing phase assembles each scene as a compilation of multiple camera shots, blending close-ups, wide-action shots, animations, and changes of perspective. Transitions between scenes will be rendered at this stage using simple cuts and/or black spaces — special effects transitions between scenes, introduction, credits, follow-on advertisements. DVD menus will be not be incorporated until later. The video at this stage will be heavily compressed to save both time and bandwidth during the review process, and may display motion artifacts that will not appear in the finished DVD product.

Final Edit. The final-edit phase renders all special-effects transitions between scenes, and appends the introduction, credits, follow-on advertisements, and static artwork for all DVD menus. The video at this stage will be heavily compressed to save both time and bandwidth during the review process, and may display motion artifacts that will not appear in the finished DVD product.

Packaging & Artwork. DVD package selection, DVD artwork, DVD package artwork, plus any inserts, legal notices, or other paperwork incorporated into the package must be completed at this time. *Important note: this part of the process is handled entirely by your company. The delivery of the Master DVD will be totally dependent upon the successful and timely completion of this phase.* Please manage this process closely as packaging concerns are often responsible for last-minute delays.

Master DVD. The last stage of our process includes final compression, menu creation and DVD master production. Signal Consulting will accomplish the final compression and menu creation. We then transmit a master DVD to the replicator (or duplicator, in the case of small-volume production) of your choice. You should ask your replicator to produce two check-copies of the master DVD for review prior to beginning full-scale production.

At each stage in the review process you will be asked to list any necessary changes you might have found, and confirm one of three statements:

- The changes listed require re-working of certain aspects. All changes must be approved prior to the next phase. This selection adds one week to the project.
- The changes listed require re-working of certain aspects, which I ask the staff at Signal Consulting to execute in my absence, and agree to accept the results without further comment.
- No changes are necessary.

Any additional changes not called out during the review will be assessed on a time-and-materials basis, subject to the schedule and availability of the studio and staff at Signal Consulting.

NOTE that you may choose to re-review all changes after they have been implemented, but that choice adds one week to the schedule. Alternately, if the changes are minor, you may ask Signal Consulting to execute the changes in your absence, and we will apply our best efforts to making the changes you request.

At any time, requests for additional changes that affect prior stages already approved will inevitably delay your project. The effort required to implement such requests will be assessed on a time-and-materials basis, subject to the schedule and availability of the studio and staff at Signal Consulting.

Provided that all reviews are conducted in a timely manner, and adding two weeks for "unknown" delays and re-work requests, you can expect to receive your finished product approximately 20 weeks after our initial discussions, or 10 weeks after filming, whichever is later.

Production schedule

