

Advertising Commercial Filmmaking Process



Steps to create a successful piece of moving imagery.

(commercial, pre roll, branded content, digital content post, YouTube, etc.)

PREPRODUCTION

Process

Is everything.

This will save you precious time and money.

It will alleviate stress.

It will ensure all your decisions are well thought through.

It will ensure you realise your vision.

Idea

It's essential. All films start with this.

Without a strong concept the following stages will become weaker.

You have to think about stories, not just images.

You need to think about what makes us authentic human beings, and not just sales messages.

You need to think about what is necessary, and what is not.

You need to think about dialogue, not just voiceovers.

You need to think about what is achievable, and what is not.



Writing

This is the quickest, most cost effective approach to getting started.

Write your idea as a short story.

Be descriptive, be productive, keep changing your drafts.

Scripting

Once satisfied make your 'story' more formal in terms of production.

Produce a script, even if there is no dialogue.

This will also help you identify what is necessary and what is not.



Storyboarding

You are now committing your narrative to a visual medium.

Put the 'bones' of the action together.

Treatment

This can change the work significantly.

This is essentially where art direction becomes significant.

Budget

How much will the production cost in total.

If this is counter-productive then rethink any/all of the steps above.

Casting, Locations, Wardrobe.

Who? Why? Choose the correct talent and ensure their availability. Get their agreement with a model release form.

Agree payment/rates where necessary.

Where? Obtain all necessary licences and permissions.

When? Plan transport from location to location.

What will they look like? Why?

Do you need a casting brief?

What will they wear? Why?

SMELL LIKE A MAN, MAN.

Old Spice



Hardware, media and crew.

Organise availability for your kit and production team.

Consider cameras, lenses, lighting, tracking, tripods, gimbals, sound recording.

Shoot.

You need a shooting schedule and then you need to stick to it.

Use your storyboard as a shot list.

Plan your shots in production order, not narrative order.

(This saves time and money and is used as a principle in Hollywood)

Shoot some B-roll material for cut-aways.



POST PRODUCTION

Edit

Review your footage.

Choose your 'selects'.

Organise your content.

Include any SFX required at this stage.

Think about pace.

Think about tempo.

Think about mood.



Sound

This can make or break all of your hard work.

We watch with our ears.

Music or atmos or both?

Consider spot sound effects.



Grade

Colour correction/manipulation.

How do you want it to look to suit
your overall message.

Formatting

You need to produce your 'film' to the required format.

Consider file type, resolution, aspect ratio, media.

03:Δ0:X□:19



DO NOT UNDERESTIMATE THE POWER OF PLAYSTATION

www.playstation-europe.com

Publish/Broadcast/Post

Make sure the film is delivered on time.

Fin!