

Multimedia Project Process

Texas Comptroller of Public Accounts – Data Services

PROJECT INITIATION / GREENLIGHT

- 1. Project request comes in via web form and is distributed to:** Video production manager, creative directors
- 2. Proposed project reviewed and approved, waitlisted or denied:** Project creative director
- 3. Video producer and/or director are assigned:** Video production manager, project creative director
- 4. Video producer works with director and project requestor to flesh out project plan based on request form**

Project plan should include:

- Shoot date(s)
- Gear needs (lighting, audio, green screen, etc.)
- Any special gear needs, with associated costs
- Staff/crew needs
- Location(s) and required permits/permissions
- Talent needed, with associated costs
- Talent/release forms required
- Travel required, with associated costs
- Licensed material (music, images, footage) needed, with associated costs
- Graphics/branding needed (graphics may be static or motion graphics)
- Estimate of editing time required
- Estimate of captioning time required
- Estimate of additional server space required

- 5. Project is reviewed, revised (as needed) and shoot is greenlit by Exec:** Video production manager, project creative director, exec

- 6. Full crew is assigned:** Video production manager, project creative director

“Full crew” may include:

- Creative director
- Art director
- Designer(s)
- Writer(s)
- Script supervisor
- Cinematographer / camera operator
- Lighting crew

- Audio crew
- PA
- Video editor

7. Meeting to distribute/review project plan: Producer, director, creative directors, art director, video production manager, video gear manager, video editor, project initiator, approving parties/project stakeholders, crew, talent (if appropriate), resource managers (as needed)

PRE-PRODUCTION (STAGE 1)

1. Create treatment/storyboards (deliverables will vary based on type of shoot):

Producer, with input from director, project initiator, creative director, art director, video editor, designer(s), writer(s)

2. Approve treatment/storyboards: Creative director, project initiator, director, producer, art director, other approving parties/stakeholders

3. Create script: Writer, with input from director, producer, creative director

4. Approve script: Creative director, director, producer, project initiator

5. Comp up all graphic/motion design elements of the project: Designer

6. Approve graphics/motion design: Creative director

7. Any support audio (voiceover or announcer) is cast or outsourced as necessary:

Producer

PRE-PRODUCTION (STAGE 2)

1. Schedule shoot: Video producer

Scheduling should include arrangement of:

- Locations/permits
- Interviewee{s} or actors
- Production crew
- Reserving or renting gear
- Rehearsals (if needed)
- Food/beverages (for long or outdoor/summer shoots)

2. Create ordered shot list: Director and producer

3. Approve shoot production schedule and shot list: Creative director

4. **Create RFP for any additional outside services:** Producer
5. **Review RFP and approve necessary budget:** Creative director, exec
6. **Review proposals, interview and select vendor(s):** Producer
7. **Shepherd budget request/vendor payment:** Department admin

PRE-PRODUCTION (STAGE 3)

1. **Production crew meeting:** Entire crew and outside vendors (as appropriate)

PRODUCTION

1. **Shoot:** Director, crew, outside vendors (as needed)
2. **B-Roll:** Director, lead camera operator
3. **Wild sound:** Director, lead camera operator/audio engineer
4. **Audio (voiceover or announcer) recorded in studio:** Director, audio engineer

POST-PRODUCTION

1. **Offline edit (review footage):** Video editor, with input from director, producer and project initiator (as appropriate)
2. **Design intro/outro, titles, and other graphics for the project:** Designer, with input from director and video editor
3. **Rough edit:** Video editor, with input from director
4. **Audio mix:** Video editor, with input from director
5. **Rough edit approval:** Creative director, exec, producer, project initiator, other approving parties/stakeholders

Review at this stage will likely require that all approving parties – barring Exec - come to the editing suite, in order to avoid getting caught up in delivery complications at this stage

6. **Revisions/final edit:** Video editor, with input from director

- 7. Final approval:** Creative director, director, producer, project initiator, other approving parties/stakeholders, exec
- 8. Output/compression:** Video editor
- 9. Delivery of final files:** Video editor
- 10. Archiving of video files, cleanup of video station:** Video editor