

■ CLIENT   ■ STUDENT COMMS   ■ BOTH

## STAGE 1: PRE-PRODUCTION

Actions to be completed before work commences.  
(Estimated 2 – 12 weeks depending on production size)

Contact the Student Communications team to arrange a meeting and briefly outline project requirements.

Meeting held to discuss the project. Concepts, styles, timescales and deadlines discussed. Project leads and next steps agreed.

Project plan (including draft comms plan) produced, written and sent to the client for agreement and approval.  
(In some cases only. Smaller video projects won't necessarily need a project plan).

All relevant information, facts and figures, brand guides / colour schemes / fonts, logos and call to action messaging to be included in the video sent to Student Comms Team.

Script written and sent to client via email for amends and re-writes – maximum of three rounds of amends. (Face-to-face meetings may be required).

Script finalised.

Storyboard developed from script and sent to client.

Meet to discuss storyboard (mood / style boards may also be discussed at this meeting).

Amend storyboard if required (maximum of two rounds of amends) before final sign off via email.

Production schedule developed including shot list and filming dates, Costumes, props, crew, equipment, locations and actors secured (if required).

## STUDENT COMMS TEAM VIDEO PRODUCTION PROCESS

The purpose of this flow chart is to illustrate the development processes involved in creating a live action video or animation. It is broken down to illustrate the roles and responsibilities of all parties in order for the delivery of a product that meets expectations.

## STAGE 2: PRODUCTION

Actions to be completed before editing the film.

ANIMATION	FILM
Voiceover recorded	Voiceover recorded
Design of characters and scenes begins (1 – 6 weeks)	Filming (1-15 days)
Animating film (1 – 8 weeks)	

## STAGE 3: POST-PRODUCTION

Video Editing (1 – 6 weeks).

### This could include:

- Colour correction and grading (1 – 3 weeks)
- Visual Effects (1 – 8 weeks)
- Motion graphics / text screens / lower thirds (1 – 4 weeks)
- Music sourced (1 – 2 weeks)
- Sound design and FX added and final audio mix produced (1 – 10 days)

Actions to be completed before release.

First draft of film sent to client for review.

Film amended following client's feedback (maximum of three rounds of amends).

Final communications / release plan, along with additional assets (eg. Plasma screens and social media graphics) sent to client for approval by email.

Project finalised and released through approved channels.