



## PRODUCTION PROCESS GUIDE: ANIMATED SCRIBING

From submission of a script or audio file, production of a 2-5 minute animated scribing video generally takes from two to four weeks provided all approvals are made and materials are assembled in a timely fashion. To help you understand the production process, the following outlines the steps in a typical animated scribing project and provides a summary of some of our related business policies.

### 1. Creating the Script or Transcript

Our whiteboard video production process begins with either with a written script, or with audio that's been recorded by our client at a lecture, meeting or other venue.

When we work from a script, our clients generally draft and refine it in-house and submit their final draft to us for production. Because changes to a script after the production process has begun may require redoing pre-visualization or reshooting the project, it's important to ensure that the script submitted is really the final script.

If desired, BVP Illustration Inc. and Arbour Media LLC can be available to consult with you about the development of a project concept and script. Creative consulting on script development is not included in our standard project fee and is billed separately.

When we work from an audio recording provided by the client, we require that it be submitted with a transcript of the recording.

### 2. Project Specifications & Contract

On submission of a script or transcript, we work with the client to determine production specifications for the project. Specifications include: the length of the finished film or films; the production schedule; the physical and digital deliverables to be provided; the client or agency personnel authorized as contacts for the project and who can make project approvals; and the project fee and expenses. These specifications become the basis for the production contract and are summarized on a *production specifications and estimate form* that will be submitted for your review.

### 3. Pre-visualization

Once specification of the project is complete and we receive a final script or transcript, our artist reads it and develops a

storyboard of proposed visual ideas for the film, incorporating any guidance from the client about the look and feel desired for the finished film with his own creative concepts. Depending on the anticipated finished length of the project and the complexity of the ideas presented, the conceptualization/storyboard step can take from three days to two weeks.

When the initial storyboard is complete, it's presented for client review and discussion. Once any required changes are made based on the review, the storyboard becomes the agreed basis for production.

It is important to understand that the storyboard is a close but not complete approximation of the look of the finished film.

### 3a. The Voice Over

If we are working with a submitted script, during the pre-visualization process we also work to cast voice talent in cooperation with the client. We begin by getting an idea about the tone and feel desired for the presentation and then ask a number of voice artists we work with to audition on a portion of the script. We provide a selection of the auditions for client review and final selection. Once the voice talent is cast, we record the full script and submit the recording for client review and approval.

### 3b. Audio Sweetening

If we are working with a client-provided audio recording, we carefully review it during the pre-visualization process and make any changes or edits required to make it suitable for postproduction use. During this process it is generally possible to remove some of the defects of extemporaneous presentation such as "ahs", "ums", "you knows", and other verbal tics. If requested by the client, the sweetened audio recording is submitted for review and approval.

## 4. Assembly of Additional Materials

On occasion, the production of a film will require additional materials such as images, video footage, or client- or agency-generated branding materials. Once the storyboard and audio recording have been approved, we work to assemble any additional project elements that may be needed. We review the materials to ensure they will work as intended in the production process and that any rights to their use have been appropriately cleared. Generally, production is not begun until all required additional materials have been assembled and cleared.

## 5. Production

After the storyboard and recorded audio are approved, we go into the studio to shoot the drawings required for the finished film. Depending on the length and complexity of the film, the production process may require one to three days to complete.

## 6. Postproduction

When production of all required video is complete, we begin the editing and post production process. Editing footage to sync it with the product's audio generally begins with four initial steps: a rough initial edit, production of any special animation effects required and integration of any additional materials, a trim edit, and initial color correction. When these initial steps are complete a rough edit is provided for client review. After any needed changes and fine-tuning of the rough edit are made, final trimming and color correction are performed and a final digital master is created. Depending on the length and complexity of the film, the post production process may take up to two weeks.

## 7. Delivery

Using the final digital master, finished files appropriate for uses contracted by the client are produced and delivered. Delivery can be made on disc or via electronic file transfer. For more information on physical and digital deliverables, see Arbour Media's Client Guide to Video Deliverables.

## Process Summary:

### Client and Producer Responsibilities

Summarizing the tasks outlined above, it is the responsibility of the client and/or agency to:

- submit an appropriate final script or audio
- recording and transcript
- specify required physical and digital deliverables
- specify a point of contact authorized to make approvals and possible changes.
- provide guidance on the visual style, look, and feel of the finished film
- review and approve submitted approved storyboards
- review and make final selection, as required, of voice talent
- review and approve, as required, talent's performance of the submitted script
- review and approve, as required, an edited version of any audio recording submitted
- provide any rights-cleared additional materials that may be required to complete the project
- review and approve rough and final edits of the finished project.

Failure to make required approvals in a timely fashion may delay the production process and may result in additional project fees or charges.

Basic services included in the project fee quoted by us are:

- creation of project storyboards based on submitted script or transcript
- initial project storyboard
- up to two iterations of initial project storyboards
- voiceover talent casting and voiceover recording as and if required
- editing of provided audio recordings as and if required
- studio production of whiteboard drawing footage as required
- editing of whiteboard drawing footage
- production of special animation effects as and if required
- initial project edit
- up to two additional iterations of the initial project edit
- creation of digital master file and conversion into physical and/or digital deliverables.

*Please note:* The cost of vocal talent, sound effects, stock art or photography and music is variable and is an expense that will be billed in addition to the project fee. Such costs will be summarized on the production specifications and estimate form.

Recognizing our obligation to keep costs to a minimum, we may specify a flat contingency day fee to cover production costs associated with lost work days due to contingencies.

## **Production Process Policies**

### **Changes and Additional Charges**

We may make charges in addition to the project fee in the event that changes are made to the project's specifications after pre-visualization, production, or post-production have begun and if they result in lost production time or additional production costs.

### **Cancellation and Postponement**

A cancellation or postponement is the rescheduling of production to a later scheduled date at the request of the client or agency or total cancellation of the project.

If we block out a specific period of time with the agreement that it represents a firm commitment from a client, then we make no further effort to sell that time. If the project is cancelled or postponed within the time frame of the agreement, it is unlikely that the time can be re-booked by us. It should be understood that this time is a significant source of our income.

Charges made in the even of postponement or cancellation are specified in our standard production contract.

### **Contingencies**

Project planning and scheduling should be undertaken and deadlines set with the understanding that sometimes things go wrong. A contingency is a circumstance in which scheduled production cannot occur as the result of events beyond our control. Such circumstances may include but are to limited to:

- absence of client-supplied element(s) or client failure to make required approvals
- illness, injury, or death
- “force majeure”, meaning, but not limited to power or equipment failure, earthquake, fire, flood, riot, actions of civil authority or other third parties, or acts of God.

### **Questions?**

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