

CHECKLIST, THREE OF THREE

Production checklist

Section one, your prep. Section two, our process

Two lists in one document. The first is what we need from you before a shoot day. The second is how we run the work at our end, so you can see where your input lands.

01 Your prep, before the shoot

The more of this that is settled a week out, the more of the day goes on filming rather than admin.

- ☐ Brief signed off, including deliverables and formats
- ☐ Single point of contact named for shoot day decisions
- ☐ Approvers identified, with availability for review rounds
- ☐ Locations confirmed, with access times and any permits
- ☐ On-site contact and parking or loading details shared
- ☐ Talent, staff or contributors confirmed and briefed
- ☐ Release forms sent to anyone appearing on camera
- ☐ Wardrobe, props and products on site the day before where possible
- ☐ Brand assets supplied: logos, fonts, colour references, guidelines
- ☐ Any legal, compliance or wording restrictions flagged in writing
- ☐ Music or voiceover preferences shared, if relevant
- ☐ Delivery destinations confirmed: platforms, aspect ratios, deadlines

02 Our process, end to end

How the work runs at our end once a brief is settled.

- ☐ Pre-production: treatment, shot list and schedule shared for sign-off
- ☐ Pre-production: crew and kit matched to the brief, not the other way round
- ☐ Pre-production: recce where the location is unfamiliar or technical
- ☐ Shoot day: call sheet issued in advance with times, addresses and contacts
- ☐ Shoot day: stills captured alongside film where both are in scope
- ☐ Shoot day: backup of all cards before anyone leaves site
- ☐ Post: first cut for review, with a clear round of notes
- ☐ Post: grade, sound and titles applied after picture lock
- ☐ Post: platform versions cut to spec, including vertical where needed
- ☐ Delivery: captions, thumbnails and file naming handled before handover
- ☐ Delivery: masters and source files supplied or archived as agreed
- ☐ After: what worked, what to change next time, in writing

03 Notes
