



Policies and
Procedures





Clientele of
100+



10+ fortune
500 companies



I LOVE
WHAT I DO



6+ years

with a total of more than
100,000 hours of collective
experience



We
Live and Breathe
films



100% positive
customer feedback



Advanced Filming
Technology



Creative Maestros



Filming Processes and Procedure

Preface

This manual pertains to all personnel involved in a video shoot process. This involves the director, the actors (if applicable), and all crew members.

A shoot-day can get complicated, in the absence of a streamlined process to account for all the equipment and crew and provide a clear understanding of the event and its purpose with respect to what the client wants from the production. This manual aims to simplify the shoot-day event by creating a well-defined structure and by providing a guideline to ensure a swift and efficient shoot.

This manual also provides guidance on how to go about hiring necessary equipment, creating an equipment list, uniform conduct of the crew, interfacing with the clients on the shoot-day and handling equipment Etc.

For the purpose of keeping this document up-to-date, periodic feedback from whomsoever this document pertains to, is welcome and the same may be presented to the author of the document or the concerned co-author.

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Equipment Procurement:

- a. Depending on the scale of the shoot or the type of the shoot event such as corporate as opposed to a ad film or timelapse for example, the equipment required would be different.
- b. The decision what equipment would be necessary and what would provide better scope for shooting that particular event, depends on the planning, prior to the shoot.
- c. Necessary production equipment can be procured for hire and the charges may be hourly or on per-day basis.
- d. It is imperative to book the required set of equipment at least a 3 days in advance to avoid unavailability.

Previous-day preparation:

- a. All equipment that is being carried by the crew to the shoot, irrespective of whether it is in house or hired must carry a validation sticker to be able to identify them amidst several other similar looking material.
- b. A list of the entire inventory that is being carried must be created and maintained as a check list both at the time of departing to the shoot location and before returning from the event.
- c. All memory devices must be emptied and all their existent data backed-up if necessary.
- d. All batteries, for cameras and audio recording equipment must be charged completely well before the shoot event.
- e. A brief session with all the crew members regarding how to carry out the shoot and individual role during the shoot and shot planning during the days prior to the shoot are absolutely necessary. This can save a lot of time and confusion/ambiguity that may arise during the shoot.

Equipment list format:

- a. The purpose of such a list is to simplify the process of gathering all the inventory before and after the shoot. Hence, it is necessary to keep it simple and concise.
- b. A typical equipment list may contain
 - 1) A column for all the equipment in detail, such as the make of the camera bodies being carried, the lenses types, batteries, chargers, cables, the types of mics etc.
 - 2) Another column for the quantity of each of these sets of items.
 - 3) There can also be another column included into the list which specifies which vendor each of these equipment have been hired from. Since sometimes due to lack of equipment at one vendors' store, it might become necessary to hire from another source. At such point, to avoid confusion, it would be wise to mention the same in the list.
 - 4) An additional column for any other information that needs to be mentioned.
- c. All VHTnow equipment must carry its own labeling and custom labels for all hired equipment if not already present, must be stuck on the inventory along with the owner's name.

Dress Code:

- a. All VHTnow crew members must dress up in VHTnow custom issued T-shirts, along with jeans and casual shoes. This is a must for all shoot events.
- b. Apart from this, all crew members must pay close attention to their personal grooming before the shoot to ensure each person representing the company on location looks smart and professional.

Shoot Efficiency and Scheduling:

- a. Prior to the shoot, all aspects relating to the shoot need to be clarified both with the client, and with the crew.
- b. Issues that need to be clarified with the client could include swift and timely issue of clearance from the concerned authority (ex: in the case of corporate clients located in business tech parks); concerned person with whom all queries and concerns can be sorted out if need arises. (An authorizer on the clients' behalf); all locations that are required for shooting and the kind of shots that will be taken need to be discussed with the client so that any discrepancies can be sorted out before the shoot day to ensure swift execution.
- c. It is also the clients' responsibility to ensure availability of all resources and/or people who would form part of the video in a timely fashion that would speed up the shoot process.
- d. Issues that need to be clarified with the crew before the shoot day, would include briefing the entire team about the client, the video they require, and the shoot plan. At this stage it would be beneficial to receive feedback from the crew on the shots to be taken or the locations they can be shot at, based on what is available for the same.
- e. An efficient shoot process needs the full cooperation of the crew and a clear understanding of what is required of each crew member and what the end product must look like. Hence a pre-shoot meeting becomes all the more essential as it provides time for brainstorming and clarification.
- f. In cases wherever possible, a very useful method would be to create a shoot schedule. This would provide a guideline on the kind of shots that need to be covered within a certain time-frame. Such a schedule would particularly be of use during outdoor shoots where natural elements are involved. Upon conducting a Recce of the location, one might receive an idea of the kind of factors that would influence the shots such as the light. Scheduling certain shots to be covered within certain time frames, proves beneficial in such cases.

Data and equipment handling and safety:

- a. Following the shoot event, data must be compiled from all of the memory cards used for the shoot.
- b.
 - a) Data will be stored on the editing suites in specific drives designated for the purpose of 'raw data storage' under a folder named 'Raw Data'.
 - b) Within this folder, the raw data for each project must be placed under sub-folders named after the clients/projects.
 - c) The raw data is to be segregated based on the content, for eg: Data from a wedding shoot must be sorted based on whether it corresponds to the engagement, pre-wedding shoot, wedding, reception or interviews. Similarly videos from a corporate shoot may be segregated as exterior, interiors, interviews etc.
- c. The safety of all the equipment is the responsibility of the crew collecting the equipment (in case of hires) and the crew transporting and handling the equipment on the shoot-day. One must always take intense care while handling any item as losses must be replaced and/or damages must be paid for by the crew member responsible for the mishap. VHTnow does not take responsibility for any accidental damage/loss of equipment caused by any individual.
- d. Following every shoot, upon return all rechargeable batteries must be put for charge until they are completely charged to ensure there is always back-up for any random event that might occur. All non-rechargeable batteries must be replaced with new ones on the same day as well.

Director's Authority/ Client handling/ Allowances:

- a. All shoot events will consist of a director who is responsible for the entire shoot event and the crew. In order to practice & showcase proficiency and to reduce confusions, all queries arising regarding the shoot plan, schedule or any other matter, must be sorted with the director only.
- b. The director is the access point for all crew members, in that the crew must present all their opinions and suggestion or queries to the director who will present viable solutions to the problem and consider all available options before taking the final call on what needs to be done.
- c. Only the director interfaces with the client. Any communications or concerns from the crew to the client must take place via the director.
- d. All allowances such as food and accommodation if applicable, allocated towards the shoot-day will be managed by the line producer and a record for the expenses must also be presented by the director at the end of the event along with bills wherever applicable.

Editing Processes and Procedure

Preface

This section pertains to Video Editor's. It is created keeping in mind the standard processes that need to be followed by any editor in order to ensure an efficient editing pipeline, maintaining quality and also effective data and resource management corresponding to each project for reference during the project and after. It is also formulated keeping in mind, new editors who may join the organisation from time to time to help them understand the pipeline and to help them get started. These processes must be strictly adhered to so as to ensure there is uniformity in the editing process followed by each editor.

However, this document is created, to ensure editors spend as little time in performing the standard processes, there-by providing time to find newer and more efficient ways to work. Hence it is also recommended that the editors provide inputs and suggestions periodically and collectively so that this document can be updated to constantly help maintain an efficient work flow.

We cannot emphasize enough, the importance of proper data management which will ensure swift functioning of the whole editing and even migrating process in the event that an entire project needs to be moved to another editing suite or even for the purposes of Data-Backup. I request the editors to kindly follow the instructions mentioned here-in especially the 'file naming' standard, to ensure a smooth editing pipeline and easy file retrieval.

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1.*Raw Data Management*

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3.*Reference and Additional Source*

4.*Making Changes to Drafts*

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Raw Data Management:

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 - a) Data will be stored on the editing suites in specific drives designated for the purpose of 'raw data storage' under a folder named 'Raw Data'.
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Project Files Management:

- A) Within the drive named 'Work-in-Progress' or WIP, each project is to be assigned a folder. This folder must contain sub-folders for other source material such as music files or images as the case may be, all placed separately and another folder designated to house the rendered outputs as and when they are rendered. Sources corresponding to any project other than the raw data shot on location must strictly be placed within these folders and nowhere else. This would help in swift retrieval of files whenever require thereby saving valuable time.
- B) Pre-approved music (refer to Client Management Manual for elaboration) must be placed in the source folder titled 'Audio' under the main source folder.
- C) Work files may be created and stored in the folder titled 'Work Files' with appropriate file nomenclature only. It is advised to periodically save '**Additional**' copies of the work files and not overwrite them, to keep the work secure, in the event of the program crashing. These 'copies' may be deleted once the project has been completed. The choice to do so is left to the *better judgement of* the concerned editor.

Reference and Additional Source:

- A) All visual and sound effects files that are required for the project can be taken from already available material or downloaded only if absolutely required keeping in mind, that the same must be royalty-free and available for commercial use.
- B) Editors may use the internet to look for samples pertaining to the project for the purpose of reference and understanding. It is also suggested, that the editor, download the same material if the editor considers this material of value in the future as well.
- C) All reference material must be categorically placed in their respective folders under a main folder titled 'Reference'. The organisation of this folder is the sole responsibility of the editor.

Making Changes to Drafts:

- A) Once a change is received from the client, the same will be provided to the respective editor, in word document format with the file name 'ClientName_ProjectName_Draft_#' where '#' refers to the draft number.
- B) This document must be saved within the source folder of the corresponding project for easy reference and retrieval whenever necessary.
- C) Once the changes are executed as mentioned, the draft render file needs to be handled as mentioned in the next topic.

Render Data Management:

- A) All rendered outputs whether drafts or final outputs, must be placed only under the folder titled 'Output'.
- B) Each file must be named only based on the project followed by the draft number. Ex: ClientName_Draft_# where '#' refers to the draft number.
- C) The final output must be named as follows: ClientName_VideoType_Final where 'VideoType' refers to whether the video is a corporate video or an ad or a wedding video etc. If the files are Half-HD, the editor must mention the same by adding the suffix '_HalfHD' at the end of the above mentioned nomenclature.
- D) Once a draft or final render is done, the editor must upload the file onto YouTube under the 'VHTnow' profile.
Certain things to be kept in mind while uploading the render are:
 - a) The privacy settings need to always be changed to 'Unlisted' unless otherwise mentioned. This applies for drafts and final outputs as well.
 - b) The video type must be set to 'Film and Animation' in order to easily find the video online if and when the privacy of the video is changed to allow others to view the video.
 - c) Adding an appropriate custom thumbnail to the video is essential as it adds appeal to the video even before it is viewed.
- E) The link to the video needs to be sent via the respective editor's official mail ID only, to the corresponding project manager so that the same can be emailed to the client.

Preface

This section pertains to Key Account Managers to understand the key terms and conditions to be communicated to the client to create a conducive working environment and remove any bottlenecks related to creating quality products.

Client Terms & Conditions

Payment Terms:

1. Subject to approval of the project, the Client must pay 50% advance for VHTnow to commence work.
2. Remaining 25% to be payable 1 week before filming and balance on completion of work. Files will be transferred post completion of work.
3. VHTnow will deliver a watermarked final version of the work and upon receiving full payment we will immediately deliver a watermark free version.

Scope of Change:

1. Client is eligible to make one set of change completely free of cost upon viewing the first draft.
2. The second set of changes if miniscule (less than 2 hours of work) will be free.
3. Any additional changes will be chargeable as per the work requirement or 10% of total price, whichever is higher.
4. Any cancellations to scheduled filming dates without a week's notice will be charged.

Copyright:

1. In the event Client provides material (video, audio, photos, logos etc.) for inclusion in VHTnow's production then the Client has to bear all responsibility for accruing the necessary permissions.
2. All filmed material will be kept by VHTnow for 30 days after completion of the project and then deleted. Client can obtain the raw files if specified in the pricing.

Health and Safety:

1. In all instances VHTnow will reserve the right to remove any of its personnel and / or equipment from a location if it is deemed unsafe or if they are subjected to abusive or aggressive behavior. In this instance the Client will be liable for any costs incurred as a result of this.
2. VHTnow will observe the Client's site safety rules at all times and will liaise with the Health and Safety Manager if deemed necessary.



Thank you.

VHTrow

