

Riverside Media Project Flow

Project Consultation

This involves meeting with (Client) personnel in order to determine the scope of the project. Items discussed will include project purpose, timeframes, approach, etc. This gives all involved an opportunity to get “on the same page”.

Research

Research allows the scriptwriter to put together the information needed to generate an accurate, cohesive script which “tells the story”. This step may include the reviewing of printed materials, other videos, interviews with key personnel, telephone consultations, etc.

Script Writing

The writing of the script is an iterative, recursive process consisting of initial writing of the outline, review with (Client) personnel, modifications and revisions. This process continues until there is agreement on a final script.

Storyboard

The storyboard is where the script (audio) is matched to appropriate video. This step involves the evaluation of any existing video footage, still photos, determining requirements for new video footage, evaluating the use of graphics, etc. Approval by (Client) personnel will be sought at this point as well.

Production

A video production schedule is developed in order to maximize shooting efficiency. All physical requirements are determined, and footage is shot per the production plan. Narration is recorded per the script, and any custom music required is generated or obtained from stock sources

Editing

In the editing suite, all components are assembled to produce a master tape. Riverside Media utilizes the latest in digital, non-linear editing technology. Modifications (if necessary) are resolved and final approval of the finished product is obtained.

Duplication

After the ‘master’ is produced, copies are created in whatever combination of quantities and formats may be required by (Client).

Packaging

Any necessary graphic design creation work is done in conjunction with the client in order to deliver the final contracted materials (tape, CD’s, DVD’s etc) in custom packaging.