

COMMERCIAL FILM PRODUCTION

Phases, processes & crew set-up

- as a guidance or for better understanding of the work before, during and after a film shoot.

THE THREE PRODUCTION PHASES & their individual processes

Working according to standardized industry processes enables clear, time and cost efficient, secure productions - with happy teams and safe clients as a result. The following list includes most processes where some may be excluded or merged depending on type of production and budget.

PRE PRODUCTION

1. Client brief
2. Idea & concept*
3. Budget*
4. Production schedule*
5. Treatment*
6. Kick-off meeting
7. Film crew set-up*
8. Script*
9. Storyboard*
10. Animatic*
11. Set design*
12. Styling & Make-up*
13. Location*
14. Casting*
15. Production tech meeting
16. Equipment reservations
17. Craft & catering
18. Bids & transportations
19. Production vehicles
20. Fitting
21. Shotlist
22. Shoot schedule
23. PPM
24. Technique prep.
25. Call sheet

PRODUCTION

1. Deliveries
2. Set-up
3. Scene/script run through
4. Shoot*
5. Wrap
6. Camera card back-ups
7. Returns

POST PRODUCTION

1. Returns
2. Logging
3. Voice over*
4. Offline*
5. Music*
6. Transcription/
translation/
subtitles*
7. Graphics*
8. Motion design*
9. VFX*
10. Grade*
11. Sound design/mix*
12. Composition
13. Online*
14. Versionings*
15. Exports
16. Final delivery

*Process include presentations, 2-3 turnarounds and final approvals with and by the client.

*Madame
Lefèvre*

PRODUCTION CREW

The list of people involved in a commercial film production vary depending on the complexity and budget of a production. The following page showcases a common crew set-up for a mid sized commercial film production throughout all the production phases. Do note that roles and responsibilities vary depending on whether it's a commercial, tv or drama production.

PRE PRODUCTION

1. Client director
2. Project manager
3. Producer*
4. Production manager*
5. Creative director*
6. Art director
7. Motion designer
8. Copywriter
9. Script writer
10. Storyboard artist
11. Director
12. Still photographer
13. Set designer/Art Director
14. Stylist
15. Make-up artist
16. Hair stylist
17. First assistant director

PRODUCTION

1. Director
2. First assistant director
3. Director of photography
4. Focus puller
5. Clapper
6. Grip
7. Gaffer
8. Best boy
9. Sound mixer
10. Boom operator
11. Digital imaging technician
12. Set designer
13. Still photographer
14. Stylist
15. MuA
16. Hair stylist
17. PA
18. Runner
19. Actors
20. Talents

POST PRODUCTION

1. Director
2. Assistant film editor
3. Film editor
4. Retoucher
5. Motion designer
6. VFX artist
7. Colorist
8. Voice talent incl.
studio
9. Sound designer
10. Text agency
11. Flame/online artist

*Involved and present throughout all phases and most processes.

*Madame
Lefèvre*

SCOPE - TIME - COST

Experienced clients know that requesting a high quality and extensive production quickly, is going to cost. They also know that requesting a high quality and extensive production at a low cost, will take time - and time is something they rarely have.

Adjust one component, may it be price, scope or time, and it will affect the others. So, with respect for the team and the creative processes - for your production - let's plan for sustainable and joyful productions where all three components are realistically combined and right expectations are set.

IT'S A WRAP!

Whether you are looking for a commercial film producer, inhouse agency producer or production manager to back-up any of your projects or productions, please find my contacts below and I look forward to taking it from where ever you are in the process.

Charlotte Lefèvre | Stockholm | Sweden

charlotte@madamelefevre.se | +46(0)70-815 50 21

*Madame
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