



## CREATIVE OVERVIEW | PRE-PRODUCTION

Digital technology has radically transformed media communication, bringing video production to the forefront of the new media landscape. Video is quickly becoming *the* essential media offering because of its ability to engage and entertain audiences almost anywhere. Technology has influenced how video is delivered and viewed, and it has profoundly changed the process of creative video production.

Before the days of refined digital technology, video production could be like a long game of telephone: as a concept traveled from writing, through shooting, and into editing, it passed through numerous creative teams. And while production is still complex and highly collaborative, technology has made this process more integrated and efficient.

At Atassi Productions, we take an integrated, streamlined approach to video production. We offer a comprehensive video production experience – from concept to the final cut – with creative strategies for each phase of the process. And while we're happy to jump in at any stage, we've found that thorough pre-production is the key to a tightly organized, highly creative video production.

### Choosing the Right Video

- Our first step is to learn a little more about your story –perhaps you're launching a new product, profiling your business, or searching for a creative way to reach a new market
- We understand that video content is usually only one part in a marketing or advertising campaign and are experienced at maximizing video quality within budget and on time
- Our deep knowledge of the creative process also makes us extremely adaptable, whether you need a series of integrated web videos, a single television spot, or anything in between

### Creative Pre-Production

- Once a basic concept is established, we work to develop a collaborative vision for the final product, shared by our client and creative team
- Scripting: Some projects, like a narrative or testimonial spot, require a complete script. Others, like a series of interviews, require a basic content structure but no formal script
- Storyboard / Shot List: For fully scripted projects, we use a storyboards and a detailed shot list to communicate major details of the visual element before we shoot
- Casting and Auditions: Not all projects require on-camera talent, but for those that do, we provide a range of casting options and work with numerous Chicago talent agencies

### Project Management and Logistics

- Video projects come in all shapes and sizes, from a simple background shoot to a full-scale commercial production. We put together the right team and equipment to maximize production value within budget
- Production Budgeting: Accurate and reliable estimates on key elements like talent, locations, equipment, and post-production services
- Detailed production timeline, schedule of deliverables, and client review process
- Location photos, head shots, and more shared via cloud technology – track the progress of your project as it moves through pre-production