

EDITING AND POST-PRODUCTION

Post-production is where all the production elements come together to tell a unique, compelling story. With proper pre-production and successful shooting, post can be a fun and creative process. It's where we turn a production into a *product*, through video editing, sound design, and music.

Post is a collaborative process with our clients. When we're working on a project from concept through execution, we strive to make major creative and conceptual decisions *before* shooting production. This simplifies the editing process and helps us ensure a consistent, high-quality product. And if a client brings us footage for an edit, we help develop a compelling story that resonates with their brand and message.

We approach post-production as an integrated process that goes beyond a single technical skill. Each member of our creative team has a distinct post-production specialty: video editing, audio/sound design, and music.

Video Editing – Content

- Video editing involves constructing the footage to tell a coherent and compelling story
- On a narrative or scripted project, the edit should closely follow the script, storyboards, and shot list. All of these elements are pre-approved by the client
- On projects without a formal script, such as documentaries or electronic news-gathering (ENG), the editing template is a basic content outline and b-roll list, developed in pre-production

Video Editing – Workflow

- We use the Final Cut Studio program suite and edit video in Final Cut Pro 7
- Text and basic motion graphics in Motion 4
- Color Correction in Color 1.5 and Magic Bullet "Looks"
- Export /Compression in Compressor 3.5. We offer a wide range of formats for a final deliverable, including web and mobile-ready formats

Audio and Sound Design

- Audio editing and sound design in Logic Pro. We are also Pro Tools compatible
- All audio should be normalized – leveled out and usually boosted for consistency
- Sound design is an important storytelling tool. This includes sound effects, foley, and room tone/ambience
- For projects that combine dialog, sound design, and music, a comprehensive final mix is essential

Original Music Creation

- Close integration of video and music creates a memorable, unique viewing experience
- Original music by Rami Atassi, multi-instrumentalist and composer with a decade of experience in composition and performance
- Digital music composed in Logic Pro, including a variety of real instruments, samples, and software instruments