

PRODUCTION PROCESS

OVERVIEW

Founded in September 2013, LStop Media is a full-service content production agency, focusing on video, photo, and design. Our team of industry and creative experts prides itself on providing the most collaborative, creative, and efficient means to execute services for our clients. We are a one-stop resource for production development and creation, digital marketing and design, communications, and engagement. Our goal is to ensure the content we concept, create, produce, and edit is as compelling and captivating, as it is relatable and informative.

LStop Media customizes content, optimized and specifically targeted to the most appropriate audiences and channels of delivery, based on your organization and needs. We have a team of project managers, producers, creative and art directors, designers, cinematographers, animators, and editors that are chosen and placed on projects based on those they fit the best with the scope of work. We work with every client to tailor all pricing, crew, gear, and resources specifically to the scope of work for their projects to ensure the highest level of success.

As we collaborate with you throughout each project, please do not hesitate to contact us if you have any comments or questions. We look forward to a future partnership with you.

PROJECT MANAGEMENT

Our team ensures that all content is gathered in line with the production schedule and scope of work. This may include but is not limited to: concept development and strategic consultation, creation and maintenance of production schedule, production, post production, and delivery of content.

During the production process, we can assist with coordination and acquisition of necessary content assets. This includes researching and gathering information, footage, names and titles, and other applicable content required to complete the project.

If at any time there are issues or challenges that arise, we will identify and communicate it to the client, along with an explanation of the challenge and possible solutions to fix it and move forward. By doing this, along with other responsibilities mentioned, the project manager will continue to ensure a high level of coordinated quality control over the development of content and delivery of final products.

ROLES AND RESPONSIBILITIES

Our team will coordinate with the Client in the initial concepting, design, editorial focus, development, and production of this project. Once a statement of work has been finalized, we will work with you to determine the necessary personnel and associated roles and responsibilities for each video, as well as determining the review and approval process most effective for this project.

PROJECT DEVELOPMENT

This phase sets the approach, goals, processes, responsibilities, and guidelines for the entire project. During this stage, LStop Media will work in tandem with Client to refine and design the most efficient path to production, setting the project up for the best chance at success.

This time investment during the preliminary stage of our process is important to make sure we are not recreating the wheel with these videos, that any resources and material gathered now can be applied to future Client projects; building a well planned approach that will maintain consistency and proper oversight. This will ensure all content is researched, gathered, produced, and provided efficiently and successfully.

PRE-PRODUCTION

LStop Media will work with you to manage the development, capturing, and editing of all production elements. We will collaborate with you to identify and create the most ideal coverage strategy, visuals, and timeline to achieve your goals. This includes client coordination, meetings, shoot preparation, on-site crew during shoot, and post production management.

The entire process of pre-production, production, and post-production has several phases. The next few pages provide key information on what may happen during these phases. Not all are applicable to every project. With that, here is a breakdown of each, throughout the production process:

Pre-Production

- Creative Development
 - Scripting
 - Storyboarding
 - Design
- Preliminary Shoot Preparation
 - Location Scouting

- Pre-Interviews
- Research
- Scheduling

Production

- Develop outlines
- Research subjects
- Create narrative arcs
- Cinematography and Audio

Post Production

- Footage Processing
- Generation of Interview Screeners
- Editing of Content
- Graphics Development
- Reviews and Approvals
- Mastering

Creative Development

LStop Media can work with the client to help identify concepts and content deliverables. Our team is able to help figure out the best way to cover a topic, including what visuals are needed. These visuals can be assembled into a storyboard, allowing the client to have a representation of the content to react to and sign off on.

Inspired by your organization, project, goals, and intended audience, we develop and design techniques and approaches that provide a unique and compelling experience from the content captured — one that will resonate and create actionable reactions to your particular audience.

During this phase we develop the backbone of each of the video projects. We work with you to solidify the main ideas and goals of the videos, converting those into the assets necessary to inform the cinematography and post-production. Through this phase we do tasks such as (but not limited to) writing scripts, developing interview questions, and designing and presenting storyboards. Our producers and creative directors work in tandem to ensure all aspects of the project are aligned, setting it on the best path towards success.

To streamline the narrative in videos, we often use a combination of art cards, type on screen, or creative editing techniques. We present different editing options during the creative process, collaborating with your team throughout so we are all in agreement that the viewer will understand the most important messages delivered by your organization and ensure the delivery of identified project goals.

Preliminary Shoot Preparation

This phase occurs once each topic and interview subjects have been identified and refined. Once final approval has been provided on the specific subjects being covered, our producers will begin to prepare the story for production. This includes the potential for location scouting, casting, and any additional research and development that may be necessary.

It is at this point we revisit any scripts and storyboards to make sure we have all the people, places, and visuals in place to achieve our identified goals for the project. If at this point we see changes need to be made, we make sure to work with the client to make the appropriate updates to the project before moving through with production, and this opportunity to course-correct (if needed) saves valuable time later in the project.

PRODUCTION

Producers/Directors

Our producers are the hub of our production wheel -- before any content is filmed, they are developing outlines, researching subjects, and creating narrative arcs. They work closely with our Directors of Photography (DPs) to establish and maintain a consistent look and feel for the videos throughout the production process. They also act as the primary LStop Media representative on-site during filming -- managing the crew, working with the personnel featured during the filming to ensure their comfort during the process, facilitating any other logistical needs such as on-site permissions, and scouting for opportunities to enhance the video content being captured.

Cinematography

Our professional production personnel come with extensive experience covering a range of topics and situations. Our crew will oversee and enact all cinematography, lighting, and audio capture. This includes the on-site shoots with our production crews and all of the gear required. LStop Media's production team customizes equipment and gear solutions that fit best for each project. Having access to the latest technologies, our goal is to ensure the highest quality, with the smallest footprint so as not to provide an intimidating environment.

We capture all video content in 4k, allowing for the most latitude in editing the footage. This allows for the ability to easily crop and manipulate high resolution video when editing and exporting in 1080p High Definition footage without quality loss, while also helping to future proof the content captured. We make sure to bring the best quality gear most suitable to each shoot, that is also compact and as unobtrusive as possible.

Audio Engineering

Dynamic location sound is important to ensuring the best quality production and viewing experience for audiences. We work to ensure that we have the highest quality audio solutions on-site, being prepared for all types of situations.

Music, dynamic sound, and voice overs can help pull together the visuals of a project. We work with you to identify and choose audio solutions that match your brand, subject matter, and project goals. Audio solutions for this project may include:

- On-site audio capture of interview remarks with combination of wireless and wired microphones.
- Post production audio mixing and scrubbing.
- Music and sound effects search and licensing (cost applies based on tracks selected)

POST-PRODUCTION

Video Editing

Editors, working in conjunction with producers and DPs, assemble all video, audio, and graphics elements once shoots and designs are completed. We are agile -- rapidly turning creative ideas and content elements into a cohesive video product.

Most projects include three distinct edit phases: a Rough Cut, Fine Cut, and Final Cut. This process allows for a minimum of 2 rounds of review and revision before we finalize and master any edit.

Prior to beginning the editing phase our producers and project managers work with the client to develop a review and approval process and schedule that fits best within the project's parameters and client's requirements. This includes determining the structure for editing and delivery, client comments and questions, and which stakeholders within the client's organization are the main decision makers providing and approving edits.

Upon completion of video production, LStop Media will work with the client to ensure proper mastering, delivery, and storage of files. Upon request, LStop Media can provide the client with a copy of all raw video content captured for their archive. This will incur additional edit time fees for hard drive acquisition, processing and transfer of footage, and shipping to client.

Graphics and Animation

LStop Media is able to create a customized graphics package inspired by a theme, website, branding, item, and/or style guide. Digital graphic designers and animators develop and create on-screen visual cues, identifiers, models, and custom animations where necessary. These will help propel the main idea of the video content in a clean, consistent, and engaging manner.

Working with Client existing branding and graphics standards, LStop Media will create a ‘look and feel’ for their video productions -- allowing viewers to easily identify the content as belonging to Client. The graphics packages developed can be used for all newly produced videos, as well as applied to future projects. Graphics packages may include:

- Animated/graphic open and close with title information and logo
- Logo bug
- Footage Transitions
- Lower Third name and title identifications
- On-screen identifying graphics for facts, information, speakers and their titles
- Either side-bar or full screen information graphics
- Complex 3D animations

Livestream Production

LStop Media is equipped to stream to any major online video platform, or a unique website destination, as long as appropriate coordinates are provided. Typically, our streams go to at least one location for viewing (which can then be embedded in other online locations), but we do have the ability to send a stream to multiple locations at once.

We can also do any production as a LookLive, where content is captured and produced as if done entirely live, but is instead recorded rather than sending it out as it happens. This allows us to make any tweaks or edits before it is posted.

Our team will coordinate with the client to properly prepare for every production, ensuring we have the necessary crew, gear, access, and internet bandwidth to successfully produce a livestream. This includes a site visit to each location to review the filming space, test the internet connection, and verify and confirm access to onsite audio/visual items if applicable.

Our basic system can capture content from any device that has an HDMI output. This includes everything from a camera, to computers, or even a video game system. Audio can be captured and provided in multiple ways, such as tapping into an existing audio system, or utilizing a separate sound mixer and microphones.

The system allows for the use of any type of static or video graphics and animations. We request that these be provided at least 48 hours prior to the event to load and test all items. We can also roll in any other videos to be played with sound. If the client does not have existing graphics, we can assist them in design and developing them. The system also has the ability to do live green screen, removing a background and replacing it with an image or video

All streams can record the mixed/edited feed, as well as individual isolated records of all camera feeds in low and full resolution. With that, we have the flexibility to adjust, edit, and pull out other segments after the event, should they need to be adjusted or provided for other purposes.

Important items for consideration for each shoot are:

- Access and ability for crew to film in the space.
- If applicable, access to in-house audio feed at each location for anyone presenting or for audience member participation. We will run an audio feed into our system.
- Ability to access each location the day before, or at least 2-3 hours prior to the event on the day of, for set up and final testing.
- Access and testing of online destination page or any other destinations for streaming.
- Access to any premade graphics materials, complete with transparent alpha layers where applicable. These can be static or video. LStop Media can also work with the client to design and develop graphics and animations should they need it.

Stages of Livestream / LookLive Production

Pre-Production

LStop Media will perform a site check at every event location. At the site check, we will assess the venue's Internet and audio/visual capabilities. This will help us to determine our cameras, audio, and live video switching setup. After the site check, we may make recommendations on additional equipment and/or resources needed.

We can arrive either the day before the shoot or at least 2-3 hours before on the day of to setup and test all equipment. During this time, the client will be able to view a test, being able to assist if necessary with going over all schedules, graphics, and video assets.

If necessary, LStop Media's design team can produce and develop a graphics package that fits within your organization's brand guidelines. These may include but are not limited to: lower third name and title identifiers, intro/outro graphics, picture in picture graphics, and video interstitials.

Production

On the day of the event, we'll arrive at least 2-3 hours early to check and test all equipment, being ready to begin at least 30-minutes prior to the start of the event. Our production team will provide all personnel and gear requested and necessary to produce and operate the webcast.

Post Production

The production team can provide the client with recordings of all captured material via an external hard drive or digital delivery. Your footage will also be archived for up to 1 year at no extra charge. We can also produce and edit an abridged version of the event, export individual segments, or edit together a recap of the event.

Services Available for Each Phase of Production

Pre-Production

- Consultation and coordination with onsite audio/visual vendors
- A site survey at the venue
- Streaming to at least one location, with embed code for website
- Onsite, Phone, and email support

Production

- Stream Director with full streaming hardware and software package
- Camera Operator and full-HD/4k video cameras
- Producers and Production Assistants as needed
- Broadcast quality Graphics Package, including lower thirds, intros, outros, interstitials, and logo

Post-Production

- Digital delivery of your event recording within 48 hours
- Potential edit of overall broadcast, individual segments, or recap video
- Upload to YouTube, Vimeo, or other online video service