



VIDEO MAKING PROCESS

Coming up with a video idea can be the hardest challenge to overcome in the creative process! After that its a peice of cake. You'll work with an AliVega producer to brainstorm ideas that are suitable for your brand and pertain to you defined audience.

SCRIPT/RECIPE

- Written dialouge/ Monolouge/Narrative
- Shot & Other Visual Elements Description
- Title Designation



Working together, an initial script will be drafted and go thru a series of revisions before a shot list is created.

PREPRODUCTION/INGREDIENTS

- Gather Images, Logos, Audio & Video
- Purchase Images, Logos, Audio & Video
- Shot List & Shooting Schedule



First let's see if you already have some of the "ingredients" we need; archived footage, product shots, logos, graphics, etc. then we can move on to planning the elements we need to produce.

PRODUCTION/MIX & BAKE

- Video Taping
- Audio Recording
- Video Transfer
 - Scanning
 - Photography



Production comes in many forms but overall it is the time during the collection & assembly of all the elements. This assembly, or edit, will typically go through two revisions before final delivery.

POSTPRODUCTION/DECORATING

- Titles
- Motion Graphics
 - Transitions
 - Sound FX
 - Soundtrack
- Color Correction
- Compression



Pictures are animated to move around the screen, titles are added, audio is adjusted, color correcting, before finally producing the full resolution and streaming video delivered to you via ftp.

At this point most production companies might stop! Not at AliVega Productions. Now that we've done all the leg work on gathering and assembling images we'll look at other uses for this content, which can be repurposed, and used in another form.