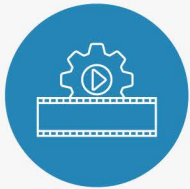


OUR VIDEO PRODUCTION PROCESS



1. PRE-PRODUCTION

Together, we discuss and consider the type of videos that complement your communication strategy. Overlay footage (B-roll) and graphics are then planned, and shoots (on location or in our studio) are scheduled at this stage.



2. PRODUCTION/ FILMING

Our creative crew at contentgroup manage the technical and artistic aspects of filming (camera, lighting and audio), while you and your talent focus on the message.

And if your shoot is outside of Canberra, we have a trusted network of freelance professionals around the country who we can turn to/rely on.



3. POST-PRODUCTION

We then edit the video according to the script or brief, adding branding, graphics and licensed music (if required). You will be provided with a draft preview video so you can recommend any revisions before final approval.



4. DELIVERY

Once the final edit is approved, you will receive a download link of the finished video. Closed Captions are included, plus optional subtitles (hard captions) and transcripts.

OUR ANIMATION PROCESS



1. PRE-PRODUCTION

Together, we plan the type of animation video aligned with your communication goals. Design options and storyboards are provided for approval, and we integrate your chosen graphics and music. If a voice-over is required, the script is finalised before proceeding.



2. PRODUCTION/FILMING

Once the storyboard is approved, we start the animation process. The voice-over artist records your script.



3. POST-PRODUCTION

Animation scenes are edited together, voice-over, music and sound effects are added (if required). You will be provided with a draft preview video so you can recommend any revisions before final approval.



4. DELIVERY

Once the final edit is approved, you will receive a download link of the finished video. Closed Captions are included, plus optional subtitles (hard captions) and transcripts.