

THE **MODERN
REEL**

Content that shapes the future

CLIENT GUIDE

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CLIENT GUIDE
WORKING WITH THE MODERN REEL

WE PRIDE OURSELVES ON BEING AS EASY AND OPEN TO WORK WITH AS POSSIBLE

If you're ready to start your first project with The Modern Reel or just want to learn about what we do and how we operate, this is a great place to begin!

We want you to feel like we're a part of your team and not just another vendor, so we've put together this guide in order to provide a behind the scenes look at how we'll produce your video project. It's all a part of making our collaboration as exciting and effective as possible!

There won't be any quizzes but we would recommend stashing the guide somewhere safe so you can reference it later. It features some important information about our feedback and review process along with the tools you'll be using to do so.

As always, if there is anything you're unsure of, don't hesitate to email your project manager or info@themodernreel.com. We can't wait to capture your vision.

Sincerely,
The Modern Reel

WHO

WHO ARE WE?

The Modern Reel is a full service video production company with an eye and passion for the future of technology, architecture, education and more.

WHAT DO WE DO?

We produce video content for individuals, companies and organizations big or small. Video production can be expensive, so we aim to make cinematic style and high-end video available to everyone.

We make connections. We love building relationships with local communities, innovators, designers and visionaries. We learn a lot from the people we work with and their commitment drives us further.

HOW DO WE DO IT?

Simple. We believe in a few core concepts.

TRANSPARENCY | COMMUNICATION | RESPECT

THE TOOLS

As a production company, we use a lot of different software and hardware to bring ideas to life. There are a couple that you'll need to be aware of.

Below are the services you'll be using during your time with us.

THE CLIENT PORTAL (project management & review)

This is where your project lives. It is built and maintained by our team, tailored **precisely** to our needs and the needs of our clients. We use it internally for all of our tasks, production documents, ideas and more. Most importantly, you'll be using it to **communicate directly with us**, share assets, and provide feedback during the review process. Imagine Evernote, Dropbox, and Vimeo all in one easy to use place.

UBER CONFERENCE (conference calls)

UberConference is a web based **conference platform**. You don't need to download a thing to hop on a call and you'll get an email with all the details along with a reminder before it's time to join. We like making things effortless.

OUR GEAR

OUR GEAR

These are the some of tools and programs our team uses internally; They help us deliver you the high quality content you expect.

HARDWARE

- **RED** (cameras)
- **DJI** (aerial & stabilization)
- **Canon** (cameras & lenses)
- **G-Technology** (storage & edit media)
- **Apple** (computer hardware)

SOFTWARE

- **Final Cut Pro** (editing)
- **After Effects & Photoshop** (graphics & visual effects)



Canon

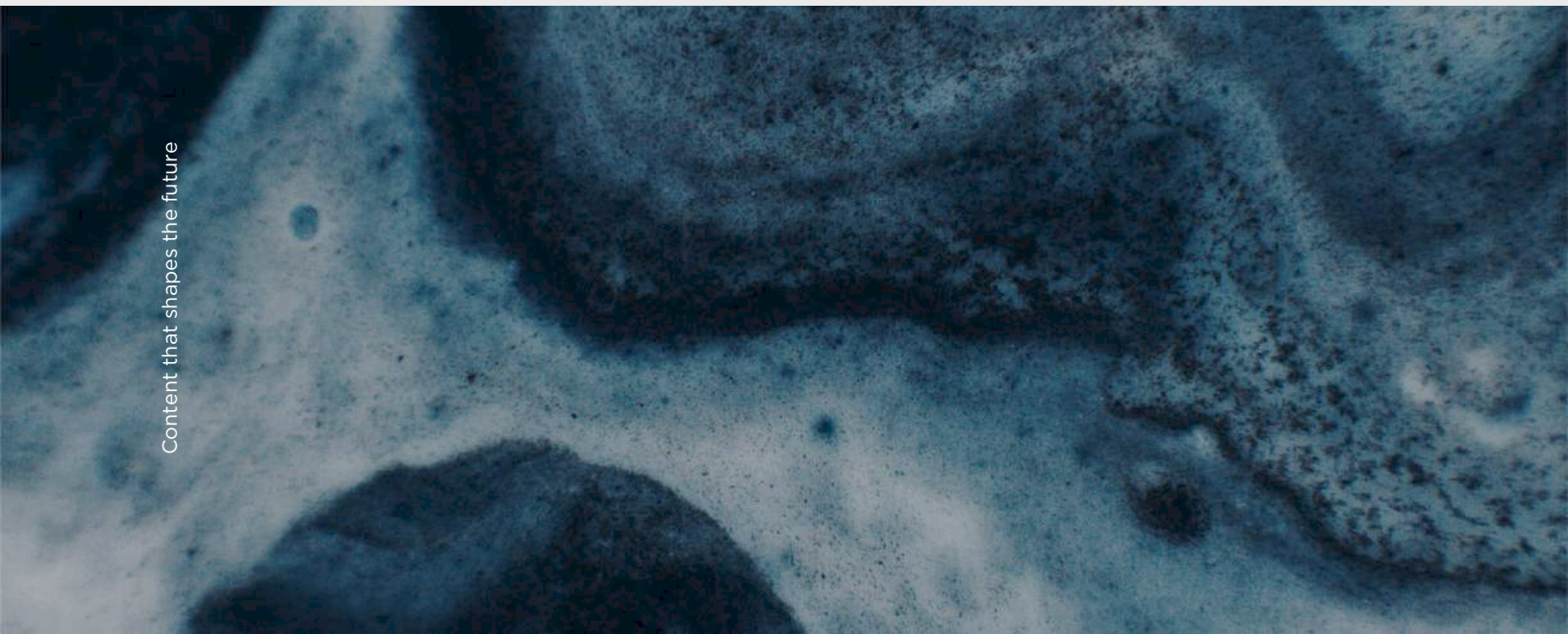
DJI



G-Technology

RED

T THE PROCESS



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We understand that every project has different requirements but, like most film projects, you can expect we'll follow these 3 phases:



INITIAL MEETING

Before the formal process begins, we invite you to chat. The purpose is for our team to learn about your company's needs and visions whether big or small. We'll discuss the past, present, and ultimately how we can **achieve your goals**.

BUDGET

From here, our team will put together a Budget Proposal (what you may call a quote or estimate). We firmly believe in transparency and accuracy, so **we don't provide estimates**, but instead **firm costs**.

This process will help you understand how every penny travels through production and into the final deliverable. Once a contract is signed and deposit received, the first phase begins!

PRE-PRODU

PRE-PRODUCTION

This is where the movie magic begins. Every good film or video starts with meticulous pre-production.



A lot is happening during this time and we'll be asking a lot of questions! If your project requires employees on-camera or company locations for the backdrop, **we'll need your help securing those valuable assets.**

We'll establish the script and prepare all of the shots with a storyboard. From here, we'll have a full understanding of the shoot's requirements, like: **special equipment, locations, crew size** and more.

Finally, a schedule is arranged with all of those factors in mind. We'll ensure everyone and everything can be made available during scheduled times and begin preparing for the shoot itself!

PRODUCTION

Lights. Camera. Action.

Production is where all of the planning and preparation finally come together. It's the most exciting part of the whole process and we want you to share in the excitement. We'll invite you to join us on set to get a behind the scenes look at your production and provide **realtime input**.

This phase of the project varies dramatically from video to video, but for many projects, it is the shortest. Regardless of what production requires, you can expect that The Modern Reel will always be among the most efficient and professional crews in our field. It is important to us that **we use your resources wisely**.

With your newly shot video in the can (this is industry speak for having finished production, we promise), it's on to the final phase!



POST PRODUCTION

Now it's time to take all of that raw video, and trim, ripple, and cut it together into the **final product**. This is likely the phase of the project where you'll be the most involved, so we've made the process simple through our custom built **Client Portal**.

WE EDIT → **YOU REVIEW** → **YOU APPROVE**

We'll start by editing a draft complete with all of the assets, effects, or voiceover your video needs and submit it to your team for review. The Review page gives you access to each video we've posted along with drafts of those videos so you can see the changes being made. You'll leave feedback for each draft right there on the Review page.

The best part: each piece of feedback you leave will be **timestamped** with the exact frame of video you're commenting on. This ensures we know just what you were referring to and can make appropriate edits without the extra back and forth.

DELIVERY &

DELIVERY & DISTRIBUTION

Once you've approved the final draft, we'll put together your **deliverable package**. This includes stills and your videos in multiple file formats along with a guide on where to use each (websites, youtube, broadcast, etc.). If any of that sounds a little daunting, don't worry: we'll help get those videos where they need to go!

We provide assistance as your video travels to the web or through the broadcast pipeline. You've spent the time and money to produce a top notch project and **we help make sure it's seen.**

SUPPORT

Just because your videos have been delivered doesn't mean the relationship has to end! Need an update to a completed project? Want your video in a specific format? Feel like talking over coffee or learning about the difference between a container format and codec?

We'll always be available to help.

THANK YOU

THANK
YOU

www.themodernreel.com