

Explanation of Services: Post Production

After the Shot

After the shoot, the film magazines are collected and stored in a waterproof and air-pressure sensitive hard case. Those magazines are then brought back to the studio and immediately cloned for redundancy.

Ingestion, Transcoding and Proxies

CaddisArt houses some of the most powerful video production servers in the region. The film magazines are loaded into these servers for the ingestion process. These files are copied into the editing server and transcoded into a format that is suitable for editing. Since we primarily shoot in 4K or 6K resolutions, the files are massive. Because of this, proxy files (smaller, more manageable files) are created and linked to the original files for faster editing. During the final export, the original files are then referenced and used to be sure you receive the highest quality video.

Getting Ready for the Timeline

After all the transcoding and proxies are created (this can sometimes take substantial time), the project is created, sequences loaded and footage imported into the non-linear editing software. It is also important that we have all the requested materials from you including logos, graphics, still photos, etc.

First Draft(s)

Once the above is completed, CaddisArt will begin with rough cuts, lower thirds, graphics and audio sweetening. Once the first draft of the scenes are complete, a version of the videos with time-code burned into the video will be provided to you. This will allow you to review the scenes and make notations or suggestions for changes using the time-code in and out points.

Revisions, Changes & Suggestions

Once you submit your changes using the time-code in and out points, we will complete those revisions and submit them back to you in the same fashion the draft was sent.

Final Render and Delivery

After you are satisfied with the results of the video(s) they will need to be rendered on the server to produce the high-resolution and HD versions of the videos. They will either be mailed to you on an external USB drive or provided in downloadable links.

“We’re operating in a world where one good video can lead to a massive social following.”
– Mike Henry