

Explanation of Services: On-Site Filming

Preparation Time

On the day of the shoot, CaddisArt will arrive roughly 30-90 minutes prior to the start time to set up lighting, cameras and audio. The length of time is determined by the complexity of the shoot. When storyboarding or outlines are delivered to us, we can determine how much time will be needed. Please have a contact ready before the shoot during this time.

Makeup, Hair & Wardrobe

The on-screen talent will need to be dressed and ready with hair and makeup done. In the case of men, a powder base will be applied by our staff using COVID-safe techniques and disposable applicators. This may have to be repeated throughout the day.

Microphones & Audio

Audio is quite possibly one of the most important factors in video production and CaddisArt takes it very seriously. Talent will be outfitted with wired or wireless lavalier microphones and crew will be monitoring the audio throughout the shoot. It's important to assume that everything the talent says will be recorded, even during downtime. In the case of wireless microphones, it's important to turn off the mic-pack prior to using the restroom or having a private conversation. CaddisArt staff will always assist be sure it's off when it needs to be.

Walk-Throughs, Talent Prep & Testing

It's very common for on-screen talent to be nervous and perhaps anxious about being in front of a camera crew. CaddisArt takes every step to not only make them feel comfortable, but will allow for a 'test run' for practice. This is also an opportunity for our crew to be sure all equipment is operational and ready.

Takes, Slates & Cuts

During the beginning of each segment being recorded a slate (or clapperboard) will be used to mark each scene. The director will then silently count you down before you begin. The pause during this countdown is important for the editors in post production. There should be silence during this time. If the talent feels he or she needs to start over, the director will keep rolling and repeat the countdown. A slate is not needed for each re-do. However, if the scene changes or the cameras need to be turned off for any reason, the scene will need to be re-slated.

Completion

Once everyone involved is satisfied with the scenes, CaddisArt will need 30-60 minutes to pack and clean up. Please allow for this time after the shoot concludes.

“Hard work compounds like interest, and the earlier you do it, the more time you have for the benefits to pay off.
-- Sam Altman