

# VIDEO PROCESS

WHAT IT TAKES TO CREATE  
THE FINAL VIDEO ASSETS

05

## ANALYZE

REVIEW ENGAGEMENT AND RESULTS TO OPTIMIZE FOR FUTURE USE.

04

## POST.

OPTIMIZE AND DISTRIBUTE FINAL VIDEO CONTENT THROUGH THE PROPER CHANNELS.

03

## EDIT

BRING THE FOOTAGE TO LIFE AND CREATE MULTIPLE ITERATIONS OF THE VIDEO.

02

## FILM

CAPTURE THE FOOTAGE, WHILE ACQUIRING ADDITIONAL SHOTS TO FUEL MORE CONTENT.

01

## SKETCH

CONCEPTUALIZE EACH SHOT - BEFORE YOU PICK UP THE CAMERA.