

workflow can save you money.

by Marc Baleiza

December is upon us, like a blanket of heat and laziness. Tempting as it is to put some shorts on and get down to the holiday, quiet periods are a fantastic opportunity to begin look at some of those things you've been putting off in your own internal facilities. It's a great time to look back at some of your projects, and think about how things can be improved next time around.

These improvements can often lead to significant cost saving during production, as well as saving an immense amount of time and frustration. As a workflow consultant, I assist production teams to understand post production and acquisition techniques and where it is possible to make some of those efficiencies known.

To give you an example, a few years ago I was asked by a production team to have a look at their time-lapse processing, as they had been quoted by an external facility and were not happy with the price. After understanding what they were doing, we implemented a few very small measures and setup a small internal processing hub with some tools and training. We started with time-lapse, and eventually that grew into processing high speed, RAW video and other specialist formats. After 3 years, we were able to effectively save over £20k (approx R240 000) on this project!

Now, don't get the wrong impression, this is not about taking money away from external facilities, they are very important service providers! In fact, in a project post mortem after the fact, we identified that if the production team had had clearer communication with the finishing facility, we could have saved even more money during post production.

The idea I hope to leave with you, is that we should partner with facilities to reduce overall cost as well as to use the tools we already own more efficiently. Continuing to deliver the same high level of quality and professionally produced content.

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