

OUR VIDEO PRODUCTION PROCESS

AT MEDITECH COMMUNICATIONS WE FOLLOW A PROVEN SEVEN STEP APPROACH TO DEVELOP YOUR PROJECT



1 | DISCOVERY & PROPOSAL

Our process starts with discovery. We listen to your needs, goals and beliefs. We ask questions, and do our research to gain the information needed to develop a proposal.



2 | CREATIVE DEVELOPMENT

We work with you to define the approach, tone and style to determine how to best visualize your video.

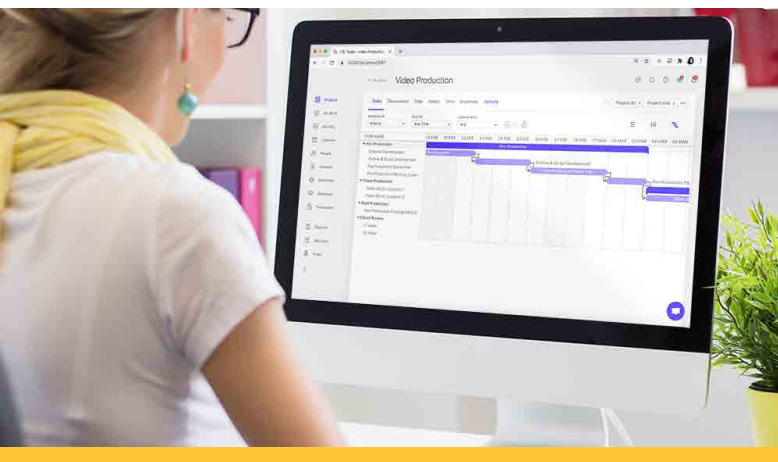


3 | SCRIPTING

The script is the program blueprint and includes narration and written descriptions of what the viewer will see. We may also create storyboards to further visualize the end-result.



Approval Stage



4 | PRE-PRODUCTION

Our team will develop a plan and strategy for success. We identify the “who, what and where” of the project. We prepare a schedule, secure locations, crew and equipment, and audition professional talent.



5 | PRODUCTION

The director orchestrates the production and activities. We capture the footage to support your story; like interviews, lifestyle scenes, clinical procedures, and processes.



Approval Stage



6 | POST-PRODUCTION

During post-production we bring your story to life editing together those pieces that will inform and engage the audience. The final touches include music, effects and graphics.



Approval Stage



7 | DELIVERY

We then deliver the video your desired format for everything from web, to massive video walls for events.