Standard Operating Procedure – TVC Production

# 1. Pre-Production

- Finalize script and storyboards  
- Conduct technical recce of all locations  
- Prepare call sheets and cast/crew lists  
- Book necessary equipment and backup options

# 2. Production

- Adhere strictly to shoot schedule  
- Daily safety briefings before each shoot  
- Maintain master continuity log  
- Director or AD to sign off on each take

# 3. Post-Production

- Transfer footage to backup server immediately  
- Editor to create first cut within 5 days  
- Review process with client and internal QA  
- Final delivery in high-res format as per spec