



Video Production Made Simple  
**Our 3-Step Creative Guide**



At Migongo Films, we take pride in bringing a creative and tailored approach to every project.

We offer personalised consultation on video strategy, ideal for clients who may be new to commissioning films. We can even help you craft a solid brief if this is your first time. This initial step is vital, as the decisions made here shape the concept, style, and overall direction of your film, ensuring everyone is aligned from the start.

## **STEP ONE - PLAN**

### **Briefing & Concept Development**

Often referred to as Pre-Production, this stage includes all the groundwork before filming begins. Depending on your project's needs, it might involve:

- Concept and content development
- Scriptwriting
- Storyboarding
- Equipment specifications
- Props and logistics

This is the phase where we iron out every detail, so when the camera starts rolling, everything runs smoothly.



## STEP TWO - PRODUCE

### Capture & Create

This phase is all about bringing your vision to life and is divided into two key parts:

#### Production

This is where the magic starts. Filming and capturing the essential elements of your project take place here. Whether it's a solo shoot or a scalable team of skilled freelancers—including camera operators and voiceover artists—Migongo Films adapts to fit the scope of your project, no matter how big or small.

#### Post-Production

Next, your film comes together. We edit the footage, add motion graphics or animation, and apply professional colour grading to give your video its unique style. Music is added to elevate the experience—whether it's from a royalty-free library or a custom composition tailored to your film. Talented sound designers are just another part of Migongo's team that make the magic happen.



## STEP THREE - REVIEW

### Perfecting Your Film

You'll receive a private Vimeo link to preview the first draft of your film. From there, you're invited to share your feedback. We include three rounds of revisions in our production fee to ensure you're 100% happy with the result.

- We begin assembling a first draft edit. If additional filming days are scheduled, this draft helps us identify any remaining elements to capture.
- Music plays a key role in communicating your message. We carefully select tracks from royalty-free libraries or provide tailored suggestions to match your video's tone and style.
- Our initial post-production quote includes three rounds of amendments, allowing you to refine the project at two key stages.
- After completing the first draft edit, we'll share a private link via email for your review. Feedback can be provided directly on the video platform (Vimeo) by pausing at specific points and leaving comments.
- To ensure clarity, we request that all feedback come through a single point of contact to avoid conflicting amendments.
- Once we receive your feedback on the first draft, we'll produce a second draft incorporating your changes. For projects with multiple videos, the first video serves as a template for subsequent drafts.
- Final versions are produced based on collated feedback, ensuring all videos meet your expectations.
- When the project is complete, we'll send you a download link via WeTransfer. The final video will be delivered in Full HD (1920x1080) resolution as an MP4 file with an h264 codec. Alternative formats are available upon request.
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Once finalised, you'll receive a high-resolution version of your film via WeTransfer, ready to share with the world and start racking up views.

It really is that simple!



# Thank you.

## CONTACT

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