



Post Production

DIGITAL PRODUCTION

AICP Post Production recommends that its members universally require digital camera masters and digital dailies which meet the following criteria to ensure an efficient and cost-effective post production process:

Digital Camera Masters

- Record camera masters in the highest quality format available to the camera.
- Record in a flat, low contrast, 'Log' format color space, where possible.
- Record continuous, ascending SMPTE timecode with every shot.
- Record audio in the highest quality available. Always loop the high-quality audio back to the camera.
- Ensure that audio timecode matches the camera master's timecode.
- Maintain the original filename and directory structure of the camera master files.
- Create, verify and maintain multiple copies of all camera master video and audio files.

Digital Dailies

- Dailies files must be compatible with the editorial system specified by the editorial company. Not all editorial companies' specifications are the same.
- Ensure that dailies files are identical in filename, timecode and tape/reel identification to their corresponding camera master files.
- 'Bake in' a one-light color correction to the dailies video stream where appropriate.
- Sync the high-quality production audio with picture.

Whether the digital dailies are created by the post facility, a laboratory, on set by a DIT or by another competent vendor, the agency or client must be informed that the cost to prepare digital dailies—a necessary part of the post production process—must be included in either the production company's or the post facility's budget.

AICP Post Production recommends that this responsibility for creating dailies must be assigned and agreed upon during pre-production so that all parties know who is responsible for the work before the first image is recorded.

If not, failure to provide digital dailies completely and correctly will result in additional and unnecessary costs to the client, loss of time in the post production schedule and delays in finishing and delivery schedules.

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