

Primary Research

By having in-depth interviews with 6 respondents of different roles on film set, I was able to gathering valuable information that led to the following insights.



Tian Liu
Director of Photography



Victoria
Student Producer



Mu Su
Director of Photography



Chen Xu
Sound Mixer



Xiaoli Liu
Director



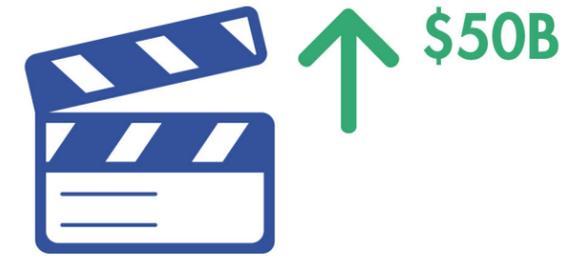
Cleo Zou
Producer



- **Walkie-talkie experience**
- **Communication within crew**
- **Information flow within crew**
- **Responsibility of different roles**
- **Video Production Timeline**
- **Trend & Industry**

People make videos to tell impactful stories and make money.

As video has become the dominant content on social media, companies see its potential in business, beginning to invest large portion of their marketing budget into video.



Global Box Office

The global box office revenue is forecast to increase from about 38 billion U.S. dollars in 2016 to nearly 50 billion U.S. dollars in 2020.^[1]



TV & Video Industry

The Revenue for the TV&Video industry will grow from 286.17 billion U.S. dollars in 2015 to 324.66 billion in 2020.^[2]



Video Marketing

The U.S. digital video marketing industry is expected to reach \$135 billion in 2017.^[3]

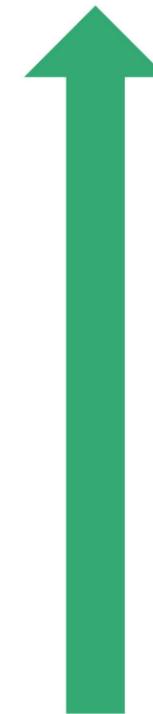
Production is all about execution where efficiency is key.

During pre-production phase, there are countless meetings gathering department heads to discuss about details of each scene in the movie, gathering suggestions from different perspectives, making sure everyone is on the same page. Everyday on set cost money, it is important to make every minute count.



“For best efficiency, we shoot scenes base on location instead of following the storyline.”

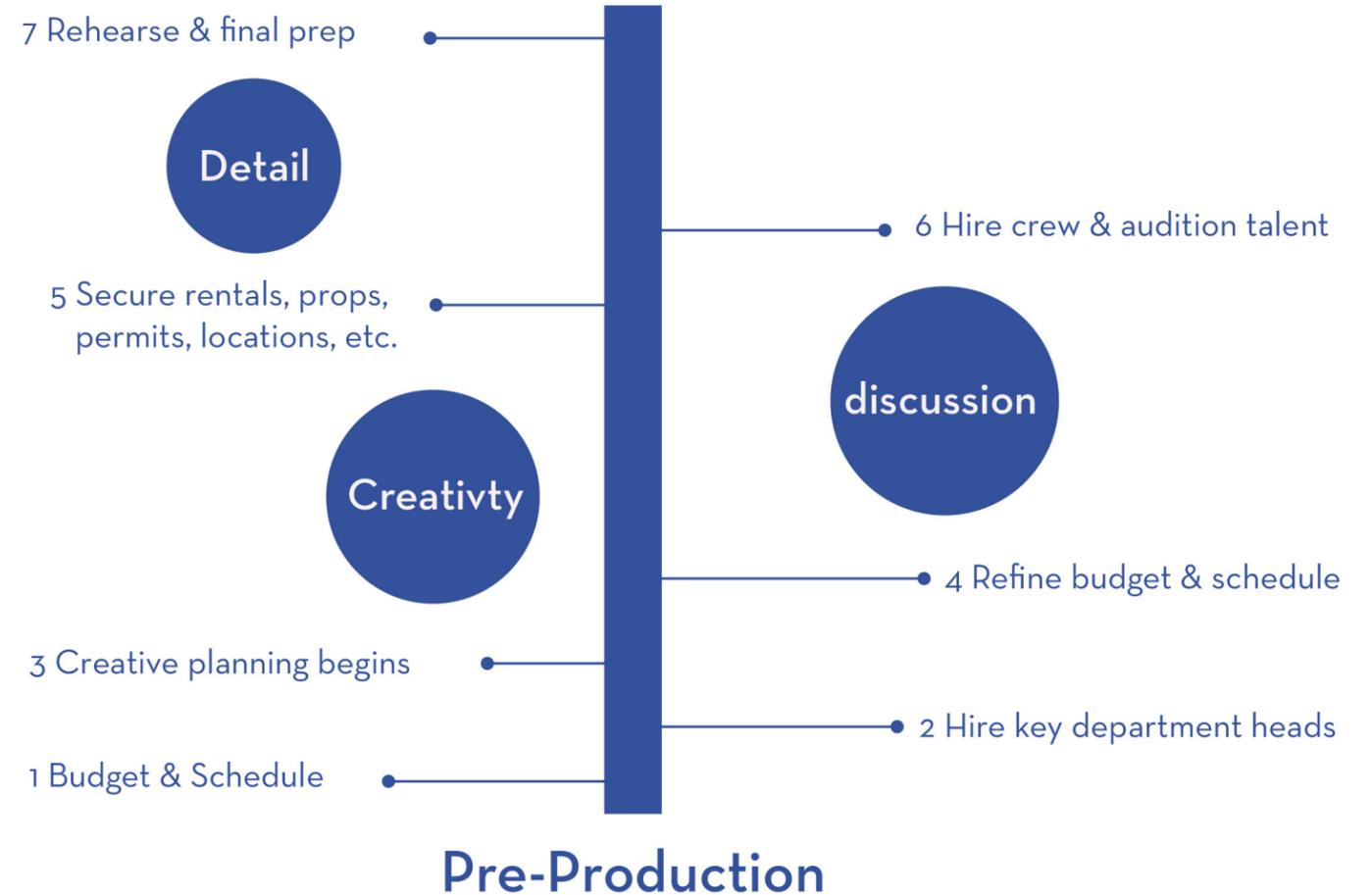
- Cleo Zou, Producer



“If you didn’t say it during pre-production meetings, don’t bring it up when we are shooting.”

- Chen Xu, Sound Mixer

Production



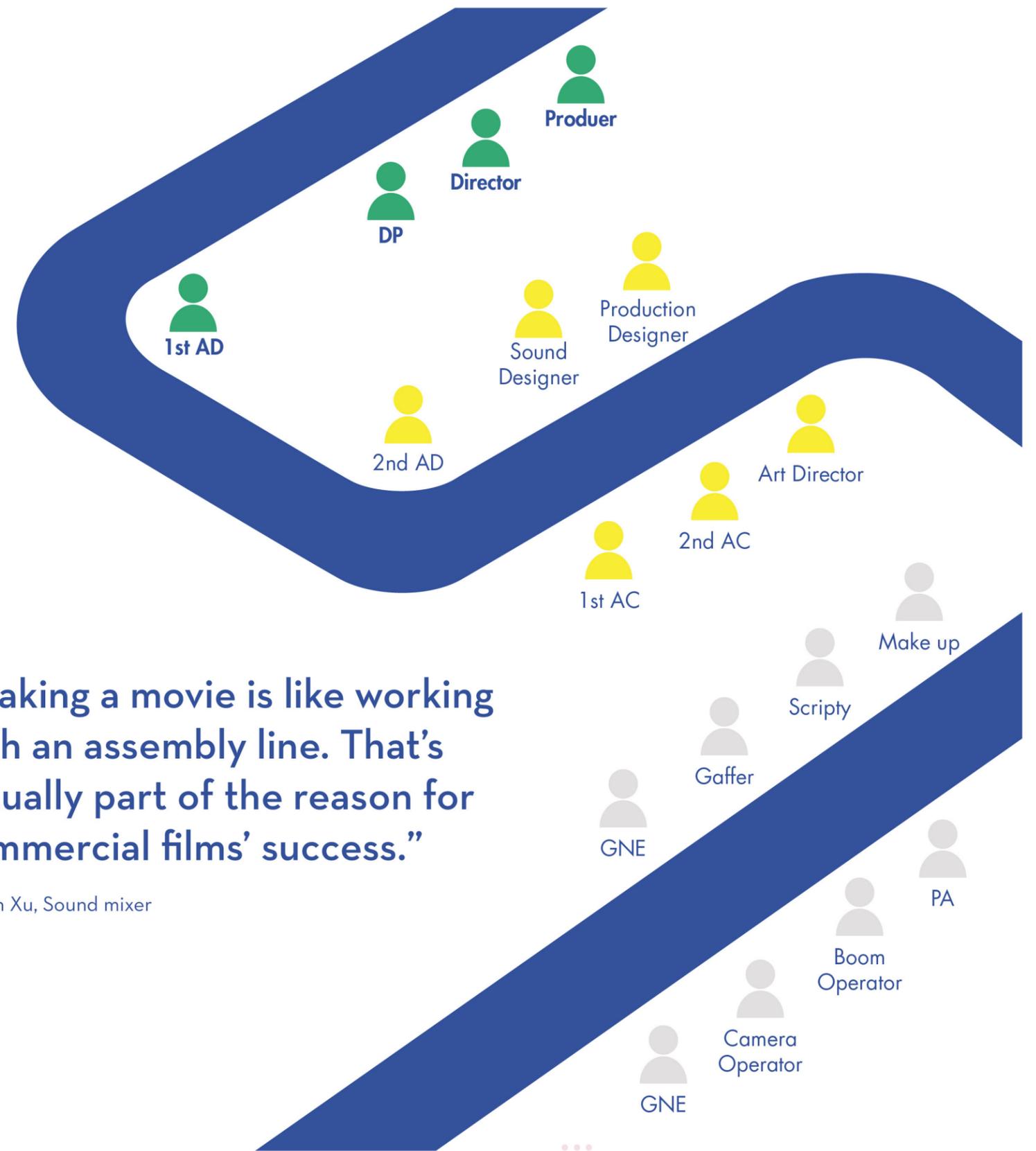
“Hierarchy” is the unspoken rule. Do not cross the line.

On professional set, there is a strong chain of command. While the democratic discussion happens during pre-production, it is unprofessional to give advice to the creative team (Director and DP) unless they asked your first. Never intervene with other departments' job, never talk to the talent, never cross the line.



“Making a movie is like working with an assembly line. That’s actually part of the reason for commercial films’ success.”

- Chen Xu, Sound mixer

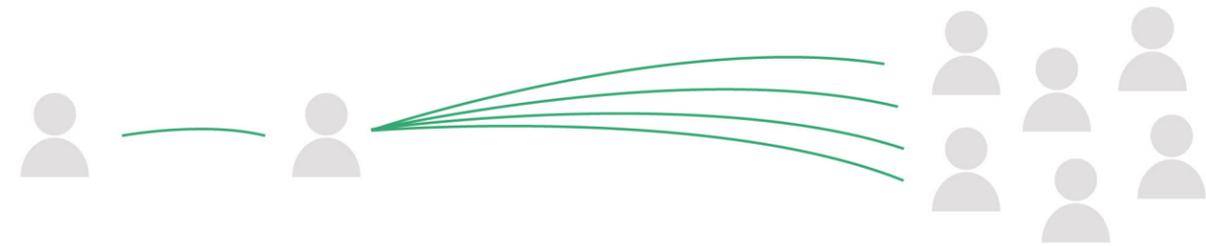


Get messages to the right audience is as important as instant delivery.

It often takes extra persons to get the message delivered.

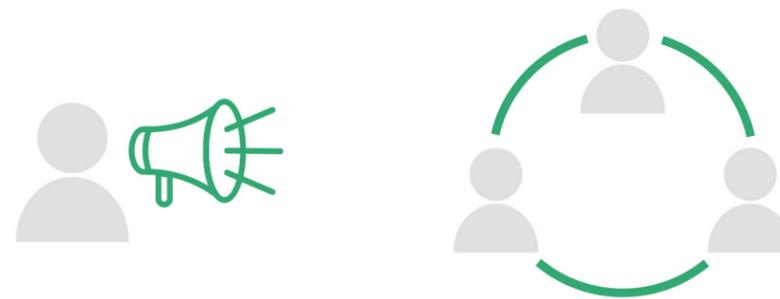
Some messages need to be broadcast to the whole crew while some need to stay within certain group.

It's important to be on track with the broadcast updates while stay connected within the department.



“Director doesn’t use walkie talkie that often, they talk to department heads/producer/1st AD to get the person.”

- Xiaoli Liu, Director



“Not all conversation should be heard by everyone. Director might say he/she need to have a private talk with DP.”

- Chen Xu, Sound Mixer



“I use 3 walkie-talkies. One for director group, one for sound department, one for long distance in case someone walks away.”

- Chen Xu, Sound Mixer

Minimum communication is the best communication.

Efficiency requires professionalism, which means quick understanding and avoiding unnecessary rookie mistakes.



ROLLING 

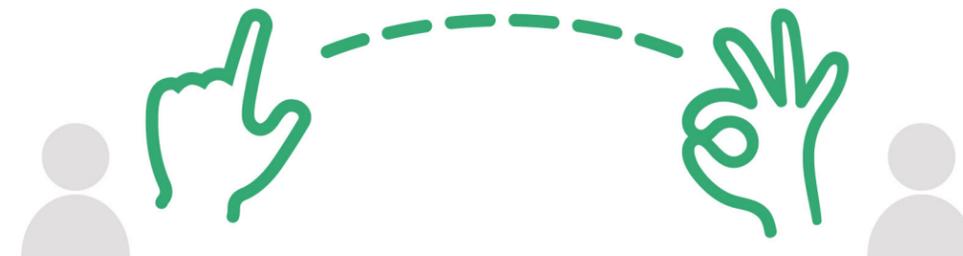


Guys! Lunch is here!



“The most important thing is for everyone to stay on the same page.”

- Cleo Zou, Producer



“The most ideal situation is that we don’t even need to talk. They are experienced enough to know what I mean when I look at them.”

- Mu Su, Director of Photography

