



The importance of post-production in commercials

- 1**  The text below contains 260 words; reduce it to not more than 120 words by eliminating those words, phrases or sentences which do not supply essential information.

Post-production is the process of finishing the commercial after the footage has been shot. Post-production covers many areas from editing to complex visual and audio effects. It can be a very expensive and time-consuming part of the total production. It usually involves one or more specialist companies which are equipped to provide a range of versatile facilities for completing commercials and, probably, 'new technology', which, by definition, is in a state of constant change and development. In an increasingly large number of productions, it is vital that a post-production process is planned from the outset, preferably by involving the post-production suppliers, as the use of video and audio effects is a fundamental part of the agency's creative requirements and the execution of the concept. Once the production company has been chosen, prior to the finalisation of the contracted price, the agency and the director meet with the proposed post-production supplier(s), to confirm the post production requirements in detail, how they might be effected, in what time span and at what cost. The footage requires editing, which is a fundamental part of the physical and creative process. This editing must be under the creative supervision of the director, whose presence is required, and must be included in the production company's contract. The first stage is for the director, with the editor, chosen for the appropriateness of his skills, to select the shots which meet the brief. This will then be presented to the agency creative team and agency producer for discussion and, if required, amendments are made.



- 2**  Match the English word with its Italian equivalent.

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|----------------|--------------------------|--|
| a. amendment | <input type="checkbox"/> | 1. <i>filmato</i> |
| b. brief | <input type="checkbox"/> | 2. <i>attrezzatura, impianto</i> |
| c. commercial | <input type="checkbox"/> | 3. <i>ripresa</i> |
| d. development | <input type="checkbox"/> | 4. <i>fornitore</i> |
| e. editing | <input type="checkbox"/> | 5. <i>lasso di tempo</i> |
| f. facility | <input type="checkbox"/> | 6. <i>documento che riassume gli obiettivi di una campagna pubblicitaria</i> |
| g. footage | <input type="checkbox"/> | 7. <i>prima, in una fase antecedente</i> |
| h. outset | <input type="checkbox"/> | 8. <i>montaggio</i> |
| i. skills | <input type="checkbox"/> | 9. <i>sviluppo</i> |
| j. shot | <input type="checkbox"/> | 10. <i>correzione, modifica</i> |
| k. supplier | <input type="checkbox"/> | 11. <i>spot, comunicato pubblicitario televisivo</i> |
| l. prior | <input type="checkbox"/> | 12. <i>abilità</i> |
| m. time span | <input type="checkbox"/> | 13. <i>inizio</i> |