AL ASFOOR
MEDIA PRODUCTION

GUIDELINE CODE
2024

Extremely confidential

This document acquaints you with the institution, its laws, approved methods of work, and the secret blend of technical expertise.

Confidentiality:

This file is highly confidential due to the sensitive work-related information it contains.

1-Screen capturing and publication are strictly prohibited.

2-It is strictly forbidden to share this file with anyone outside the organization.

3-Unauthorized disclosure or distribution of this file may result in legal consequences.

4-Access to this file is granted solely to authorized personnel who are directly involved in the project.

Any breach of confidentiality will be dealt with seriously, following the company's policies and procedures.

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Chapter1:

Introduction & History





Company

Introduction

ALAsfoor Media is an esteemed institution dedicated to the realm of visual and auditory production. With an unwavering commitment to excellence, this organization offers a comprehensive range of services encompassing photography, short film production, commercial advertisements, account management, wedding cinematography, documentary production, and various other premium services.

At the core of ALAsfoor Media's operations lies a deep-rooted passion for delivering exceptional results. Their integrated approach to photography ensures that every image captured tells a captivating story, evoking emotions and leaving a lasting impression on viewers. our adeptness in executing short films and commercial advertisements is unrivaled, as we possess an innate ability to transform concepts into compelling visual narratives that resonate with audiences.

With a keen eye for detail, ALAsfoor Media excels in account management services, ensuring that clients' needs and expectations are not only met but surpassed. Their expertise extends to the realm of wedding cinematography, where we skillfully capture the essence of love and celebration, preserving cherished moments for a lifetime. Additionally, our proficiency in documentary production enables us to shed light on important subjects, capturing real-life stories with authenticity and impact.

One of the hallmarks of ALAsfoor Media is its unwavering commitment to delivering the highest standards of craftsmanship and creativity. Each project undertaken is treated as an opportunity to push boundaries, explore innovative techniques, and create visual masterpieces that leave an indelible mark on the industry. we employ cutting-edge equipment, coupled with the expertise of their talented team, to ensure that every deliverable showcases meticulous attention to detail and an unparalleled level of artistry.

Moreover, ALAsfoor Media's commitment to customer satisfaction extends beyond the completion of a project. We prioritize building long-lasting relationships with our clientele, fostering open communication, and providing personalized attention to each and every requirement. Our dedication to excellence is reflected in the trust and reputation we have earned, becoming the go-to institution for those seeking top-tier visual and auditory production services.

In summary, ALAsfoor Media stands as a beacon of excellence in the realm of visual and auditory production. Their comprehensive range of services, commitment to quality, and unwavering dedication to artistic prowess set our apart in the industry. With a focus on delivering captivating storytelling, unmatched creativity, and impeccable execution, ALAsfoor Media continues to redefine the standards of visual and auditory excellence, catering to the diverse needs of our esteemed clientele.

Introduction

Instution History

In the year 2014, a remarkable journey began with the inception of Al-Asfoor Media by the visionary director, Ahmed Hadi Al-Asfoor. Surprisingly, this venture took shape during his middle school years, a period when most individuals are still exploring their interests and aspirations. However, it was during this time that Ahmed's profound love for the art of cinematography ignited, and he wholeheartedly pursued it as his passion.

With an unwavering dedication and relentless pursuit of excellence, Ahmed gradually transformed his passion into a profession. He honed his cinematographic skills, delving into the depths of this captivating craft, and emerged as a true maestro behind the camera. His innate talent and unwavering commitment to his work soon garnered the attention and trust of a myriad of clients.

Ahmed Al-Asfoor swiftly established an outstanding reputation for himself, becoming renowned for his impeccable craftsmanship and unparalleled creativity. His cinematic endeavors extended beyond borders, as he embarked on numerous ventures in prestigious locations such as the United Kingdom and Dubai. These projects not only showcased his exceptional skills but also allowed him to explore diverse cultural landscapes, enriching his artistic perspective.

In the year 2019, recognizing the need for expansion and recognizing the importance of a strong support system, Ahmed's friend, Ali ALMuslim, and his brother, Ali Al-Asfoor, joined the ranks of Al-Asfoor Media. Their collective efforts were instrumental in propelling the business forward, driving growth, and further solidifying their position in the industry. Together, we embarked on a quest to elevate our work to new heights, continuously striving to exceed expectations and leave an indelible mark on the world of cinematography.

As our reputation continued to soar, the year 2023 marked a significant milestone in the history of Al-Asfoor Media. A momentous occasion unfolded as we proudly inaugurated an official office in the city of Al-Qatif. This strategic move not only served as a testament to our unwavering commitment to our craft but also positioned us as a prominent player in the regional media landscape.

With a formal office in place, Al-Asfoor Media was poised to embark on a new chapter of growth and success. The establishment of our physical presence in Al-Qatif further strengthened our ability to serve existing clients with enhanced efficiency while attracting new clientele from the region. The office became a hub of creativity, a space where ideas flourished, and dreams turned into awe-inspiring realities.

The journey of Al-Asfoor Media stands as a testament to the power of passion, perseverance, and unwavering dedication. From its humble beginnings in the mind of a young visionary to the establishment of an esteemed media entity, the story continues to unfold, captivating audiences and inspiring aspiring filmmakers around the world. As we continue to push boundaries and redefine the art of cinematography, Al-Asfoor Media remains a beacon of creativity, innovation, and excellence in the ever-evolving world of media and entertainment.

Creating Values.

ALAsfoor Media upholds a set of core values that form the bedrock of its operations and define its organizational culture. These values include:

Commitment to Quality: ALAsfoor Media places utmost importance on delivering services and products of the highest quality. we adhere to rigorous standards and employ meticulous attention to detail in every aspect of the work. By prioritizing quality, we ensure that our deliverables consistently meet and surpass the expectations of their clients, resulting in exceptional experiences and outcomes.

Integrity and Ethical Conduct: We operates with unwavering integrity and ethical conduct in all our interactions and business practices. we hold ourselves to the highest standards of professionalism, honesty, and transparency. our commitment to integrity extends to maintaining confidentiality, respecting intellectual property rights, and upholding legal and regulatory obligations.

Respect for People: We values the inherent worth and dignity of every individual. we foster an inclusive and diverse work environment that celebrates differences, promotes collaboration, and encourages the free exchange of ideas. we treat clients, employees, partners, and stakeholders with respect, empathy, and fairness, recognizing that our collective contributions are essential to the success of the organization.

Responsibility and Accountability: We embraces responsibility for our actions and decisions. we take ownership of our work, ensuring that deadlines are met, commitments are honored, and expectations are managed effectively. we recognize the impact of our work on society.

Continuous Learning and Growth: ALAsfoor Media values a culture of continuous learning and growth. We encourage our team members to stay updated with industry trends, acquire new skills, and foster personal and professional development. By nurturing a learning-oriented environment, ALAsfoor Media ensures that we remain at the forefront of their field, consistently providing innovative solutions and services to their clients.

These core values guide ALAsfoor Media's decision-making processes, shape our interactions, and define our organizational identity. By upholding these values, ALAsfoor Media establishes itself as a trusted and respected institution, fostering long-term relationships with clients, employees, and partners based on mutual trust, professionalism, and shared values.

» Quality

» Integrity

» Teamwork

» Respect for People

» Responsibility

» Accountability



Our Vision

ALAsfoor Media envisions a future where the power of visual and auditory production in Saudi Arabia is harnessed to contribute to the transformative goals outlined in Saudi Arabia's Vision 2030. This ambitious national strategy aims to diversify the Saudi economy, enhance cultural development, and promote innovation and entrepreneurship.

Our Mission

ALAsfoor Media's missions revolve around delivering quality excellence, fostering creative innovation, preserving cultural heritage, making a positive social impact, and promoting collaboration and empowerment. By adhering to these missions, ALAsfoor Media aims to contribute to the growth and advancement of the creative industry while creating meaningful experiences and leaving a lasting impact on both local and global scales.

SAFETY

"Safety is not just a priority, it is a core value that protects lives, builds trust, and ensures a foundation of well-being."

Office Safety:

To prevent electrical hazards, it is crucial to:

-connect the correct wires and ensure their proper installation.

- Any unused devices should be disconnected to avoid any potential safety hazards.

-It is recommended to shut down PCs at least once a week to ensure their proper functioning and prevent any potential safety

On-site Safety:

-During outdoor filming, it is essential to ensure the safety of crew and bystanders by securing all lights and heavy equipment, minimizing the risk of falls or accidents.

-It is crucial to conduct a thorough risk assessment and implement safety measures accordingly before commencing any outdoor filming activities.

-All crew members should be trained in best practices for on-site safety, including proper equipment handling and emergency response procedures.

Office Working Environment:

-Maintaining a professional and respectful demeanor towards colleagues and superiors is of utmost importance in the office environment.

-Creating a clean and organized workspace is essential for promoting productivity, efficiency, and a positive working environment.

-It is essential to keep shared spaces, such as working area and bathrooms, clean and tidy to ensure a comfortable and hygienic working environment for all.

-Respectful communication and behavior towards others, including active listening and constructive feedback, are critical components of a healthy and positive working environment.

-Adhering to the office dress code and grooming standards, as outlined by the organization's policies, is essential in maintaining a professional and respectable appearance.

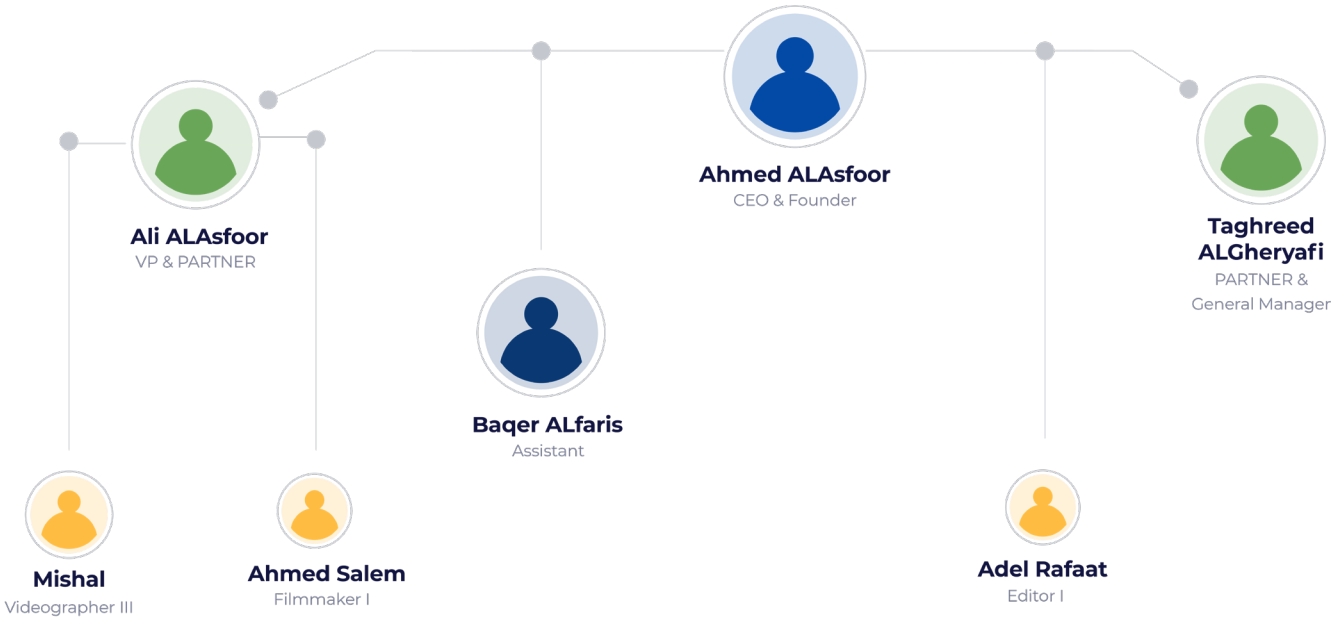
-Taking responsibility for any mess created and ensuring it is cleaned up promptly is necessary to maintain a clean and organized environment.

-It is essential to maintain confidentiality and discretion when dealing with sensitive information and respecting the privacy of colleagues and clients.

Chapter2:

Orgnisational Structure

Orgnisational Structure



The organizational structure plays a crucial role in a company's success. It establishes a framework that defines the hierarchy, roles, and relationships within the organization. By providing clarity and establishing reporting lines, the structure ensures efficient coordination, effective communication, and streamlined workflow. Each individual's position within the structure is essential as it outlines their responsibilities, tasks, and areas of authority. Knowing one's position is vital as it promotes a sense of direction, purpose, and accountability. It allows employees to understand their role within the larger context of the organization, enhancing their productivity and alignment with company goals. Clear position clarity also fosters teamwork, as individuals can recognize their dependencies and collaborate effectively. Regular communication, job descriptions, and organizational charts are valuable tools for ensuring that everyone understands their position and can contribute optimally to the company's overall success.

Our Instution
Meet Our Team.



"I take immense pride in being the founder of our media production company, and I believe that a happy and motivated team is the cornerstone of our success. By prioritizing team well-being and fostering a positive work culture, we unlock boundless creativity and achieve extraordinary results."
CEO& Founder | Ahmed ALAsfoor



"Empowered by collaboration, we fuel the pulse of media production. With a relentless pursuit of excellence, we create transformative experiences that captivate and inspire. Together, we unravel new frontiers, leaving an indelible mark on the world of media."
VP & Partner | Ali ALAsfoor



"My ambition in working with AlAsfoor Media is to be a significant presence, leaving a strong impact on the company and all of you. I envision Al-Asfour Media becoming one of the most successful media production companies in Saudi Arabia."
Marketer | Baqer ALFaris



"I am privileged to work in this esteemed organization and aim to maintain the standards met by the company in all realms of media which is personally delivered by me. Want to grow with the company and be one among that team mate who will make the company proud with outstanding work and deliverables. Want the company to shine in every possible field and be the number one and maintain it."
Filmmaker | Mishal Parambath



"Working as a Technical Director in Alasfoor Media, I have gained extensive experience in brand creation and mega projects. I excel in developing smart, purposeful proposals and delivering tangible results through visual identity projects and impactful graphic materials."
Art Director | Mohammed Bakhit

Chapter3:

Departments

Departments

SPD:

The department is dedicated to delivering exceptional results for a diverse set of projects, including commercials, short films, documentaries, educational videos, awareness videos, and event coverage.

BMMD:

The department is dedicated to providing comprehensive social media management services for businesses, with a focus on Instagram account management.

WPD:

The department specializes in capturing cinematic and unforgettable memories of men's weddings through photography and cinematography.

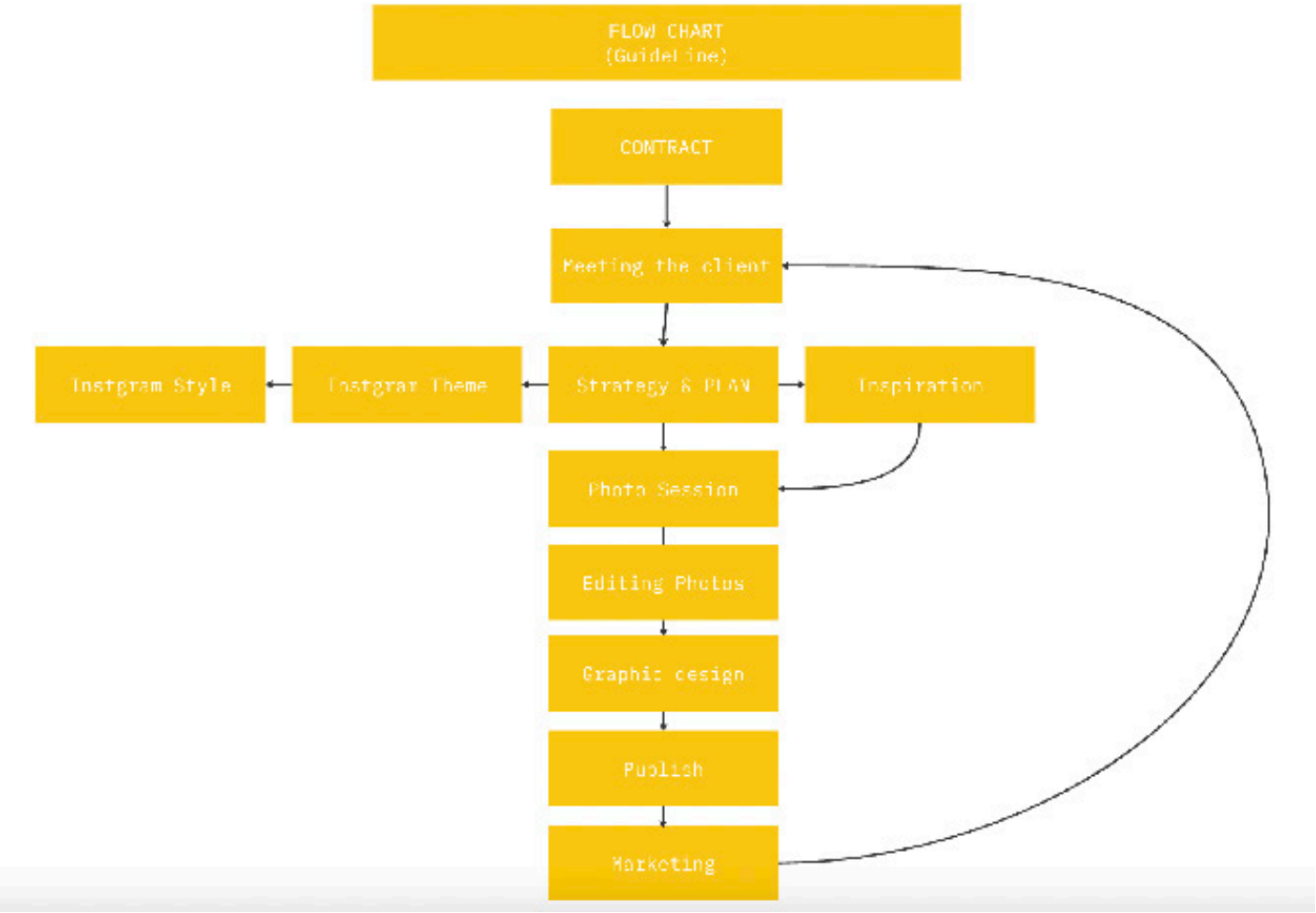
Required Jobs:

SPD
SPD Manager
Content creator
Filmmaker
Graphic Designer

BMMD
BMMD Manager
Content creator
Filmmaker
Graphic Designer

WPD
WPD Manager
Supervisor
Filmmaker
Graphic Designer

BMMD Workflow



Illustrations

Client Meeting: This phase involves understanding the client's needs, their reasons for reaching out to us, closely examining the project, unique products, and aligning their goals with us to meet their requirements clearly and explicitly.

Strategy and Plan: This includes creating a clear action plan and objectives to be achieved.

Instagram Theme: It refers to the final visual representation that the client will see. For example, whether the theme will be modern, classic, or other styles. During this phase, our graphic designers work to highlight and blend the brand identity of the projects with our creative ideas.

Instagram Style: It determines the arrangement of Instagram posts. Will it be a three-grid layout, chessboard pattern, or heavily rely on graphics or lifestyle images?

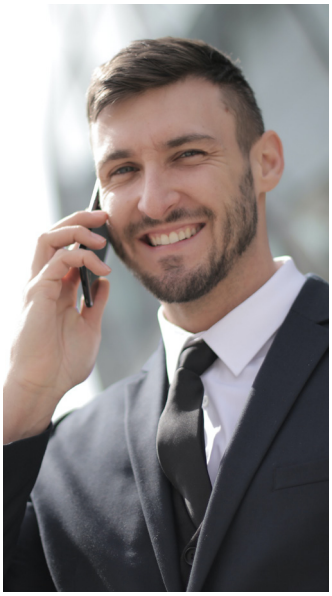
Inspiration: This phase involves visual research and feeding into the photography session as well as graphic posts.

Key software used during this phase includes Pinterest and Adobe Behance.

To preserve what you find appealing and your comprehensive creative plan, we utilize the authorized software at Alasfoor Media, which is Miro.

Chapter4:

Employees



Employees

Human resource is vital for organizations, driving innovation, productivity, customer satisfaction, and fostering a positive culture that leads to long-term success.

Be with us for your success.

Being with us will propel your future career, providing valuable opportunities for growth, learning, and professional development that will set you on a path to success.

Dress Code:

- Wearing pajamas or sleepwear is strictly prohibited.
- Wearing flip-flops or sandals is prohibited.
- Shirts are the preferred attire.
- T-shirts are acceptable, but they should be formal and respectful to the public. Any offensive or inappropriate graphics or messages on the T-shirt are not permitted.
- Unpleasant odors are simply not tolerable; therefore, prioritizing personal hygiene becomes paramount.

Hair Cut:

- Qaza is prohibited, everything else are acceptable.

Saudi Work System

-The working hours in Saudi Arabia are generally 8 hours per day.

-The start or end time of work may vary, but it is important not to exceed 8 hours of work per day.

-The designated break, prayer, and meal periods are not included in the actual working hours. During these periods, the employee is not under the authority of the employer, and the employer is not allowed to require the employee to remain at the workplace.

-Friday is the weekly rest day for all workers. The employer, after notifying the competent labor office, may substitute this day with any other day of the week for some of their workers. This allows them to perform their religious duties. It is not permissible to compensate the weekly rest day with cash.

-The weekly rest day should be provided with full pay and should not be less than twenty-four consecutive hours.

-The worker is entitled to an annual leave of no less than twenty-one days per year. It increases to a duration of no less than thirty days if the worker spends five consecutive years in service with the employer. The leave should be paid in advance.

-The worker must enjoy their annual leave in the year it is due. It is not permissible to forgo or receive cash compensation instead of taking the leave during their service. The employer is responsible for determining the timing of these leaves based on work requirements, either by scheduling them or granting them on a rotational basis to ensure the smooth flow of work. The worker should be notified of the specific date for taking their leave with ample time, no less than thirty days in advance.

-The employer must pay the worker an additional wage for overtime hours, equivalent to the hourly wage plus 50% of their base salary.

-If the operation in the facility is based on a weekly standard for working hours, any hours exceeding the hours set by this standard are considered overtime hours.

-With the employer's approval, the worker can defer their annual leave or a portion of it to the following year.
The employer has the right to postpone the worker's leave after the end of the entitlement year for a period not exceeding ninety days.

-If work circumstances necessitate further postponement, written consent from the worker is required, provided that the postponement does not exceed the end of the following year of the leave entitlement.

Working hours violations

Violation	Discount rate/action taken			
	1st time	2nd time	3rd time	4th time
One day absence without permission or excuse	2 days	3 days	4 days	One-time deprivation of promotion/bonus
Continuous absence from 2 to 6 days without permission or excuse	2 days	3 days	4 days	One-time deprivation of promotion/bonus
	In addition, the wages for the period of absence are deducted.			
Continuous absence of 7 to 10 days without permission or excuse	4 days	5 days	One-time deprivation of promotion/bonus	Dismissal
	In addition, the wages for the period of absence are deducted.			

Working hours violations

Continuous absence of 7 to 10 days without permission or excuse	5 days	One-time deprivation of promotion/bonus	Dismissal	—
	In addition, the wages for the period of absence are deducted.			
Absence from work for more than 15 consecutive days without excuse	Notice in writing after ten days, then dismissal without pay after completing 15 days.			
Absence of more than 30 non-consecutive days during the calendar year without excuse	Warning in writing after the absence of the twenty day, then dismissal without pay after the completion of 30 days.			

Working hours violations

violation	Discount rate/action taken			
	1st time	2nd time	3rd time	4th time
Being late for 15 minutes without permission or excuse, and the delay did not result in disruption to work	written warning	5%	10%	20%
Being late for 15 minutes without permission or excuse, and the delay resulted in disruption of work	written warning	15%	25%	50%
Being late from 15 to 30 minutes without permission or excuse, and the delay did not result in disruption to work	10%	15%	25%	50%
Being late from 15 to 30 minutes without permission	25%	50%	75%	1 day

Working hours violations

or excuse, and the delay resulted in disruption of work				
Being late from 30 to 60 minutes without permission or excuse, and the delay did not result in disruption to work	25%	50%	75%	1 day
Being late from 30 to 60 minutes without permission or excuse, and the delay resulted in disruption of work	30%	50%	1 day	2 days
	In addition, the late period fee is deducted.			
Being late for more than 60 minutes without permission or excuse	written warning	1 day	2 days	3 days
	In addition, the late period fee is deducted.			

Roles

CEO: The role of a CEO entails providing strategic leadership, setting goals, making critical decisions, managing resources, and driving overall business performance. The CEO establishes the company's vision, culture, and values, representing the organization to stakeholders and ensuring long-term success.

VP: The VP collaborates closely with the CEO, providing insights, recommendations, and support. They align departmental goals with the overall vision, fostering success through effective communication and decision-making.

Partner: The role of a partner involves collaborating with stakeholders, contributing expertise, and jointly making strategic decisions to achieve shared goals and drive the success of a business or organization. Partnerships thrive on effective communication, trust, and mutual support.

SPD Manager: The department manager is the primary individual responsible for the overall management and success of the department. Manager bears the ultimate responsibility for both its achievements and failures.

Roles:

-Ensuring smooth operations and efficient workflow.

-Developing strategies for a clear and effective workflow.

-Addressing and resolving issues promptly.

-Implementing a continuous development plan.

-Evaluating employees' performance and outcomes.

-Monitoring and managing every detail of departmental activities.

-Identifying and addressing weaknesses, turning them into strengths.

-Regularly seeking client opinions and ensuring satisfaction.

-Reporting on quality and incorporating feedback for improvement.

Content creator*:* A content creator crafts engaging scripts for commercials, social media, and more. Research, collaborate, adapt writing style, optimize for SEO, edit, analyze data, and cater to target audience preferences.

Graphic Designer*:* The role of a creative graphic designer involves conceptualizing and designing visually appealing graphics, illustrations, and layouts. Collaboration with clients, interpretation of design briefs, and utilization of various design tools bring ideas to life.

Photographer*:* The role of a photographer encompasses capturing moments, telling stories through the lens. Utilizing composition, lighting, and technical skills, photographers create visually compelling images that evoke emotions and preserve memories.

Cinematographer*:* The role of a cinematographer involves capturing and recording visual content, telling stories through moving images. Utilizing camera techniques, composition, videographers create compelling videos that engage and effectively communicate messages.

Photo Editor*:* A photo editor enhances and transforms images to achieve desired aesthetics. He applies editing techniques, adjust colors, retouch details, and ensure visual consistency to create compelling and visually appealing photographs.

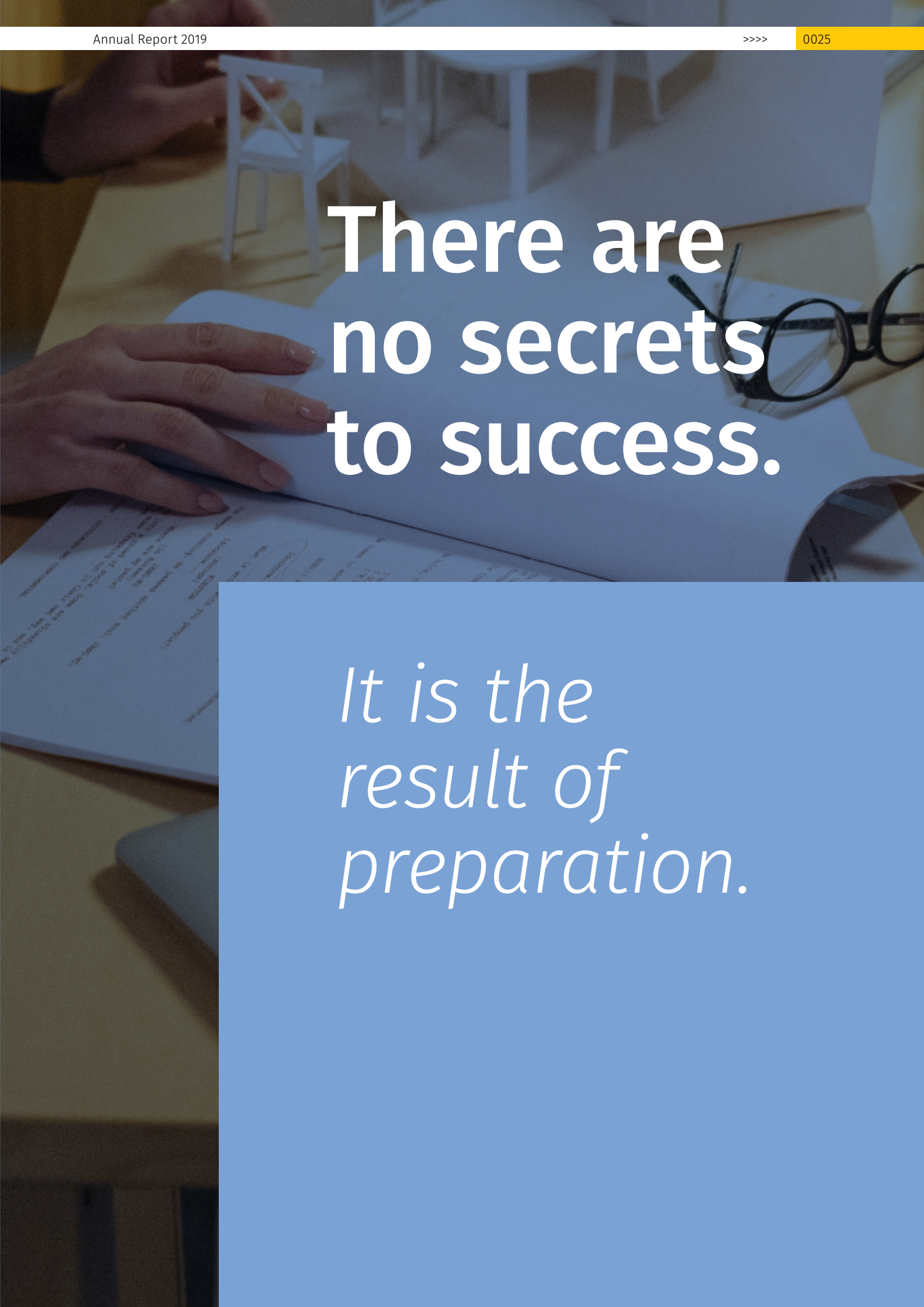
Creative Editor*:* The role of a creative editor involves crafting and refining content to convey compelling narratives. Utilizing editing techniques, creative editors enhance visuals, audio, and pacing to create impactful and engaging storytelling experiences.

Filmmaker*:* A filmmaker oversees all aspects of media production, including cinematography, photography, video editing, and photo editing. He is responsible for bringing creative vision to life and ensuring a cohesive and impactful final product.

Marketing Manager*:* A filmmaker oversees all aspects of media production, including cinematography, photography, video editing, and photo editing. He is responsible for bringing creative vision to life and ensuring a cohesive and impactful final product.

Chapter4:

Pre-Production



There are no secrets to success.

It is the result of preparation.

PRE-PRODUCTION

PRE-PRODUCTION IS A CRUCIAL PHASE IN FILMMAKING, ENCOMPASSING PLANNING, SCRIPT DEVELOPMENT, CASTING, LOCATION SCOUTING, AND BUDGETING. IT LAYS THE FOUNDATION FOR A SUCCESSFUL PRODUCTION, ENSURING A SMOOTH AND EFFICIENT FILMMAKING PROCESS.

IDEAS
SCRIPTS
SCOUTING
CASTING
Budgeting

Fundamental Applications

1- MS Word | Writing

2- Miro | callabration tool for brainstorming

Useful Notes

-Good preperation = Good outcomes.
-Teamwork is essential in this stage.

How to BrainStorme efficently?

-Define the objective: Clearly identify the goal or problem you want to address to maintain focus and relevance during the brainstorming session.

-Foster a conducive environment: Create a comfortable space where participants feel safe to share ideas without judgment, encouraging open communication and active participation.

-Encourage diverse perspectives: Include individuals with different backgrounds and expertise to bring in fresh ideas and promote innovative thinking.

-Utilize brainstorming techniques: Employ creative thinking methods like mind mapping or free association to stimulate idea generation and explore unique solutions. Record all ideas to ensure none are overlooked and evaluate them based on feasibility and potential impact.

How to write script (screenplay)?

-Familiarize yourself with the screenplay format, using software or templates for proper formatting.

-Develop a well-structured story with engaging characters, clear conflicts, and a satisfying resolution.

-Write visually, using descriptive language and active writing to create vivid scenes and engaging dialogue.

-Edit and revise your script for clarity, pacing, and coherence, seeking feedback and studying successful scripts in your genre.

ALAsfoor Media Standard screenplay format:

will be added Later

What is StoryBoard?

A storyboard is a visual representation of a film or video that outlines the sequence of shots, helping to plan and visualize the story before production.



Chapter5:

Production

PRODUCTION

PRODUCTION IS THE EXECUTION PHASE IN FILMMAKING, WHERE THE SCRIPT COMES TO LIFE THROUGH FILMING. IT INVOLVES COORDINATING CAST AND CREW, CAPTURING SCENES, AND MANAGING PRODUCTION LOGISTICS TO CREATE THE FINAL PRODUCT.

Filming:

Charging Policy:

Ensuring that all equipment is adequately charged is critical to the success of any filming project and should be a top priority for all crew members.

It is essential to follow the organization's guidelines regarding charging equipment, including maintaining a regular charging schedule and ensuring that all equipment is charged promptly after use.

All crew members should be trained in best practices for equipment charging, including proper handling and storage of charging cables and adapters.
It is recommended to conduct routine equipment checks to ensure that all required equipment is charged and ready for use before the day of shooting.

v

-Proper preparation and storage of equipment are essential to ensure their longevity and optimal performance during filming projects.

-It is recommended to store equipment in their designated bags or cases, with proper padding and protection, to prevent any damage during transportation or storage.

-Keeping an inventory of all equipment, including serial numbers and maintenance records, can aid in the efficient management and tracking of equipment for filming projects.

-After each session, it is crucial to conduct a thorough inspection of all equipment to ensure that it is in proper working condition and free of any damage or defects.

-Returning all equipment to its designated bag or case after each session, and before leaving the filming location, is essential in promoting proper organization and preventing any loss or misplacement of equipment.

-All crew members should be trained in proper equipment handling and storage techniques, including best practices for battery storage and charging, to ensure optimal performance and longevity of the equipment.

-In the event of any equipment malfunctions or damage, crew members should follow the organization's guidelines for reporting and addressing the issue, including proper documentation and communication with superiors.

-Returning all equipment to the office after each session, and following proper check-in and check-out procedures, can aid in the efficient management and tracking of equipment and promote accountability among crew members.

Data Storage:

SD Cards

The utilization of SD cards is of utmost importance due to their high sensitivity.
use minimum of v90, 128Gb, class 10 card for 4k 120fps 10 bit.
Use minimum of v60, 64Gb, class 10 card for 4k 60fps 10 bit.
Use v30 for other options.

Notes:

-Avoid storing the SD card in your pant pocket or wallet, as it may cause physical damage to the card.

-Protect the SD card from dust and water exposure, as it may result in data loss or corruption.

-Always return the SD card to its designated holder after use to prevent loss or misplacement.

-Transfer all data from the SD card to the editing PC immediately after a session without any delay or postponement, to ensure data safety and efficient workflow.

-Use a unique SD card for each camera model to avoid complications and ensure compatibility.

-In the event of a card failure, seek expert advice before taking any action to avoid further damage or data loss.

-Eject the SD card before removing it from the PC or card reader to prevent data loss or corruption.

-Refrain from changing the NTSC/PAL setting while using the SD card, to prevent compatibility issues or data loss.

Camera Settings:

Shutter Speed:

The Main formula:
Shutter Speed = FPS *2
However, you can break this formula in less motion shots.

FPS | Frame Per Seconds:

Use 24 fps for short films.
Use 30 fps for tv shows.
Use 60 fps for commercials, and events.
Use 120fps for slow motion.

NTSC/ PAL

-Use NTSC for our work. However, in case of flicker change to PAL
-Changing from NTSC to PAL will format the SD card.
-In case of TV work ask an expert about NTSC/ PAL.

Filters:

ND: Sun Block
Polarizer: Glass issues
UV: Protecting the lens

Equipments:

Cameras:
Sony a7sIII
-The main camera used for video.
Sony A7s II
-The secondary camera used for video.
Sony A7 IV
-The main camera used for photography.
Sony A7c II

Lenses:
Rokinon 14mm f2.8 mm
Canon 24-105mm
Sony 35mm f1.4 GM
Canon 50mm f1.8
Rokinon 85mm f1.4
Sony 90mm f2.8 macro G
Sigma 24-70mm f2.8
Sony 85mm f1.4

Lenses Filters:
ND for 85mm
ND for 24-105mm

SD Cards:
Kingston 128 Gb | v90 | Class 10
64 Gb | v60 | class 10
2 SanDisk 64 Gb | V30 | class 10
SanDisk 32 Gb | v30
SanDisk 16 Gb | v30

Batteries:
2 NP-FZ 100 batteries
2 Sony a7sii Batteries

Video Lights:
Nanlite froza 300w
Godox sl100w
Aputure amaran led light panel

Photography Lights:
2 Godox QT 600
Godox sk 400w

Light Stands:
1 C stand

Camera Tripod:
1 Key Jong heavy duty
1 normal stand

Movement Eq:
DJI Ronin RS3
Zhuyin Crane2 gimbal
Motorized slider

Sound:
Rode Wireless go
Zoom H6N
BOYA sound system

Drone:
Dji Mavic pro

-Any intentional abuse will result in penalties

Chapter6:

Post-Production