



## Video Production Location Checklist

Finding the right location(s) for your video shoot is typically not quick and easy! It takes a lot of patience, but we promise that you will find the right location(s), and it will be beautiful and perfect.

### Possible Filming Locations:

- Your Home or Office
- Family / Friend Home or Office
- Hotel Room or Suite
- Geffner Productions Studio or Clubhouse
- Airbnb.com
- Co-Working Space (i.e. WeWork or CTRL Collective)
- Peerspace.com

### What makes a space great to film in?

- On point for your brand – if your brand is modern & sleek, you would not want to film in a traditionally decorated space
- Open space with lots of natural light (note: while we love natural light, we do not want to shoot TOWARD a wall of windows)
- Color and décor harmonizes with your brand – does not have to match, but should not clash with the look and feel of your brand
- Nice wall color (not just a plain white wall with nothing visually stimulating to look at)
- Depth in the background (not just filming against a wall)
- Nice furnishings, artwork, and accessories (you want it to look high-end)
- Uncluttered environment (but keep in mind we can remove items from the space)
- Quiet surroundings – our microphones can pick up noises that you might not think of like planes, buses, gardeners, construction, playgrounds, dogs barking, etc. so be aware of the environment nearby and immediately outside of the location (you do not want to film on a busy street, or on the day of the week that is trash or gardening day at your home)

Keep in mind that the space you choose may not be 100% perfect, but you can make it perfect by bringing in flowers, accessories, or other items to make the space YOURS.

When we arrive at the location to film, part of the process will be to pick the best setting within the location, and rearrange/stage any items that are visible in the shot. We often move chairs, lamps, plants, flowers, accessories, etc. to set decorate for the best camera shot.