

Footage Prep Checklist

What to send your editor before you start - a quick footage checklist.

A good chunk of turnaround time on any project comes down to how the raw footage arrives. A few minutes of organising before you hand it off usually saves days later. Here's what I ask every new client for.

1. Raw footage, not pre-exported clips

Send the original camera files where possible rather than a version already exported from your phone or an app - re-compressed footage loses quality and limits what can be fixed in the grade.

2. A shot list or rough run order

Even a one-line note per clip ("take 3 is the best delivery", "skip the first two minutes") saves a lot of back-and-forth. If there's a script or outline, include it.

3. Any brand or style references

Fonts, colours, intro/outro assets, and one or two videos whose pacing or style you like all help nail the first cut faster.

4. Separate audio, if you have it

If you recorded audio on a separate mic, send it as its own file rather than relying only on the camera's built-in mic audio.

None of this is required to get started - I can work with whatever you have - but the more context up front, the fewer revision rounds later.

How this fits into the wider process

- 1 Brief & footage handoff** You send your raw footage plus a short brief: goal, references, must-hit points.
- 2 First cut** A complete first pass, typically back within 2-5 working days.
- 3 Review & revisions** You leave notes on the cut, usually turned around in 1-2 working days.
- 4 Final polish & sign-off** Colour, audio, graphics finished, then a final sign-off before export.
- 5 Delivery** Finished files in whatever spec you need, with project files archived for later.