

CONFORM PACKAGES

SUPPLEMENT:

**A QUICK GUIDE TO
FAST TURNAROUND WEBISODES
AND WEB SERIES WITH MIDLINE**

VO.3 MARCH 2020

This page intentionally left blank

CONTENTS

CONFORM PACKAGES SUPPLEMENT: FAST TURNAROUND WEBISODES and WEB SERIES WITH MIDLINE v0.1 NOVEMBER 2019....	1
Contents.....	3
CHOOSING TO MIDLINE A PROJECT — ‘ALMOST’ finishing in your edit platform.....	4
Check our Other Guides.....	4
WHY MIDLINE?.....	5
Offline/Online	5
Midline.....	5
Before your FINISHING can start CHECK ONLINE REQUIREMENTS — ESPECIALLY IF THERE IS A BROADCAST-RELATED PLATFORM FOR DELIVERY.....	6
PLAN FOR THE RIGHT SOUND MIX VERSION/S — Do you need more than just Stereo?	6
Exporting your final media for finishing	7
Typical Export Format and FileName.....	7

CHOOSING TO MIDLINE A PROJECT – ‘ALMOST’ FINISHING IN YOUR EDIT PLATFORM

Where a project destined directly for the web is under significant time or budgetary constraint a tradeoff may sometime be requested by your funder, effectively baking in the ‘TV Look’ from your camera as shot and massaged on your editing platform, with only a minimal ‘polishing’ grade as part of the final deliverables work at Park Road.

While this is usually a significant quality compromise, and not well suited to long–form or high–value episodic work, there is absolutely an opportunity to consider a midline for shorter webisodes.

CHECK OUR OTHER GUIDES

Read these notes in conjunction with our other guides which will help you prepare your content for finishing:

The PRPP Guide to Conform Packages

The PRPP Guide to Action and Title Safe

The PRPP Guide to VFX Turnovers

Talk with the PRPP Production team for more information.

WHY MIDLINE?

Offline/Online

In 'traditional' Post Production for TV Episodes, Documentary and Feature Films the editorial team works 'offline' with lower quality clips — often in a different colour space than the final delivery.

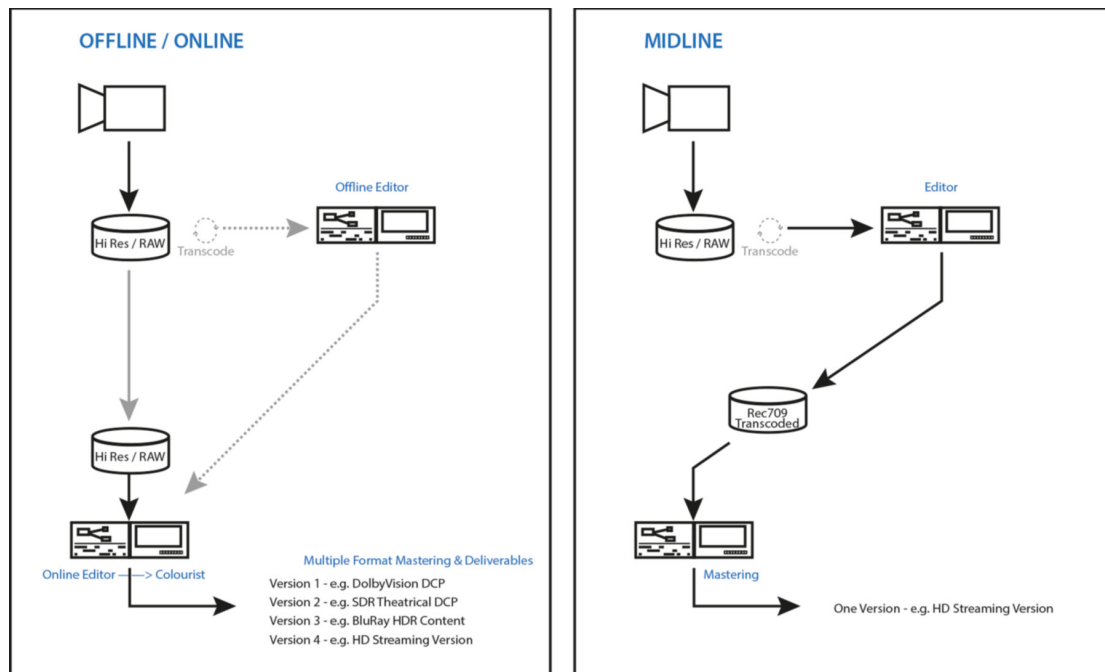
The final edited 'offline' project is handed over to post to 'online' where it is rebuilt from the original high quality source media and presented for sound and picture finishing in the most flexible and highest possible quality.

Midline

In a midline a higher quality 'offline' version is used, pre-transformed into the final colour space, and with much less opportunity for flexibility in post-production, especially when it comes to colour grading.

Where a project is well-shot, and the delivery platform is in the same colour space as the editorial team uses (e.g. Rec709/TV), this can be an acceptable compromise on quality to liberate funding for other parts of the project – acknowledging that premium quality picture finish and derivation of multiple versions may not be possible.

Creative colour decisions may be 'burned in' in editorial as long as you are happy that this will also limit the ability for changes in the finishing stage.



A simplified comparison of offline/online vs midline finishing

BEFORE YOUR FINISHING CAN START CHECK MASTERING REQUIREMENTS – ESPECIALLY IF THERE IS A BROADCAST-RELATED PLATFORM FOR DELIVERY

It's important we gather as much information as possible up front and ongoing as the mastering process evolves.

The more we know about preparing your project once it arrives in Park Road the more pain-free your preparation and finish for mastering will be.

For example, if you have content which will deploy to RNZ, Stuff, TVNZ or ThreeNow in addition to platforms like YouTube or Vimeo you should check to make sure that specific broadcast-like guidelines are met which may be stricter – especially around things like graphics placement and video levels for example, than YouTube.

PLAN FOR THE RIGHT SOUND MIX VERSION/S – DO YOU NEED MORE THAN JUST STEREO?

You will need to determine whether you need more than one sound mix (aka Print Master).

It is completely normal for a webisode to be delivered with a Stereo final mix, however there is often an opportunity to deliver 5.1 mixes for many platforms and this will need to be discussed up-front, well before we start finishing your project for streaming.

It's a great idea for your sound designer to talk with our production team early – a coffee and a chat can achieve a great plan!

EXPORTING YOUR FINAL MEDIA FOR FINISHING

Depending on the agreed type of finishing for your midline project you may export each episode as one continuous export, or as a series of clips.

Remember to start each episode on the hour of that episode (e.g. episode 3's first frame of leader will be at 03:00:00:00 and the first frame of picture at 03:00:08:00). Make sure you've got the correct leader for your project type (e.g. 25fps 1080p leader for a broadcast-like HD project).

TYPICAL EXPORT FORMAT AND FILENAME

Export a Final ProRes 4444 or 4444XQ QuickTime movie for each episode.

Name the file carefully using this format

ProjectCode_EPxx__HORIZxVERT_ffFPS_MidlineExport_vNN_YYMMDD.mov

So a project called The Owls may use a code or OWL and episode 3 could be exported to a quicktime movie file named like this:

OWL_EP03_1920x1080_25fps_MidlineExport_v027_191102.mov