

Pre-Production Notes

Shot list:

We have shot so many hospitals that we may be able to guide you in that area. We have a Shot List Suggestion file (attached) that has many of the different areas in hospitals that we have shot before. Your facility may not have all of these areas, but this may help you in thinking on what to shoot.

Before the shooting day:

We suggest that you contact each respective department manager and tell them what day we are coming. They should have their areas tidied up if possible before we arrive. Please note to them that these shots are a full 360 degrees so we see everything! Moving all clutter to one corner of a room does not necessarily solve the problem. Mainly, the area needs to look as beautiful as they would want represented to the general public and/or to an inspector!

Setup (on arrival):

I need some kind of area to stow extra gear (preferably secure) when I get there. Basically, I set up camera rig and carry everything I need along, but I will have laptop, and backup gear that I need to leave behind. This can be in Marketing office, or janitor's closet (with key) or saved conference room, etc.

Scheduling:

I only need each shot scheduled at **30 min intervals** (yes, only 30 min each) so we can do 10 shots in approximately 5 hours. An advanced procedure or operating room may take a bit longer to get suited up, and room to be set up, but patient rooms, and simpler ones take less so it always averages out to 30 min each. We can shoot up to 20 shots in a (long) day if necessary.

Talent:

We recommend shooting each area with people in the shots (staff and patients – patients can be mock or real, but some planning should go into it for best looking people available, etc.). Any procedures we shoot are better staged. I.e. if we are shooting an operating room, or CVICU, etc., then it is best to have a staff member as patient on table, room setup as it would be, and any doctors/nurses in regular places (does not need to be actual doctors, etc).

We can however shoot areas empty if necessary.

Consent forms:

Client will be responsible for releases on any staff and patients for HIPPA compliance. Please make sure they have those prepared.

If we are shooting a lobby or large public area, then we can use a technique frequently to slightly blur general public, but freeze our captured talent.

That helps deal with not having releases for people coming and going and also can make the 'flow' of the area seem dynamic. Please see this lobby 360 for an example:

<http://www.virtually-anywhere.com/adventist/lobby/>