

8

FREE RESOURCE · THE PRODUCTION METHODOLOGY

THE 8-STEP FOTC SYSTEM.

The complete production methodology behind every FOTC film. From story extraction to distribution strategy — how we build work that makes people feel something.

STORY EXTRACTION

SCRIPT DEVELOPMENT

VISUAL SYSTEM

PROMPT ENGINEERING

SHOT SEQUENCING

EDITING

COLOR & GRADE

DISTRIBUTION

BEFORE THE 8 STEPS, ONE RULE

Every FOTC project follows the same sequence. Not because it's efficient — because the order is where the quality lives. Breaking the sequence is how mediocre work gets made.

THE FOTC DIRECTIVE

"If it doesn't feel like a scene from a film, it doesn't get published. That's not a standard — it's a filter. One that runs through every decision in the process below."

- **Story before aesthetics.** The visual language is a response to what the story needs, not the other way around. We've seen too many beautiful films that say nothing. We won't make one.
- **System, not talent.** Great work shouldn't depend on inspiration. The 8-step system ensures consistent cinematic quality regardless of timeline, budget level, or how the shoot day goes.
- **Hybrid creation.** Real footage and advanced creative systems work together invisibly. You feel the result. You never see the seam. AI is a tool, not the product.
- **Distribution is part of production.** A film that never reaches its audience didn't exist. Every deliverable includes a distribution strategy because the work doesn't end at export.

PRE-PRODUCTION

Story · Script · Visuals · AI Prep

Steps 01-04

PRODUCTION

Shot Sequencing · Shoot Day

Step 05

POST & DELIVERY

Edit · Color · Distribution

Steps 06-08

The following pages break down each step with the full process, decision points, outcomes, and tools. This is exactly what every FOTC client receives — and what separates a film from a video.

WHERE THE FILM IS MADE

Pre-production is not preparation for the film. Pre-production IS the film. By the time the camera turns on, 80% of the creative work is already done. This is what most studios skip.

PRE-PRODUCTION

01

Story Extraction

45–60 min recorded founder interview using five core questions: What problem made you start? What do people miss about your brand? What would you lose if it disappeared? Who is it really for? What should someone feel at the final frame? We transcribe and map the emotional tension that will anchor everything.

Outcome: One clear emotional truth that becomes the film's spine.

TOOLS

Zoom/Riverside · Otter.ai · FOTC extraction template

PRE-PRODUCTION

02

Script Development

Build the Script Nucleus: Hook → Ground → Build → Shift → Identity. Write the voiceover (when used), identify emotional beats, and define the film's single central tension. The script is the only blueprint — visuals, music, and pacing all flow from it. Max 2 rounds of client review.

Outcome: A locked script that every department follows.

TOOLS

Claude AI · Notion shared doc · Final Draft

PRE-PRODUCTION

03

Hybrid Visual System

Design the visual language: locations, color palette, shot references, AI enhancement layers, and digital elements. Build a mood board that maps each script beat to a visual approach. Every aesthetic decision is made before the camera is picked up — because improvising the look on set produces generic work.

Outcome: A comprehensive visual bible locked before production.

TOOLS

Milanote · Frame.io · Midjourney/Runway for pre-viz

PRE-PRODUCTION

04

Prompt Engineering

For AI-generated or enhanced elements: build structured, consistent prompt sets. Establish visual constants — grain level, color temperature, lens aesthetic, motion style. Every AI element must be indistinguishable from real footage. The rule: if you can tell it's AI, it doesn't go in the cut.

Outcome: A prompt library that produces consistent cinematic AI elements.

TOOLS

Claude AI · Midjourney · Runway / Kling / Pika

WHERE THE FILM GETS FOUND

Production is execution against the system. Post is where raw footage becomes cinema. Distribution is where cinema becomes a business asset. None of these phases is more important than the last.

PRODUCTION

05

Shot Sequencing

Build the storyboard and shot list following the FOTC sequence: Establish → Process → Detail → Emotion → Resolve. Every shot has one job. Over-prepare so shoot day is intuitive. Create priority tiers: must-have shots vs. bonus shots. Never be deciding what to shoot while the light is right.

Outcome: A fully prioritized shot list that survives any shoot-day variable.

TOOLS

Claude AI · Shot Designer · Notion shot list

POST-PRODUCTION

06

Editing System

Edit to emotion, not runtime. Build the rough cut around the voiceover or music bed first. Pacing is slow, deliberate, and intentional. Use the "remove one cut" test: if removing a cut makes the film better, remove it. Lock picture before color and sound work begins. No exceptions.

Outcome: A picture-locked cut where every frame earns its place.

TOOLS

DaVinci Resolve (primary) · Frame.io for reviews

POST-PRODUCTION

07

Color & Final Look

Grade to Kodak Portra 400 standard: warm highlights, teal-green shadows, soft contrast, retained grain. Never over-process — the grade should feel like the footage was always going to look this way. Apply film grain as a final composite layer. Render at 4K H. 265 master before platform exports.

Outcome: A final grade with the signature FOTC cinematic look.

TOOLS

DaVinci Resolve Color · FOTC LUT library · Frame.io

DELIVERY

08

Distribution Strategy

Deliver: master file + platform exports (Reel 9:16, Story 9:16, Square 1:1, Web 16:9). Write 3 caption variations for Instagram. Provide a 2-week content calendar. Brief the client on how to post, when to post, and what engagement signals to look for in the first 48 hours of launch.

Outcome: A launch-ready asset package with a strategic deployment plan.

TOOLS

Claude AI · Later/Buffer · FOTC deployment guide

CASE STUDY: TLLoM TEA & THREADS

The 8-step system was built and proven with the TLLoM founder film — a documentary-format brand film built to make people feel the origin of a brand before they ever taste the product.

STEP 01 RESULT

The Core Tension Found

The extraction session revealed the tension between the brand's cultural origin and its mainstream accessibility — a conflict most tea brands avoid. We leaned into it.

STEP 02 RESULT

Script Nucleus: Origin Story

Hook anchored in the founder's earliest memory of tea as ritual. The shift: from personal inheritance to public offering. The identity: a brand built to be passed down.

STEPS 03-05 RESULT

Visual Language: Warm & Tactile

Kodak Portra 400 grade, handheld movement, natural steam, textile close-ups. Every visual decision was mapped to a specific emotional beat from the script.

STEPS 06-08 RESULT

Delivered as a Content System

Master cut + 4 platform exports + 3 caption variations + a 2-week content calendar. The film became a full launch campaign, not a one-time post.

THE RESULT

"Significant audience growth and direct client inquiries — from a single founder film executed through the 8-step system. The methodology is the differentiator."

Every FOTC project follows this exact sequence. The outcome differs by brand — the process does not.

YOUR BRAND HAS A STORY. LET'S BUILD THE SYSTEM TO TELL IT.

THE SYSTEM IS **READY.** ARE YOU?

You've seen the process. You know what's possible. The next step is a 20-minute call where we extract the story and figure out which package fits. No intake forms. No decks. Just a real conversation.

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ALL INQUIRIES HANDLED PERSONALLY.

"Clients don't just buy a film. They buy a process that makes them feel safe, seen, and confident."