

AGILE IN FILMMAKING



7 YEARS

FILMMAKING PROCESS

DEVELOPMENT

**PRE-
PRODUCTION**

PRODUCTION

**POST-
PRODUCTION**

DISTRIBUTION

FILMMAKING PROCESS

DEVELOPMENT

**PRE-
PRODUCTION**

PRODUCTION

**POST-
PRODUCTION**

DISTRIBUTION

FILMMAKING PROCESS



MAKING AN INDIE FILM

FILMMAKING CHALLENGES

TAKES TOO LONG

BIG UPFRONT BETS

LOADS OF WASTE

EXCLUDES AUDIENCES

SOUND FAMILIAR?

MOVIES VS SOFTWARE

LEAN FILMMAKING

CORE VALUES

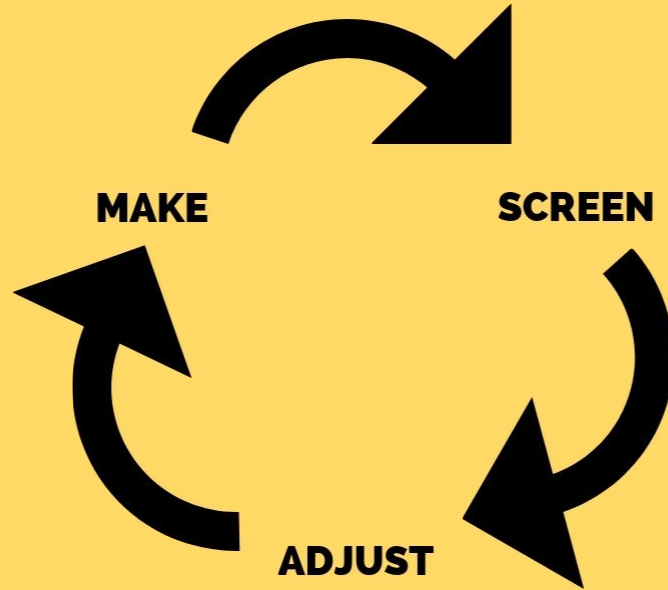
COLLABORATION IS COMPULSORY

**STORY BEFORE
PRODUCTION VALUES**

**CHOOSE DOING
OVER PLANNING**

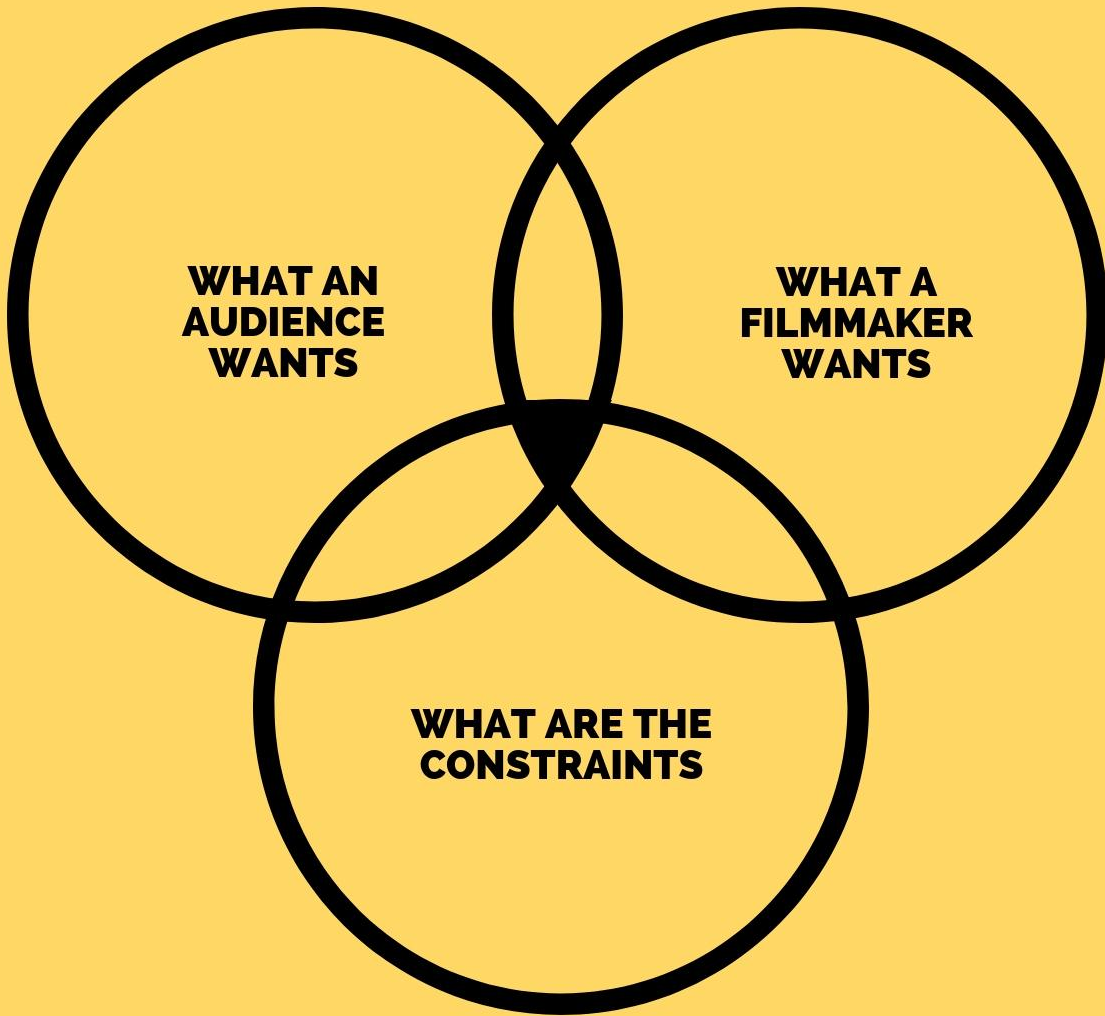
BE FAN FOCUSED FIRST

LEAN FILMMAKING PROCESS



CASE STUDY

INDIE FILM ACCELERATOR

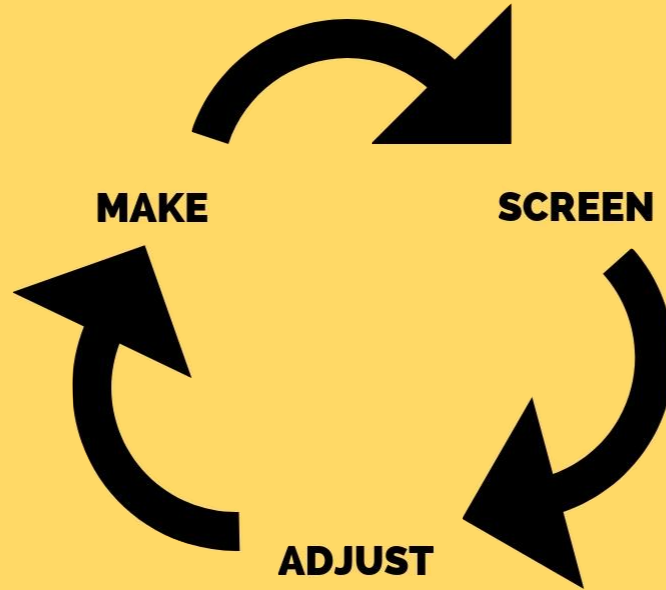


**WHAT AN
AUDIENCE
WANTS**

**WHAT A
FILMMAKER
WANTS**

**WHAT ARE THE
CONSTRAINTS**

LEAN FILMMAKING PROCESS



LEAN FILMMAKING PROCESS



TIME APART

CYCLE #1


CYCLE #1 DEBRIEF

CYCLE #2

CYCLE #2 DEBRIEF

CYCLE #3

CYCLE #3 DEBRIEF



**"IT CHANGED OUR ABILITY TO LISTEN
TO AUDIENCE FEEDBACK.
AT FIRST YOU WANT TO DEFEND
EVERYTHING BUT IF YOU CAN GET PAST
THAT YOU'RE ABLE TO IMPROVE THE FILM."**


**MELANIE ROWLAND, PRODUCER - TIME APART
FEATURE FILM ACCELERATOR ALUMN**



15 WEEKS

3 X FULL-LENGTH FILM DRAFTS
EXPERIENCE WITH CAST & CREW
WEBSITE TO COLLECT EMAILS
DETAILED SCRIPT OUTLINE
CUSTOMER INTERVIEWS
PRACTICAL BUDGET
CONCEPT VIDEOS
TRAILERS

FIRST DRAFT OF A SCRIPT


A person with long hair, wearing a blue patterned shirt and dark pants, is crouching on a paved street. The scene is set during sunset or sunrise, with the sun low on the horizon, creating a strong lens flare and long shadows. The background features trees, utility poles, and a clear sky. The overall mood is contemplative and serene.

**"THE ACCELERATOR GETS MOMENTUM GOING.
YOU REALISE THAT PERHAPS THERE ARE
FEWER BARRIERS TO GETTING YOUR
FILM MADE THAN YOU THOUGHT."**

**MELANIE ROWLAND, PRODUCER - TIME APART
FEATURE FILM ACCELERATOR ALUMN**

LEAN
FILMMAKING

TRAILER



**"WE'D PICK A SCENE AND
JUST SHOOT IT.
WE LET GO OF BEING PERFECT."**

**RIC FORSTER, PRODUCER - TIME APART
FEATURE FILM ACCELERATOR ALUMN**

**LEAN
FILMMAKING**

**"IF YOU'VE A BACKGROUND IN PRODUCTION
LEAN FILMMAKING GOES AGAINST EVERY
INSTINCT YOU'VE EVER BEEN TAUGHT.
I SPENT A LONG TIME RESISTING BUT
IN THE END I WAS CONVINCED.
IT CHANGES THE WAY YOU
THINK ABOUT HOW
YOU CAN MAKE
YOUR FILM."**

**MELANIE ROWLAND, PRODUCER - TIME APART
FEATURE FILM ACCELERATOR ALUMN**



BENEFITS OF LEAN FILMMAKING

ENGAGE AUDIENCE EARLY

VALIDATE ASSUMPTIONS

REDUCE WASTE

INCREASE CREATIVITY

7 YEARS
15 WEEKS



**AGILE WORKS FOR
CREATIVES TOO**

THANKS!

00:11

lean filmmaking

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