

Post Production



What I do:

I have over 30 years industry experience with the last 20 in Production & Post Production, working on a broad range of content, from Commercials, Brand Films, Online content, Museum & Exhibition content and Broadcast programming.

I am Facilities Manager and manage all our Post Production staff and oversee all our Post output.

Freakworks:

Freakworks is Edinburgh's only full service post production company, offering a wide range of services, from offline and online editing, motion graphics and design, Colour Grading along with small studio space for filming requirements.

Along with our sister company Freak Films, our Production arm, we create content for clients, locally and internationally from Edinburgh to Kuwait, India to China. Our clients include National Museums Scotland, National Trust Scotland, Standard Life, RBS, Baillie Gifford Fund Managers, Irn Bru, BBC Scotland, Netflix and many more

What Freakworks does:

We have Freakworks, Freak Films and Freak Productions. We work on commercials, online website, viral content, music videos and exhibition films. We make content for other people and create our own programming.

Arctic Academy, BBC Scotland:

Our programme for BBC Scotland will be aired on 9th October at 8pm. We have followed pupils from Bathgate Academy and documented their trip to Greenland with Polar Academy. Students from Broughton High School were part of a Polar Academy trip in 2016

Our Process:

Usually we get a script from the client. We write a treatment with a director. We cast the crew and the actors, and organise everything from the make-up, lighting, camera assistants, and sound recording for the shoot. Then we work on the post-production, fixing the rushes.

Show reel:

This is 6 to 7 minutes long. We show this to potential clients interested in working with us.

Standard life/ Fashion brand/ Ganten water company/ RBS/ National Trust Scotland/ Baillie Gifford/ Scottish Government Parentclub.

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This also shows the styles of our directors, and our production values.

For Baillie Gifford, we were given a brief which involved the Edinburgh Book Festival; they wanted it to be quite abstract, but still deliver the message.

This water advertisement was shot in Tenerife. It took 80 people to create it, including fake rain.

The Standard life advertisements are on Sky and are targeted at the 50+ age range. You can see the flavour of our commercial and corporate work.

We also create the images for screens in certain exhibitions, or for the screens in the attached gift shop. We use projection mapping to do this.

We pitch for all our work, and we don't win all our pitches.

Employment:

There are a huge range of jobs in our industry. You need to get as much work experience as you can.

There is more work in London. Freakworks is the only post-production studio in Edinburgh, there are about 100 in London.

We use employ people as directors, editors, production assistants, finance producers, directors of photography, motion-graphics, colourists, client liaison, sound recordists, sound designers.

There are 18 of us full-time in the office.

Initially you need to find work experience, then become a runner or undergo specific training. At this point it is not paid well, but there are good salaries later on.

Other work:

We also worked made an advert for 'T in the park'. It took 3 to 4 days to capture enough footage. We have also done football/sport commercials.

Future:

We have just completed our own production - Arctic Academy, and we are about to embark on a new programme for C-Beebies with an animation aspect to it.

UK content is considered the best in the world, and is sold globally.

Trailer for Arctic Academy

My advice:

Learn the free software in editing and motion graphics. It is a very competitive industry. Get work experience. Try colouring, try your own graphics, storytelling. Look at the colleges, and whether the courses suit what you want to do. A degree is not always necessary. The Foundation Apprenticeships which run alongside S5 and

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S6 are good. You will get a flavour of college and work experience. There is a good HND at Edinburgh College

Work experience is the best way to know if this is the career for you. I enjoy nurturing staff, we have had several employees who came to us for work experience first. You need to be over 16 to apply.

Questions?

How did you get into this career?

I left school at 16, and I started as a junior in an Advertising agency, I moved into accounts, and then to a sound recording studio. I am good at organising, I am not very technical or creative, but I always get involved in everything. Then I met the person who started the company, I was there from the beginning and I became head of post-production.

What is the best part about your job?

I love seeing the content come alive on screen, from the shoots to the edit. I really enjoy the exhibition work too, and our first broadcast work has been really exciting.

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