

CINEMATIC BUILD TEMPLATE

Executive Factory / Platform Videos

Template Purpose

Provide a repeatable, premium-standard framework for creating cinematic executive videos with consistent quality, narrative structure, and delivery outputs.

1) PROJECT BRIEF (QUICK FILL)

Project Name:

Audience: (Government / Banker / C-Suite / Public)

Target Length: (60 sec / 3 min / 5 min)

Primary Objective:

Core Message Statement:

Call to Action:

2) STORY STRUCTURE (MASTER FLOW)

A. Opening Hook (0:00–0:10)

- Visual: hero establishing shot
- Audio: concise title line
- Goal: immediate authority + clarity

B. Platform Thesis (0:10–0:35)

- Visual: operation overview, broad context
- Audio: why this platform matters now

C. Proof of System (0:35–1:30)

- Visual: production flow, robotic/human integration
- Audio: execution logic + quality controls

D. Financial/Scalability Layer (1:30–2:30)

- Visual: maps, KPI cards, throughput visuals
- Audio: economics, scale path, control model

E. Strategic Positioning (2:30–4:15)

- Visual: leadership, regional expansion, partner context
- Audio: institutional narrative (government/banker)

F. Closing / CTA (4:15–5:00)

- Visual: strongest signature scenes
- Audio: concise closing statement + next step

3) SHOT LIST TEMPLATE

Required Shot Types

- 3x Establishing wides
- 4x Medium operations shots
- 6x Detail inserts (equipment/process/hands)
- 2x KPI/overlay moments
- 2x Closing hero shots

Motion Mix

- 40% slow push/pull
- 30% lateral tracking
- 20% static authority frames
- 10% transition inserts

4) ON-SCREEN GRAPHIC RULES

- Keep text minimal, high-contrast, and executive-clean
- Max 1 primary message per card
- 2-line max title cards where possible
- Use consistent color system:
 - Navy/Blue = strategy

- Green = KPI/ROI/positive performance
- Neutral dark = operational context

5) COLOR + IMAGE FINISH (BASE SETTINGS)

- Contrast: +5 to +10
- Saturation: +3 to +8
- Sharpness: light only
- Highlight recovery: slight
- Shadow lift: slight
- Avoid over-stylization; preserve realism and trust

6) AUDIO MIX STANDARD

- Voiceover always priority channel
- Music bed: low (supportive, never dominant)
- Loudness target: approximately -14 to -16 LUFS
- Remove harsh frequencies / normalize clarity

7) EXPORT SETTINGS (MASTER)

Primary Export

- 1920x1080
- 30 fps
- 16:9
- H.264 high quality

Optional Social Export

- 1080x1920 (9:16) cut-down version
- 30 fps

8) QUALITY CONTROL CHECKLIST

Visual QC

- No flicker, warping, or unstable overlays
- Consistent color profile across scenes
- Clean transitions with no abrupt pacing errors

Audio QC

- Voice intelligible at all times
- No clipping or harsh peaks
- Music does not mask message

Narrative QC

- Clear beginning, middle, end
- Data claims consistent with approved materials
- Closing CTA present and relevant

9) VERSIONING CONVENTION

File naming:

ProjectName_Video_v01.mp4
ProjectName_Video_v02.mp4
ProjectName_Audio_v01.mp3
ProjectName_Script_v01.pdf

10) RAPID PRODUCTION MODE (WHEN SPEED NEEDED)

Step 1: 60-second proof cut

Step 2: Stakeholder feedback

Step 3: Expand to 3–5 minute master

Step 4: Final polish pass

Executive Note

Consistency beats novelty. A disciplined cinematic system builds trust, brand authority, and faster stakeholder decision-making over time.