



Quality Control Management System

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INTRODUCTION

The following document is set out to illustrate the goals and methods of implementation to demonstrate how we, Clear Focus Movies, ensure that we continue to deliver the highest quality of video production.

Top management must ensure the quality objectives are created and that quality measurements are taken and recorded and compared against those objectives. One of Clear Focus Movies driving goals is 'continual improvement' and as such Clear Focus Movies top management will conduct periodic reviews of how our standards are set and adhered to, to ensure we maintain the highest level of quality for all our products and services.

Top management must communicate to the organization that it is of the utmost importance that the company meets customer requirements, as well as any applicable government regulatory requirements.

SCOPE

Clear Focus Movies offers a fully comprehensive video production service for both broadcast and non-broadcast productions. Clear Focus Movies services also includes live streaming, event filming and Outside Broadcasts

The Clear Focus Movies video production process covers concept development, project management, scriptwriting, casting, filming, editing, authoring and licensing.

It is the policy of Clear Focus Movies Ltd to fully satisfy our clients' requirements on every project. We believe that by providing our clients with a first class video production service and consistently high quality products Clear Focus Movies will succeed and grow.

We target continual improvement against specific, measurable, achievable, realistic objectives as well as testing customer satisfaction.

All employees will be required to read, understand and implement all and any elements relevant to their working environment.

QUALITY OBJECTIVES

As Clear Focus Movies operates we intend to:

- Ensure all video productions are output to broadcast quality or higher
- Maintain a high quality approach to concept to ensure products stay fresh and abreast of their contemporaries.
- Continue to offer the latest visual solution platforms, adapting and educating in both developing and newly released technologies.
- Continue to promote training of technical and office-based staff to ensure skills are current and practical to the needs of modern practices.
- Continue to use filming crew of high standard, professional quality with meaningful industry experience.
- Continue to deliver projects on time and on budget as agreed with our clients on a project to project basis.
- Conduct operations in conformance with, or to exceed, all applicable environmental laws and regulations pertaining to the environment in which we do business

QUALITY CONTROL POLICY

Below outlines how we intend to achieve our objectives.

1. General

- All staff shall conduct themselves in a responsible, courteous and friendly manner.
- Any complaints, concerns or feedback are taken very seriously and may be submitted and reviewed via the complaints procedure.
- Clear Focus Movies follows an environmental policy, which is distributed to all those working under the Clear Focus umbrella to reduce any detrimental effect of processes on the environment.
- We promote cost effective quality management through quality improvement aimed at total quality cost reduction, using improved equipment, processes and technology.

2. Visual

- All primary camera crew are required to have a minimum of 5 years in the industry and be trained proficiently in the latest equipment, HD or otherwise.
- All primary film crew are required to provide 3 referees, spanning both broadcast and non-broadcast experience.
- When hiring freelance crew, no primary crew is ever 'dry' hired. All crew are known to us or industry colleagues and their previous work quality has been viewed and vouched for.
- All crew is kept up to date and trained as required to ensure they stay on top of the latest technology advancements.

- Clear Focus has access to the latest filming equipment. Broadcast standard HD 1920x1080 is the lowest possible format used by Clear Focus Movies to ensure permanent high quality and project simpatico.
- Films are shot as 1080i as standard unless otherwise specified for either practical or artistic purpose.
- All footage is used in its rawest form to ensure minimal image degradation through compression and conversion.
- We always produce High Definition tapeless material as standard to ensure highest quality image
- Filming kit lists will vary on a job to job basis to ensure that each job is catered for as a bespoke project ensuring the visual needs are met correctly. Clear Focus Movies subscribes to a variety of publications to ensure we stay abreast of the latest equipment available in the industry.
- All equipment is maintained and serviced regularly to ensure top quality performance from all filming and photography kit.

3. Audio

- All primary audio crew are required to have a minimum of 5 years industry experience.
- All audio is recorded with independent industry professional equipment
- All audio is processed and cleaned through Avid Media Composer & Avid Pro Tools.

4. Content

- Treatments and scripts are written in accordance to project specs as provided by the client. No treatment or script is used unless it has been officially signed off by the client, ensuring there is no dilution of program message.
- At the beginning of a project, detailed research into competitive peer products is undertaken to evaluate and understand the contemporary alternative video products on offer to ensure we are meeting and/or exceeding expectation by offering equal or superior services.
- Clear milestones are in place as per the Clear Focus Movies Project plan template for the client to sign off at regular intervals to ensure the program content meets expectation and fulfills client requirement.
- All scripts are broken down into a detailed shot list, which are available to the client, to ensure all relevant material is captured as per the script/treatment.
- All visual aspects of production are overseen by a director and/or producer to ensure linear cohesion both visually and in terms of message delivery.
- A project/production manager is allocated to see the project from conception to delivery to ensure the same high quality throughout production, also ensuring a clear and cohesive line of communication for both staff and clients.
- The project is viewed and evaluated by the producer, editor and cameraman in order to ensure optimum effect and highest quality level of each production before its distribution.

5. Deliverables

- All productions are technically constructed with the end purpose in mind in order to ensure optimum results, for example: online, DVD, broadcast or cinema.
- Multiple edits and exports are produced where necessary for multiple formats
- DVD masters are signed off by the client to ensure client satisfaction before duplication. DVD artwork is submitted to client separately electronically. DVD duplication consignments are spot checked to ensure the quality of the DVD's being delivered.
- Clear Focus Movies offers technical support both during and for an unlimited time after the production process to ensure all clients are able to view their productions without difficulty or fault.

6. Paperwork and Licensing

- All projects proposed by Clear Focus Movies follow a strict documented process to ensure properly maintained levels of quality concerning protocol and product development. These templates are industry standard format which allow all production staff members of Clear Focus Movies and 3rd party contributors and/or suppliers to communicate project details thoroughly and efficiently
- Clear Focus Movies ensures that all necessary legalities and permissions are arranged prior to filming in any location both in the UK and abroad to ensure all filming takes place as planned.
- All 3rd party sources, such as library music or stock footage, will be licensed only once the project is completed and signed off as completed by the client to ensure all unnecessary costs are avoided.

RESPONSIBILITY AND AUTHORITY

- All managers are responsible for the execution of the quality control policy document. All managers are responsible for execution of the business plan and implementation of the policy, processes and systems in this policy. All senior staff are responsible for planning and controlling quality management system processes within their area(s) or responsibility, including the establishment and deployment of operational level objectives and the provision of resources needed to implement and improve these processes.
- All employees are responsible for the quality of their work and implementation of the policy and procedures applicable to processes they perform.
- We ensure that our quality policy is communicated and understood at all levels of the organisation through documented training, regular communication and reinforcement during annual employee reviews.

MEASUREMENT

Customer Satisfaction

Clear Focus Movies strives to identify current and future customer needs to meet customer requirements, and exceed customer expectations. Clear Focus Movies management ensures that the focus on improving customer satisfaction is maintained by setting and reviewing objectives related to customer satisfaction at internal review meetings.

Customer complaints and other customer feedback are continually monitored and measure to identify opportunities for improvement. We continually look for other ways to interact directly with individual customers to ensure a proper focus to their unique needs/expectations is established and maintained.

Upon the completion and final sign off of a project, the customer will be given an evaluation form so that we may review our processes via direct, recordable feedback.

Internal Evaluation

Internal reviews of project development are ongoing both during and post project development stages. Clear Focus Movies staff and freelances employed by Clear Focus Movies are required to attend regular meetings throughout a project to share, discuss and review the progress of the project and communicate current feedback.

Management ensures that the quality policy is communicated to all current employees and is included in all new employees training. Management reviews the quality policy during management review meetings to determine the policy's continuing suitability for our organisation.

Clear Focus Movies quality policy statement indicates our commitment and focuses on what is important to us as an organisation; achieving customer satisfaction and it prescribes the method by which we accomplish this; by continually improving processes, products, and services to ensure they consistently meet or exceed requirements.

Moreover, our quality policy statement acts as a compass in providing the direction and framework for establishing key corporate level performance measures and related improvement objectives.