

InRealLife

A Feature Length Romantic Comedy

Navigating Relationships Through Technology... In Real Life

2017 Telefilm Micro-Budget Production Application PRODUCTION SCHEDULE

PHASE	START DATE	END DATE
DEVELOPMENT		
Story Editing	Complete	Complete
Principals Casting	July 15, 2017	August 1, 2017
Hire Key Crew	July 15, 2017	July 20, 2017
Location Scouting	June 15, 2017	August 1, 2017
Storyboarding	May 30, 2017	June 15, 2017
Concept Art	May 30, 2017	June 15, 2017
Early Technical Discussions	June 15, 2017	June 30, 2017
Early Production Design Tasks	June 15, 2017	June 30, 2017
Initial Crew Meetings	August 15, 2017	August 21, 2017
Hire Full Crew	July 15, 2017	August 10, 2017
Detailed Marketing Strategy Creation	June 1, 2017	Ongoing
Whisper Marketing Campaign Begins	July 15, 2017	Ongoing
EPK First Interviews	July 15, 2017	Ongoing
PRE-PRODUCTION		
Camera Tests	August 1, 2017	August 15, 2017
Crew Meetings	August 1, 2017	August 15, 2017
Rehearsals & Read Throughs	August 1, 2017	August 15, 2017
Location Surveys & Contracts	August 1, 2017	August 15, 2017
Production Design Implementation	August 15, 2017	August 21, 2017
Prop Acquisition	June 15, 2017	August 21, 2017
Wardrobe Design/Fittings	August 1, 2017	August 15, 2017
Make-Up Tests	August 1, 2017	August 15, 2017
Equipment Prep	August 1, 2017	August 21, 2017
Grassroots Marketing Begins	July 15, 2017	Ongoing
EPK Begins	July 30, 2017	Ongoing
Distributors/Broadcasters Initial Convos		
PRINCIPAL PHOTOGRAPHY (17 days)	August 22, 2017	September 9, 2017
POST-PRODUCTION	September 12, 2017	February 15, 2018
Picture Editing	September 12, 2017	December 20, 2017
Rough Cut Review	October 15, 2017	October 16, 2017
Fine Cut Review	November 15, 2017	November 17, 2017
Picture Lock	December 20, 2017	December 20, 2017

Festival Submissions (Unfinished) Begin	January 5, 2018	Ongoing
Visual Effects	December 20, 2017	January 17, 2018
Visual Effects Implemented	January 10, 2018	January 17, 2018
Audio Post (Incl. Foley, ADR, FX, Mixing, Sweetening)	December 20, 2017	January 17, 2018
Colour Correction	January 5, 2018	January 15, 2018
Audio Mixdown	January 21, 2018	January 30, 2018
Mastering	January 30, 2018	February 7, 2018
FINAL CUT delivery	February 22, 2018	February 22, 2017
EPK Production Continues	September 12, 2017	February 15, 2018
EPK Post-Production	September 12, 2017	February 15, 2018
BTS Videos Released	September 12, 2017	February 15, 2018
Grassroots marketing continues	September 12, 2017	February 15, 2018
Festival Submissions (Finished Film) Continue	February 22, 2018	
DELIVERY TO TELEFILM	June 15, 2018	
Ongoing Film Festival Tours/Publicity	July 6, 2018	October 31, 2018
DIGITAL RELEASE (Tentative)	November 18, 2018	
Lead-Up Advertising and Marketing	September 15, 2018	September 30, 2018
Advertisitng and Marketing Peaks	October 15, 2018	October 30, 2018
Ongoing Marketing, Promotion, Festival Release, etc.		