

HD – Production

- ▣ Think of HD as being higher quality than SD, which is exactly what it is. So much of the production process is exactly the same.
- ▣ Using HD won't make a bad script/story any better.
- ▣ Dependant on genre there may well be a lift in production costs. If you use a great deal of CGI then the lift may be significant.
- ▣ Acquisition in HD for a SD deliverable will increase the shelf life of the programme significantly. The HD deliverable is only a conform away.
- ▣ A programme shot in HD will look wonderful in SD and even better in HD.
- ▣ 5.1 sound is an option on certain programmes on HD. This makes the pictures significantly better!
- ▣ Progressive or Interlace? How you want motion to be portrayed will determine the best capture format - sports/fast motion- use interlace, film look -use progressive.