Delivery and acceptance checklist

Generative production has failure modes that cameras do not, so we define them in advance. A film is accepted when it passes the four lists below at delivery resolution on a reference monitor. This is the checklist our editors use before anything reaches you, and the one acceptance is measured against.

1. Picture — defect classes

Class A Fixed before acceptance, at no charge	Anatomy or geometry errors on hero characters or products · garbled text, logos or interface elements · continuity breaks on hero elements between shots (face, costume, colour, product detail) · visible morphing, flicker or warping on hero elements · product detail that contradicts the approved reference · audio out of sync · a mandatory missing
Class B Fixed within the included rounds, or accepted by the client in writing	Anomalies in background and non-focal areas · brief texture or motion artefacts away from the subject · small deviations from the boards that do not change meaning · secondary characters or crowds that drift between shots
Class C Characteristics of the medium, agreed at Gate 1	Stylisation choices in the approved look · softness in non-hero depth · generated crowd and background faces not individually art-directed · the motion signature of the chosen models

2. Technical

- [ ] Master at the agreed resolution (UHD 3840×2160 unless specified), frame rate and aspect ratio
- [ ] ProRes 422 HQ or DNxHR master; H.264/H.265 review copies
- [ ] Rec.709 colour; loudness to the standard of the market and medium (EBU R128 −23 LUFS · ATSC A/85 −24 LKFS · or platform specification)
- [ ] Versions as ordered: aspect ratios, lengths, language versions; textless master; stereo mix with music-and-effects stems
- [ ] Subtitles and captions as SRT; title-safe and action-safe respected for broadcast

3. Brand

- [ ] Logo, colour and type per client guidelines
- [ ] Product detail signed off against the Gate 1 reference sheets and again at picture lock
- [ ] Mandatories and legal lines present and legible for the required duration

- [ ] Claims as supplied and substantiated by the client

4. Legal and provenance

- [ ] Music licensed for the agreed media, territories and term; voice and talent rights cleared for the same
- [ ] No real person’s likeness without written consent; reference imagery cleared or owned
- [ ] Provenance sheet delivered: models and tools used, by sequence
- [ ] AI disclosure applied as agreed at Gate 1 (wording, placement, markets)

Acceptance procedure

Within five business days of delivery the client sends one consolidated list of acceptance issues, each marked with its class. Class A issues are fixed at no charge; Class B issues are fixed within the included review rounds or accepted in writing; Class C items were agreed at Gate 1. Written acceptance — or ten business days without a list — closes the project and triggers the final invoice. Usage rights to the deliverables transfer on final payment.

Accepted for the client · name, date

For M72 Studio · name, date