

Post-Production Feedback Checklist

A companion resource for The Enterprise Video Production Playbook by William Cook

Purpose: Turn many reviewer comments into one stage-appropriate decision path.

Use when: Setting up review, sharing each cut, reaching picture lock and accepting delivery.

Owner: The client feedback owner, with the final approver closing the assigned decisions.

Not for: Expanding the agreed deliverables, review rounds or direction without scope review.

Set the review path

Review owner: []

Final approver: []

Comment platform: []

Current stage: [structure / fine cut / picture lock / finishing / delivery]

Feedback deadline and time zone: []

Included rounds: [confirm in SOW]

Before sharing a cut

- ■ Version and date appear in file or platform.
- ■ Purpose of this review is stated.
- ■ Elements still temporary are listed.
- ■ Known factual or rights questions are marked.
- ■ Reviewers and their decisions are confirmed.
- ■ Feedback deadline is clear.
- ■ Old links or versions are closed where practical.

Reviewer instructions

- ■ Review against the approved objective and audience.
- ■ Put comments in the agreed place.
- ■ State the problem or required fact.
- ■ Mark preference as preference.
- ■ Identify any new deliverable or direction as a new request.

- ■ Avoid separate directions to editor, producer and agency.
- ■ Complete factual, legal and accessibility review within the assigned stage.

Feedback labels

Use one:

- REQUIRED CORRECTION: factual, legal, brand, rights or delivery defect.
- OBJECTIVE ISSUE: the work does not perform the approved communication job.
- PREFERENCE: a supported reviewer preference with no compliance status.
- NEW REQUEST: new scene, version, message, direction or deliverable.
- QUESTION: information needed before a decision.

Consolidation check

- ■ Duplicate comments removed.
- ■ Contradictory comments resolved.
- ■ Required comments separated from preferences.
- ■ Factual and legal notes confirmed by the responsible owner.
- ■ New requests sent through scope review.
- ■ One consolidated response returned.
- ■ Late comments handled as a schedule decision.

Decision record by round

Version: []

Round purpose: []

Approved decisions: []

Open issues: []

New scope: []

Next version due: []

Decision owner: []

Picture-lock check

- ■ Story and runtime approved.
- ■ Shot choices approved.

- ■ Claims and participant use approved.
- ■ Graphics content approved.
- ■ No material editorial notes remain open.
- ■ Consequence of changes after lock understood.

Finishing check

- ■ Color and visual consistency approved.
- ■ Dialogue, mix, music and sound approved.
- ■ Graphics, titles and names proofread.
- ■ Captions checked against final audio.
- ■ Transcript checked where required.
- ■ Localized versions reviewed by qualified owner.
- ■ Rights and license records complete.

Delivery check

- ■ Every master and version present.
- ■ Runtime, ratio, resolution and file type correct.
- ■ File naming correct.
- ■ Captions and transcript included.
- ■ Transfer verified.
- ■ Client acceptance recorded.
- ■ Raw-footage and project-file terms followed.
- ■ Archive / retention action recorded.

From *The Enterprise Video Production Playbook* by William Cook. Published by Luma Creative. Adapt this working document to your organization's requirements.

Use this worksheet with the book's chapter guidance and the requirements of your organization. It is not legal, tax, insurance or procurement advice.

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