

A plan you can hand over.

1. Open the desk.

Unzip the kit and open Production Desk.html in Chrome or Edge on a desktop. No login or network connection is required.

2. Set the destination.

Choose a starting point, then enter the audience, one viewer action, closing message, target length and edit frame rate. Starting points are editable examples, not tested ads.

3. Give every shot a job.

Describe one visual action per cut. Enter kept length, available source length and trim from the start. Add captions and voice notes separately.

4. Make the numbers agree.

The planner converts seconds into whole edit frames and flags rounding, source overruns and differences from your target. Native source dimensions are kept separate from delivery dimensions.

5. Record the evidence.

Add factual sources, asset permissions, audio rights and delivery notes. Check the actual finished video on a phone; the app does not inspect or render media.

6. Save and share.

Save JSON to reopen the plan; export CSV for a spreadsheet or use Print brief / PDF for handoff. Browser draft saving is optional. Keep a JSON backup before closing.