



Where Every Department Matters

EST.
2018

Studio Guide

2026

John 14:6

Presented to
Creative Collective

Internal Mission

To create opportunity for every department - supporting each Member in their craft.

External Mission

To create intentional story-driven films that connects and leaves a truth giving impact.

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The Story of Way Films

Way Films began on July 10, 2018.

Two freshmen in high school — Caleb Pouliot and Keegan Johanson — picked up a camera and never put it down. At the time, Way Films was nothing more than a name, a YouTube channel, an Instagram page, a place to upload whatever we created next. Vlogs, Short films, Documentaries, Weddings, Music videos, PSA's, and Hype videos. If we could imagine it, we filmed it. For three straight years, we created relentlessly. We didn't fully understand what we were building. We just knew we loved the craft. The name "Way Films" didn't carry weight yet. It was simply a banner under which we combined our creativity.



In 2020, the name took on meaning...Way Films became anchored to John 14:6 — "I am the way, the truth, and the life." What began as a creative outlet slowly became something deeper. Film was no longer just an expression. It became a conviction. Storytelling with purpose. Craft rooted in belief. The projects became more ambitious. Longer short films. Stronger narratives. Higher production value. Projects like *Why God*, *BirdDogs*, and *Palette of Dreams* marked a shift. Way Films was no longer just content — it was a growing craft in pursuit of Integrity, Intention, and Influence. From 2022 to 2026, Way Films remained a personal creative outlet. A place to refine craft. To experiment. To build. But something was missing. Way Films was never meant to belong to one person. From the beginning — when two boys shared the same camera and the same media outlet — it was built on collaboration. Film is not carried by one name. Every department carries it. Way Films was never designed to be a solo venture. It was meant to be a collective. A platform where screenwriters, cinematographers, editors, designers, sound artists, producers, marketers, etc. could build together under one unified purpose. To tell meaningful and impactful stories. To create high-quality media with conviction. Today, Way Films steps into a new and exciting design. *Built by every department.*

How Way Films Operates

2.

The Whole Picture

Way Films operates as a **studio** — That is an organized system of departments and crafts working together to create films intentionally and professionally.

Within the studio, Way Films functions through 9 departments:

- ☐ *Story & Direction* — where ideas are developed, written, and actors bring characters to life
- ☐ *Production* — where projects are planned, organized, and executed
- ☐ *Camera & Lighting* — where visuals are captured and brought to life
- ☐ *Design* — where the visual world, sets, and aesthetic are created
- ☐ *Editorial & Finishing* — where projects are edited, refined, and completed
- ☐ *Sound* — where audio, music, and sound design shape the experience
- ☐ *Marketing* — where projects are positioned, promoted, and shared
- ☐ *Distribution & Delivery* — where completed films reach their audience
- ☐ *Business* — where operations, strategy, and sustainability are managed

Within each department are specific crafts — the individual roles that make up the work.

People step into these crafts based on their skills, experience, and what they are growing in. Some may be experienced in a craft, while others are still learning — but each person has a place within the structure.

Together, these people — across all the crafts — form the collective.

The collective is not a separate part of Way Films, but the living expression of it: the people using their crafts to bring stories to life.

The goal is simple:

Create opportunity for people who love their craft to consistently create meaningful media together — while building something greater than themselves.

Joining the Collective

The Collective is the **people of Way Films** — those committed to growing in their craft and contributing to the studio.

New members join through a simple process:

- Application
- Interview
- Acceptance into Way Films

This process is not about exclusivity — it is about **alignment**.

Way Films looks for individuals who:

- Are passionate about good storytelling
- Want to grow & contribute in their craft
- Desire to pursue long-term goals
- Align with the values and Christian integrity of Way Films

Membership is free — but commitment to the culture, people, and work is expected.

Money

Way Films is built to operate as a sustainable studio focused on creating its own projects.

Funding will come through:

- Partnerships
- Sponsorships
- Investors and supporters
- Revenue from studio projects over time

Early Stage

- Projects are primarily collaborative
- Most work is unpaid or low-budget
- Focus is on building strong projects and a working system

Growth Plan - As Way Films grows:

- Projects become more consistently funded
- Budgets increase
- More roles are paid
- Opportunities expand across the collective

Long-Term Vision

- Fully funded productions
- Consistent project pipeline
- Creatives paid for their work
- A studio sustained by its own productions

3.



The Production Framework

Way Films operates through a unified production framework designed to bring clarity, structure, and consistency to every project.

How Production Works

When a project is created within Way Films:

- A team is assembled from within the collective
- Roles are filled based on each department and its crafts
- If needed, additional roles may be brought in to support the project
- Departments collaborate to execute the vision
- The production structure ensures organization, timelines, and delivery

This system allows Way Films to operate professionally while scaling projects over time.

One System, Different Scales

All projects at Way Films follow the same core production pipeline, regardless of size.

The difference is not in the system — but in the scale.

Larger Productions

- Full department collaboration
- More defined roles and structure
- Greater planning, resources, and timeline

Smaller Productions

- Individuals or small teams
- More flexible and fast-moving
- Focused on consistency, growth, and experimentation

Both operate within the same framework and contribute to the studio.

Production Pipeline

Every project moves through the same stages:

- Project Pitch
- Studio Greenlight
- Pre-Production
- Production
- Post-Production
- Distribution

This ensures that all work — from small to large — is created with integrity, intention and influence.



What You Gain

4.

Creative Portfolio Development

Through participation in Cinema Productions and Studio Content, members build a portfolio that reflects their creative abilities and contributions to real projects within Way Films.

Film Credits

Members may receive official credits on productions they contribute to, helping establish a professional body of work within the studio.

Access to Locations and Production Resources

Way Films develops relationships with locations, organizations, and resources that support production. Members may gain access to filming locations, equipment, and tools that help bring projects to life.

Collaboration Through the Studio

Members collaborate with other creatives across departments, working together on productions within Way Films. As the studio grows, select collaborations with outside organizations may also support projects.

Project Support & Funding Opportunities

Cinema Productions within Way Films may pursue funding and production support. Members involved gain experience working on projects with real structure, planning, and potential financial backing.

Industry Connections

Through working on productions and building relationships within the studio, members have the opportunity to grow their network of filmmakers, creatives, and industry professionals.

Leadership and Creative Growth

Members who consistently contribute may step into greater creative or leadership roles as projects scale and the studio continues to grow.

The Future of Way Films

5.

Way Films is being built with a clear vision — to create films that matter. The goal is to become a studio known for telling meaningful, story-driven films with intention, conviction, and quality. As it grows, Way Films aims to develop projects that carry weight — films that resonate with people, reflect strong creative direction, and leave a lasting impact beyond the screen.

Looking ahead, the ambition is to build a studio where films are created consistently, where larger productions become possible, and where creatives are part of something that continues to grow in both scale and purpose. Way Films is not just pursuing the ability to make films, but to become a place known for the films it creates — a studio defined by its stories, its people, and its commitment to meaningful storytelling.

AI and Filmmaking

Artificial Intelligence is rapidly transforming the filmmaking process. Across the industry, AI tools are now assisting with script development, storyboarding, concept art, editing, visual effects, sound design, and marketing. These technologies allow creative teams to move faster, explore ideas more freely, and expand the possibilities of visual storytelling.

While AI is becoming a powerful tool within production; storytelling remains a human craft built through collaboration, creativity, and artistic vision.

Way Films and Artificial Intelligence

Way Films believes that artificial intelligence will play an important role in the future of filmmaking, and we aim to actively engage with these technologies as they continue to develop. As a whole we aim to use it with integrity and responsibility.

Our goal is not to replace filmmakers with AI, but to use AI as a tool that empowers the craft of filmmaking. Every department plays a vital role in carrying a story forward, and technology should strengthen the work of those departments rather than replace them.

Way Films believes:

- AI can **empower departments, not replace them**
- AI can **assist the craft, not replace the craft**

As the film industry evolves, Way Films aims to step into this new technological era with wisdom and creativity, striving to become one of the leading Christian organizations that thoughtfully and responsibly utilizes AI in filmmaking.

By embracing innovation while **protecting the human heart of storytelling**, Way Films seeks to build stories that are both technologically forward and deeply meaning

Technology Shifts in Media & Film

1950s — Television

Initial Fear: People feared television would kill cinema.

What Happened: Film adapted by focusing on larger theatrical experiences and event-style movies.

1980s–1990s — Home Video (VHS / DVD)

Initial Fear: Studios feared audiences would stop going to theaters.

What Happened: Home video became one of the largest revenue streams in the film industry.

2000s — Digital Filmmaking

Initial Fear: Many believed digital cameras would reduce film quality and professionalism.

What Happened: Digital filmmaking made production more accessible, efficient, and affordable.

2010s — Streaming Platforms

Initial Fear: Some believed streaming would eliminate movie theaters.

What Happened: Streaming created entirely new distribution models and expanded audiences worldwide.

2020s — Artificial Intelligence

Initial Fear: Concern that AI could replace filmmakers and creative roles.

What Happened: AI is emerging as a tool that assists creators and expands what filmmakers can achieve.

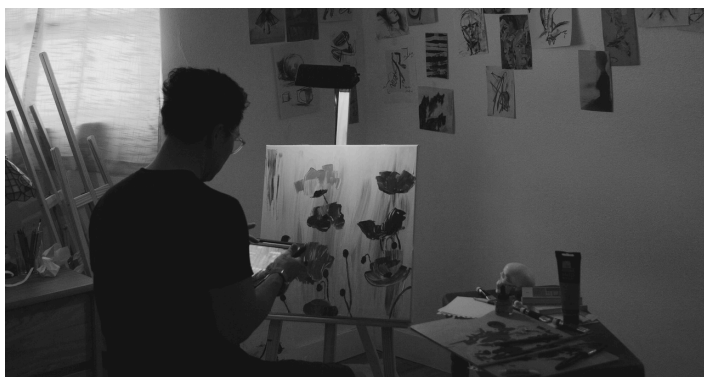
Ready, Set, Action!

- Phase 01** • Visit the Way Films Website
- Phase 02** • Complete the membership Application
- Phase 03** • Complete the Interview Process
- Phase 04** • Step Into active projects
- Phase 05** • Make lasting and meaningful connections

Whatever your passions are, there is a place for you within the Way Films.

If you are interested in being part of future productions, collaborating with other creatives, and helping build a growing film studio, we invite you to apply to become a member of Way Films. By joining the collective, you become part of a network of creatives who are committed to building projects together and growing the future of Way Films.

John 14:6



Contact.

www.wayfilms.org

wayfilmsstudio@gmail.com

(559) 779-9943