

# CORPORATE VIDEO PRODUCTION

What you need to know

Video is the new big thing on the internet. Video is becoming the substitute to nearly all rich media like Flash or Silver light. Youtube.com is the fastest expanding social media site and the second biggest search engine after Google.com . Every day we are approached by clients that understand the use of a video. Yet, little consideration is given to the rest. A potential client often departs from the video producer with a spinning head and a disillusioned heart.

In a quest to demystify the process of video production we came up with a package deal to save you the endless footwork. The formula for this video can easily be customized, but the backbone stipulated below is the most effective way for saving both time and money. This promotion is no substitute for a proper quote. It will give you a good idea, however, of what goes into a very well made video.

## Formula for a Well Produced Corporate Video

- 1 Conceptualization/Brainstorming
- 2 Pre-production work-through.
- 3 Language treatment & adaptation of script.  
(Client provide script)
- 4 Crew of 3 with broadcast recording & lightning gear.  
(Two day shoot)
- 5 Two lapel microphones **or** one lapel-mic & one boom-mic.
- 6 One page of studio voice-over with pro voice artist.
- 7 3D Logo Splash-Screen **or** pie charts & pictorial graphics.
- 8 Three days of editing & one free rework.
- 9 Picture & video stock unlimited.
- 10 "Caned music" & sound fx unlimited.

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## **Procedures, terms and conditions:**

**The conceptualization takes** up part of a day. It can happen with or without the client sitting in. Outside of the package deals, we do charge for consultations, regardless if the potential client plans to make use of our services or not. But as part of a package deal, the brainstorming is not charged for as *extra time*.

**Language treatment and script adaptation** is the second step and is where the production starts to take on form. Generally speaking, half of an audience is visually triggered and the other half verbally. Some people are left-brain thinkers whereas others are more emotional right cortex individuals. An intricate part of our job is spread the message across the known fields of perception.

It is imperative that you, the client is to supply the research and/or script. In turn, it is our job to then adapt it; where applicable, into messages that is narrated, depicted by pictures, demonstrated by video or animation, explained by abstract-visual such as graphs or flowcharts.

After we have a road map; which is the adapted script, we start with per-production. Shooting times is arranged with relevant parties whilst the media such voice-overs and graphics are being prepared.

### **Production: also known as “The Shoot”**

After all the interviews are scheduled and locations are booked, the production is ready to officially start. The shoot is the *corpse de grande* of most productions. This package deal includes two broadcast cameras, each with a cameraman and one producer or a sound-guy. However, to make the production relevant to your needs, we might use only one camera but shoot over 3 or 4 days.

Without exception, the quality of the voice artist contributes profusely to the overall professionalism and perceived value of the video. We have a wide selection of voices and personalities to fit your need.

A 3D animated logo or splash screen is a great aid throughout for brand reiteration and overall perceived value. Or, you might have a heavier need of pie-charts and graphics to clearly explain a concept. This package includes either one. In the event that you would like both; the one becomes an optional extra and we will quote for it accordingly.

**The next step is editing- also called post-production** Behind the desk of the editor, the whole project comes together. All the elected media is aesthetically edited together. Within a few days a rough cut is presented for your consideration. Along with you; the client, the producer and editor the video is checked for factual correctness and overall esthetics. You report back with suggestions. According to your report, we then fine tune the video into the final product.

## **Rands and Cents**

After the concept has been finalized, a 50% deposit is payable for commencement of the project. The remaining 50% plus optional extras and expenses is payable at *reasonable completion*. *Reasonable completion* is considered to be at the presentation of the rough cut and before delivery of the final video.

**Optional extras** include things like styling, studios and décor, costumes and props, celebrity presenters and/or specialty technicians like steady-cam operators, drone pilots and a myriad more. If the nature of the production necessitates it we will quote and contract the relevant equipment and skills.

## **Restrictions and allowance of use**

The final video is allowed to be used as promotional material and for in-house purposes. Industry regulation prohibits the end user from use for broadcast and/or public screenings. If it is the intention to use the video for reasons other than *below the line promotion* or in-house use, we, the producers must be notified as to negotiate an appropriate royalty deal for creators of intellectual property such as stock footage, stock photography, voice artists, canned music and creative commons information. We are required to ask of you, the client, to sign a letter of intent. In this letter you must please state the intent of use and endeavor to refrain from use outside of what is agreed to. If ever the arises to use it over and beyond the original intent, a new rate of use will be (re)-negotiated. The same letter must please include affirmation that all the provided intellectual property such as research, insignia, products etc. is indeed your own intellectual property and thus free to be used without indemnity.

We hope to be of service soon.