

## Video Production Guidelines for working with Non-Profits:

Here is a very simplified guideline for a 3-5 minute piece and how we will go about getting your product into your hands. This can be expanded or simplified even further to meet needs.

1. Brainstorming session. We meet in person to go over your goals and desires in what you want to communicate. Type out a basic timeline/shooting schedule. Agree and sign project outline and contract. (1-2 hours)
2. Script and Storyboard. After we brainstorm you sit down and type out the words that will be used in a narration track that will accompany the pictures you want to see in your final product along with graphic title slides too. (3-4 hours)
3. Choose locations and actors/subjects/addition crew. (2-4 hours to several days\*) \*depending on if we cast people and/or go out on location to do a site plan/shooting script etc
4. Other necessary planning/budgeting. Even though this is discounted you may still need to come up with cash to pay for miscellaneous expenses such as gas, narrators, graphic artists, extra equipment needed for your shoot, food etc.
5. Shoot the audio and video. Record narration. Re-shoots due to bad weather/shooting/unforeseen problems/conditions may be needed later. (1/2 day to several days)
6. Initial rough edit. Video, audio, graphics and narration. (1/2 day to several days)
7. View initial edit. Approve with any input needed from staff, crew or test audiences. (1-2 hours)
8. Record music track. (1/2 day)
9. Assemble additional footage. Re-shoots, redo of narration tracks etc. (1/2 day to full day)
10. View second rough edit. Approve with any input needed from staff, crew or test audiences. (1-2 hours)
11. Edit final video. Make any back ups of original footage, project etc. (1/2 day to full day)
12. Deliver final product. Any changes after this point will need to be re-negotiated as we most likely are moving on to other projects. (1-2 hours)

Any viewing of rough drafts can be done long distance or without in office meetings using online services to upload the video and office meeting software to discuss

Since we are discounting our time and efforts to benefit your organization you will be receive an invoice after the end of the final edit so you will know the worth of what you have received.

The professional rate for most video work is \$400 a day or \$1000 a finished minute for a final professional product. We use professional equipment and methods just so you know why we bill at professional rates.

We may or may not require that our production name ends up in the credits of the project depending on how much we are charging or the production values that are decided upon/provided for the production. We will also hold onto a final edit of the video that we will be using on the internet or in distributable products to promote/acquire future projects that we produce.