



"Producing Your Video"

Objective

Any effective communication is determined by its clarity of purpose. Your video should be created to convey one single message, promote one single product or service, or express one singular idea or goal. The key to a successful video is keeping it simple and limited to a solitary goal or intent. A cluttered, disorganized video will leave the audience confused, antagonistic, or wary.

The video production process begins by choosing the purpose of your video. How do you want your target audience to respond? What are you trying to get them to do? Do you want them to buy into your program, do more, learn more? Define your video's purpose and how you want your audience to react. Then, write it down in big block letters and tack it up all over your office, desk, and calendar. Keep it in mind through every step of the production process --it is the most important part of creating a successful video.

Remember, if you lose track of your video's purpose, so will your audience.

Who's going to see your video? Clients or Employees? Sales and Marketing Managers or Corporate Executives? Company Presidents or Office Assistants? Are they young? Old? Ready to act now? Or indifferent? Although videos made for each of these target audiences might convey the same idea, their style, message, content, mood, and even quality will likely vary.

The Audience influences or directs the form in which you express the content of the purpose of your video. Define your target audience and then do a little research as to what motivates them. Your selection of settings, music background, flashy special effects or simple straight cuts and fades will be geared towards what your target audience wants to see, what makes them pay attention and listen, and what their internal motivating factors are. Which will, of course, affect your video's budget.

Your completed video may be used in a variety of ways such as in group presentations, one on one, seminars, the Web or provide instruction and information.

The exact content and message of the video will be determined in the scripting process. "Our goal is yours" to produce a video that meets your goals and objectives.

Scripting and Preproduction Planning

A video script is much like the blueprint for a house. Before the video is filmed, much of the quality and effectiveness of that video has already been determined by the script. A video script specifies all visual elements (video, film, graphics, photos) narration, and music.

The script will give you and us a realistic preview of the video before it is produced. It also provides a guide for exactly what we will film and how we will edit your video.

During the scripting phase, we plan the logistics of production so that your video will be produced on time and on budget. The story and details of possible scenes can only be determined through a thoughtful scripting phase. At this point one message of your video is certain – getting you message to your audience with the reaction desired.

During this phase we will work closely with you to insure that all aspects of the project are carefully designed from the beginning. We will also outline video scripts for your approval. When we have completed a script that meets with your approval, we can present a detailed production plan and exact budget for producing your video. We will offer you a letter of agreement that details every aspect of the production and budget.

Production

Planning the logistics of production is one of the keys to on-time on-budget production. After preliminary research together, a production schedule will be written to determine where and when the filming will be done.

We will provide the necessary personnel and equipment to produce a first class video production.

Post Production

We will provide all offline editing at our office. This will include all visuals, narration, music, titles and graphics as specified in the approved script. We welcome your input and participation during this editing process. Upon your approval of the offline edit master (VHS or CD), we will perform all online editing and deliver to you the completed digital edit master and 2 VHS copies. You may make unlimited copies from this master. Duplication fees for more copies or of different media (DVD or CD) can be determined as desired.

Budget Estimate

Until the script is, at least, outlined, it is difficult to give you a realistic budget for producing your video. The following variables will give you an idea of how the budget is constructed. After we have spent some time in the actual scripting and planning process, I will be able to present a letter of agreement for your consideration. This letter will specify all details of production and responsibilities between us. You are under no obligation to enter this agreement. This is only an example, as seminars can be fraction of the cost of a dramatic reenactment.

Example (every video is different) 5-7 min.

20 - 30 hours of scripting and preproduction planning	\$1200 - \$1800
3 - 4 days of location filming	\$2550 - \$3400
20 - 40 hours of post production	<u>\$1200 - \$2400</u>
TOTAL	\$4950 - \$7600

Project Completion

From the approved script we will plan the production of your video. Completion of the video will depend largely on when location filming is scheduled. We will deliver the finished video and copies after completion of photography and postproduction.

Every project is a creative process and can call for adjustments in the process of video production. In the spirit of cooperation all the challenges can be met with your project.

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