

VIDEO CREATIVE PRODUCTION PROCESS

Date:

Client Name:

Client Organization:

Client Address:

Project: Promotional video and short edits for social.

PROJECT OBJECTIVES:

- To create a brand presence for our internal recruitment resources and job opportunities posted on the corporate intranet.
- To develop several short videos and visual communication collateral to support HR's recruitment efforts and the site launch of the new career site on the intranet home page.

PHASE I: DISCOVERY

Prior to beginning any project, we strive to learn as much as possible about your business and vision. We need to gain a clear understanding of your key messages and marketing objectives. We also must define the scope and parameters of the project and define how they fit within your strategic objectives. We have refined our approach to “getting our arms around” the communication objectives you face as an organization and to ensure that our work is built on a solid foundation.

The initial phase of our project together with include:

- A kick-off meeting
- Business messaging immersion discovery and research
- Developing a Creative Brief
- Scheduling

DELIVERABLE: Creative brief and production schedule.

PHASE II: SCRIPT DEVELOPMENT

Once we clearly define your goals and objectives and understand the findings of the project overview, we can begin the script development process. This is a crucial stage in developing the style guide, direction and voice of your final video.

This phase will include:

- Concept development and script finalization
- Graphic, color and storyboard treatments
- Feedback from client and revisions
- From initial presentation, up to two rounds of revisions are included in the budget

DELIVERABLE: Script and graphic/visual treatments.

PHASE III: FILMING & DESIGNING

Once the script has been approved our team will proceed with the filming and design process.

1. Filming & B-roll

- Interview subjects are lit and their audio recorded with the technically appropriate microphones.
- Background footage or B-roll, is filmed on or offsite. Stock footage can also be substituted in certain circumstances.

2. Storyboarding

- Style designs, special graphics and icons are drafted.

DELIVERABLE: Footage captured and storyboard cards.

PHASE IV: EDITING AND POST-PRODUCTION

Once the filming and design drafts are complete our team will proceed in editing your video into your final product.

1. Editing

- The interview and b-roll footage is assembled into a rough draft.

- Music is selected and the audio is mixed.
- The video is packaged and readied for delivery.

2. Motion Graphics Animation

- Special graphics such as icons, logos, special slides and closing and opening logos are assembled and animated into a rough draft.

DELIVERABLE: Final cut of the video packaged with mixed audio and animated motion graphics.

BUDGET & TIMELINES

PHASE I DISCOVERY	\$_____.	(1-2 weeks)
PHASE II SCRIPT DEVELOPMENT	\$_____.	(2-3 weeks)
PHASE III FILMING & DESIGN	\$_____.	(2-4 weeks)
• additional shoot days	\$_____./day	
PHASE IV EDITING & POST	\$_____.	(1-2 weeks)
• short edits for social	\$_____.	
Motion graphics animation services		
• graphic design	\$_____./card	
• motion animation	\$_____./card	
Social media plan development	\$_____.	(1-2 weeks)

TERMS

Project schedule: Upon acceptance of our proposal, Video Creative will submit a preliminary schedule along with a work agreement and terms and conditions.

- Upon receiving a signed work agreement the first payment in the amount of \$_____ is due to start the project.
- Additional payments are due prior to proceeding with additional phases, 50%-75% deposit and balance COD or EMT.

This proposal is made on _____, by Video Creative for _____. When this estimate is approved by _____, a work agreement will be sent over for your approval. Work will commence when both parties' sign the estimate and agreement.

The agreed fees are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Any modification of fees due to the change of the scope of the project will be submitted in writing and approved by the client.

This proposal is valid for 30 days.