



# **THE VIDEO PRODUCTION PROCESS**



## STAGE 1. DISCOVERY

### SEEK FIRST TO UNDERSTAND.

Every project starts in the Discovery phase and consists of asking questions to initiate dialogue. What are you trying to achieve? Why service/product are you offering? What AHA! moment does your audience need to have?

It's all about getting down to the core of your objective—the good stuff that will make up the meat of your message.

Once we understand your objective, we can translate it into a video, to help consumers do the same.

## STAGE 2. PLANNING

### CAST THE CREATIVE VISION.

The Planning stage is about getting your eyes on the creative vision we have for your project. The art style of your video will fit your brand, your message, and your audience.

We will develop a storyboard and visual concept that is both effective and on-budget. Using reference images, sample narration, and lots of hand waving, we work with you to set an agreed upon direction for your video.

## STAGE 3. PRE-PRODUCTION

### MEASURE TWICE. CUT ONCE.

Now that the creative direction is set, it's time to start making the nitty-gritty decisions. We'll write the script, create a custom illustration style sample, and then storyboard each scene. Typically this is delivered in the form of an animatic— a set of moving storyboards timed to a rough voiceover recording. This allows us to fine tune language, timing, framing, and action before moving into the Production stage.

## STAGE 4. PRODUCTION

### EXECUTE WITH EXCELLENCE.

The vision has been cast. The decisions have all been made. Now it's simply time to execute. We can execute any style you believe will work best for your content, including 2D, motion design, and character animation. We will record the voice over, edit, animate, add music and audio effects, and then it's ready for hand-off.



# PRICING

## FACTORS IN PRICING

Below are four (4) factors that most significantly impact pricing, irrelevant of the stage of production:

1. **PRODUCTION VALUE** – Achieving a highly-polished look usually means a higher price tag.
2. **RUNTIME** – The longer the video, the more expensive it is to produce.
3. **REVISIONS** – The number of revisions for each stage is determined beforehand.
4. **TIMELINE** – Expediting the standard process requires more resource allocation, and therefore, more funding resources.

## PRICING

We're one of the few in the video production industry that operates on a fixed rates. We're not interested in sliding scales, marking up based on "gut" feelings of what you might be worth, or variable rates depending on need. We're interested in producing top-quality videos for excellent clients who understand they're receiving premium value, less the premium cost.

Up to 1 Minute ..... \$2,300  
+ :30 Second Increments ..... \$500/ea

If you're video is significantly longer, let us know and we'll work something out. The above is applicable to all styles of production. The only exclusion is for special jobs that require highly-complex 2D/3D work or live action video, which would be quotes on a case-by-case basis.

## WHAT'S INCLUDED

In the first minute of your production, you will receive the following:

- Script Writing
- Art Direction
- Storyboarding
- Illustration
- 2D Animation
- After Effects
- Editing
- Voice-over Talent
- Audio-effects
- Stock Music
- Up to 3 Revisions (while in production)

## DELIVERY TERMS

We normally turn around 1 minute video productions in 3 weeks. In application, most projects run 4-6 weeks from start to finish. There are many factors that play into this, for example, length of production, deliverables, business objectives, existing workload, and management.

## PAYMENT TERMS

50% of the total budget is due upfront to kick-off the project. The remaining balance is due prior to hand-off.