







Our prices reflect not just the time and resources invested in each production but also the artistic vision and dedication to creating a high quality video. It's important for clients to understand that they're investing in a high-quality, personalised advertising video.

**Hourly Rate:** £150 per hour.

I am excluding editing, colour grading, and sound design.

**Booking Terms:** 3+ Hours

## Commercial Video Production

- **Small-Scale Projects:** £1,500 to £3,000.
  - **Medium Scale Projects:** from £3,000 to £7,000.
  - **Large Scale Projects:** start at £7,000 and go upwards.
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- **Small Scale Projects:** For projects that require basic equipment and a small team.
  - **Medium Scale Projects:** For projects needing more resources, such as additional crew members or specialised equipment.
  - **Large Scale Projects:** For extensive projects involving complex shoots, numerous locations, or high-end post-production work.

**NB:** This is just a basic guide. Each project is unique, the pricing might be adjusted accordingly.

### Services Include:

- Corporate Video
- Property Video
- Fashion Video
- Music Video
- Explainer Video
- Product Commercial Video
- Social Media Content
- Educational Video Production

## ❖ Corporate Video: £1,500 £20,000

This includes editing, colour grading, and sound design

### Video Production process

- ✚ **Pre-Production**
  - The Briefing
  - Content Strategy
  - Creative Action
  - Scripting
  - Storyboards
  - Production Plan
  - Casting Talent
  - Crewing Up
  - Resources, Budget Permits, Locations
  - Call Sheets
- ✚ **Video Production**
  - Location Shoots
  - Interview Filming
  - Camera Function
  - Director of Photography
  - Filming Production Services
  - Actors and Presenters
  - Hair and Makeup
  - Audio recording
  - Photography
  - Studio Shoots
  - Drone Filming
- ✚ **Post-Production**
  - Video Editing
  - Sound Design
  - Animation
  - Motion Design
  - Video Subtitles
  - Voice Over
  - Remote Feedback
  - Formats and Delivery
- ✚ **Content Delivery**
  - Initial Render
  - Amendments
  - Final Render
  - Feedback



## Price quote

- **Estimate Time:** Calculate how much time you'll spend on each stage of the project, from pre-production planning and scriptwriting to shooting and post-production. Don't forget to include time for client meetings and communication.
- **Determine Your Hourly or Daily Rate:** Decide how much you need to earn per hour or per day to cover your costs and make a profit. This should factor in your experience, skills, and the going rate in your market.
- **Calculate Labor Costs:** Multiply the estimated time by your hourly or daily rate to calculate the total labour cost.
- **Add Equipment Costs:** If you're using your own equipment, factor in depreciation and maintenance costs. If you're renting equipment, add the rental costs.
- **Factor in Other Direct Costs:** These could include location fees, travel expenses, props, costumes, catering, and any other costs directly associated with the project.
- **Include Post-Production Costs:** This includes editing, sound mixing, color grading, and any other post-production tasks. These costs could be part of your labor costs if you're doing them yourself, or they could be additional costs if you're outsourcing them.
- **Consider Special Requirements:** If the client has requested any special features like animation, special effects, or professional voiceovers, add these costs.
- **Add a Markup:** Add a percentage of the total costs as a markup. This is your profit margin.
- **Provide a Detailed Quote:** Present the client with a detailed breakdown of all the costs, so they understand what they're paying for.

Remember, every project is different, so this calculation will vary from project to project. Always ensure you are covering your costs and making a profit while offering competitive and fair pricing to your clients.

## Information from your clients. Here's a list of key questions you should ask:

- **Objective:** What is the purpose of the video? Is it for promoting a product, raising brand awareness, or something else?
- **Target Audience:** Who is the video aimed at? Understanding the demographics and preferences of the target audience helps shape the tone, style, and content of the video.
- **Budget:** What budget has the client allocated for this project? This is vital for determining the scale of the project and the resources that can be used.
- **Timeline:** When does the client want the final video delivered? Knowing the deadline will help you plan your schedule and prioritize tasks.
- **Script/Storyboard:** Does the client already have a script or storyboard, or will you need to create one?
- **Locations:** Where does the client want to shoot the video? Will it be indoors, outdoors, or at a specific location? Are there any permissions required?

- **Talent:** Does the video require actors or presenters? If so, what are the casting requirements?
- **Style and Tone:** What should the video look like? Does the client have any specific visual preferences or branding guidelines?
- **Length:** How long should the video be? This impacts the amount of shooting and editing work.
- **Distribution:** How and where will the video be distributed? This can influence the video format and dimensions.
- **Special Requirements:** Are there any special effects, animations, voiceovers, or other specific elements the client wants in the video?

By gathering all this information upfront, you can make sure you fully understand the client's vision and can provide an accurate quote for your services.

# Music Video

## Music video involves

- ✓ **Concept Shots:** These are shots that visually represent the theme or story of your song. They could be symbolic, literal, or abstract.
- ✓ **Performance Shots:** These include footage of the artist(s) performing the song. It might be shot in various locations or settings depending on the concept.
- ✓ **Wide Shots:** These shots establish the location or setting of the video. They give the viewer a sense of the environment in which the action is taking place.
- ✓ **Medium Shots:** These are often used to focus on the artist or a group of people. They're useful for showing expressions and interactions.
- ✓ **Close-Up Shots:** These shots focus tightly on an object or person, usually the artist. They're typically used to emphasise emotion or detail.
- ✓ **B-Roll Footage:** This is secondary footage that adds depth to the story or supports the narrative. It could be shots of the audience, the surroundings, or other relevant elements.
- ✓ **Cutaway Shots:** These are shots that "cut away" from the main action to provide additional context or details.
- ✓ **Drone Shots:** If applicable, these aerial shots can provide a unique perspective and add production value to your video.
- ✓ **Slow Motion/Speeded-Up Shots:** These can create dramatic effects or emphasise certain parts of the song.
- ✓ **Special Effect Shots:** If your concept involves special effects, make sure to plan these shots carefully.
- ✓ **Detail Shots:** These might be close-ups of specific actions, props, or elements related to your story or song.
- ✓ **Crowd Shots:** If your video involves a crowd or audience, these shots capture their reactions and involvement.

## Video editing involves

- ✓ **Footage Selection:** Select the best clips.
- ✓ **Cutting & Sequencing:** Arranging the selected clips in a sequence that tells the story or matches the mood of the song.
- ✓ **Transitions:** Used to smoothly switch from one clip to another.
- ✓ **Color Grading:** Adjusts the colours in your video to achieve a specific mood or aesthetic.
- ✓ **Special Effects:** Depending on the concept of the video, special effects may be added. These could include animations, visual distortions, or CGI.
- ✓ **Text and Graphics:** Lyrics, titles, credits, or other text might be added.
- ✓ **Audio Synchronization:** The video must be perfectly synced with the music. This includes aligning the visuals with the rhythm, beats, and lyrics of the song.
- ✓ **B-roll Footage:** This is secondary footage that adds depth to the story, provides visual interest, or supports the narrative of the lyrics.
- ✓ **Correction and Enhancement:** This could involve fixing issues like shaky footage, poor lighting, or unwanted noise.
- ✓ **Rendering and Expo**

**Travel Expenses:** For shooting outside a 50-mile radius, there will be an additional travel expense charged separately. This will be discussed and agreed upon with the client beforehand.

  
**END**