

Film/Video Commissioning Brief

This briefing form covers most of the issues that you and/or your organisation will need to consider when commissioning a video from us at Metiervisual. If necessary, spend time and resources researching these questions: getting it right at this stage will pay dividends later.

Your Audience

Who are your audience? (e.g. age range, sex, geographical location, socio-economic group etc): Can they be characterised in any way? (e.g. casual/formal, arty/technical etc):

What do they already know about the subject of the video?

What sort of things will appeal to them?

The Purpose of the Video

What do you want the audience to think or do having watched the video? (often the most important question to be answered):

Content

What is/are the key message/s that the video has to convey? (if multiple messages then consider chapterising your content, or producing separate programmes):

Is there a secondary use for this material? Will you need to re-edit the content for other purposes? (e.g. training, staff induction, customer sales etc):

Distribution

What other materials will be used in conjunction with the video?

What sort of marketing and packaging will you need?

How many copies will you want?

How will your audience get to see the video?

Will it be presented and given a context by a presenter, or will it need to stand alone?

Cost

How much budget is allocated to this production? If you have no budget then consider how much this video is worth to you/your organisation?

Timeline

Are there any important dates/events that the production must be scheduled around?

When does the project have to be completed by?

Personnel

Who is the main point of contact for the video within your organisation?

Who is responsible for approving the video? (ideally the same person who is our point of contact)

Will we be filming people from your organisation? If so, who?

Interviews:

If your video requires interviews from people in your organisation, they will need to block out time in their diary for the filming. (A simple interview would normally take no more than an hour of their time.)

Attending the Filming:

We like having our client(s) around on the day of filming. You can be re-assured that we are covering the right ground and together we can take a view on any interesting new 'angles' that come up. Usually our clients find it interesting and rewarding too.

Copies:

DVD, CD-rom or MP4 ? can we encode the programme ready for uploading to your website ?

How long will it take to make the video?

It goes without saying that the more time you allow for making a video, the better it will be. At your end, you'll need to put time in certain people's diaries for briefing or filming or approvals.

At our end, some special arrangements nearly always need to be made prior to filming, that take time to sort out – like gaining permission for filming in certain locations, booking the most suitable film crew, finding locations or researching content and contributors or getting consent from people or parental consent from parents of any under 16's.

Here's how the production stages go with some ROUGH time scales for say a three day shoot:

Week 1 Discuss and agree brief

Week 2 Proposal, schedule and budget agreed

Week 3 & 4 Pre-production eg:

Research

Script writing

Location and contributor visits

Organising crew and logistics

Approval of filming plan and contributors

Week 5 Filming

Week 6 Post production eg:

Editing

Graphics creation

Music composition

Approval of Rough Cut

Mastering

How much does it cost?

Costs below to give you some idea of what you can buy for your money.

The most important thing is knowing what you want to say (why you want to say it and who you want to say it to) and as communication specialists – we know that there is always more than one way to express it. Sometimes – the simplest idea is the best one and it doesn't have to be an expensive one.

Sample Costs:

Whether you wish to create a promotional video, a new training resource or to demonstrate your working practice, our service offers advice and a flexible pricing structure, from £3K to £30K or more. Below are some examples to illustrate the price range:

The £3K Mini budget:

One day of filming, editing . This would include briefing meeting and some script advice.

The £6K budget:

Pre-Production: A Producer/Director liaises with you on content and after finding out what you need, we draw up a schedule and make all the arrangements for filming.

Production: Filming takes 2 days with a 3-person crew, including a Producer/Director, using using high definition (HD) digital video and sound gear to capture the essential elements of your project

Post-Production: Video editing producing edit for approval before making a final, polished version. An approval version is posted on our web server for you to view and distribute around your organisation.

The £12K budget:

Pre-Production: A Director and Producer team work with you to develop the ideas, set the parameters, draw up the treatment, the schedule and organise the filming.

Production: Filming takes 3 days with a 4-person crew (Director, Camera, Sound and Lighting) using high definition (HD) digital video

Post-Production: Video editing, music composition and DVD authoring with draft copies for your approval before making a final version. An approval version is posted on our web server for you to view and distribute around your organisation. DVD copies and or MP4