

# VIDEO PRODUCTION GUIDELINES

In order to explain you how the video production works and gain better understanding of what we are doing, we are glad to introduce you our VIDEO PRODUCTION GUIDELINES to show our basic work standards and procedures.

## GENERAL PROCESS

1. We study your Request form.
2. We present our idea/our treatment of your idea and implementation details (locations, equipment, audio options, list of services required).
3. We agree the total cost and time of performance and delivery of final product (s).
4. Collect an upfront payment and sign the Retainer agreement.
5. Perform the production services (shooting), collect or choose materials needed for video (music, raw footage, images, photos, text - from client/purchase)
6. Perform post-production services – video and audio editing, effects, collecting clients feed-back and comments and making the final version
7. Final product delivery and final payment.

Important: all the work communications should be provided via email only.

## HOW TO START

In order to better understand your needs as our client and meet your demands, marketing and communication goals, please, submit a completed Video Production Request Form to begin the production process.

In this form you need to specify the type of video, volume of work, select pre-production, production and post-production options etc.

**2 positions are strongly required** – dead-lines and approximate budget.

## CONCEPT/IDEA

It's a first and free of charge milestone we need to perform together before signing an agreement and starting any works. Describe your idea, if you have one, or give necessary data or references input if you want the idea to be developed by us.

Based on this concept we will be able to calculate the final cost, will formulate the equipment and location list and foresee other actions requiring to bring this idea to life.

## SHOOTING

For shooting we utilize professional DSLR camera Canon mark II 5D. It brings to picture smooth, professional, cinema quality and you can review this in our work samples.

From your site the location your offer or provide should have electrical power if lightening needed, you should have permission for shooting or clearances. You also need to check the availability of your location on the day of shootings.

## EDITING

Editing is the process of placing and layering various shots, sound effects, graphics and audio tracks into a polished and professional looking project.

### Comments/revisions:

2 rounds of your comments are acceptable.

1<sup>st</sup> round – reviewing the general idea, stylistic, video logic and structure, music, necessary content to add or delete.

2<sup>nd</sup> round – typos, minor changes, cutting, text changing/adding.

Any additional revisions are subject for extra charge. So it's very important to collect all your comments in one message, review it on more time and sent it us email only. Even if you provide them by phone for better understanding we need them to be fixed in business correspondence.

## MUSIC

You should think about music we will use for overlay of your video. It should be royalty free music . There are 2 easy ways to add music to your video:

1. You have your own royalty free music (composed by you, purchased by you or it was created for your commercial needs (company hymn etc.)
2. You have a reference of music you like and we will find you something similar from music stocks and purchase it. Usually it is 12-30 USD per song. This cost is not included in a project cost.

## NARRATION

if you need a professional narration we have a roster of voice talents and can send you some samples to choose.

## YOUR FILES

1. Submitting files. You can send your files via email [jopson@usa.com](mailto:jopson@usa.com) or if raw material is too big upload to any of your preferred internet file storage sites (e.g. DropBox.com, WeTransfer.com) and send download link to email below.
2. File and picture quality. Video-production requires certain file quality to be used.
  - Raw footage quality - resolution not less then 720x576.
  - Sound quality - not less then 44.1 kHz.
  - Picture quality - ???????

## PERIOD TERMS

1. Concept creating: (1-2 days)
2. Video production: 7-14 days starting from time of concept approval and all necessary raw materials submission. If there is any delay from client side, the period is about to extend equal to the time of delay.

## FINAL PRODUCT DELIVERY OPTIONS

1. Free Internet File Storage Site. We can upload final product and raw files to any of Internet File Storage sites (e.g. WeTransfer.com).
2. External Hard Dive. If the raw and final files are too big to be uploaded we can upload it to your external hard drive.

## RETAINER AGREEMENT

Agreement should be signed by Both Parties before any services have started and can be send via email as a photocopy. Hard copy should be delivered in person or sent to our mail address (128 Waterfront Way, Altamonte Springs, 32701, #170).

## PAYMENT OPTIONS

We accept cash, checks and wire transfers to BOA account.  
Name: Alexey Fedotov, Account number: **229048785168**

## AD.JUST PRODUCTION TEAM

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[www.adjustproduction.com](http://www.adjustproduction.com)

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