



## About Us . . .

You have a story to tell, a product to market, a celebration to share but you don't have the resources or expertise to make it happen. You dream about a time when you can live your life's passion of sharing with the world your experiences and training in a unique field of interest. We're here to make those dreams and aspirations come true.

With a combined fifty years of multimedia experience our team is dedicated to help you tell your story in whatever platform you desire. Our equipment is state of the art capable of shooting in standard definition or HD high definition. We produce and edit your photos and video using various job specific professional non linear editing programs. Your media will be conveniently saved on media cards, CDs, DVDs or BluRay discs; whatever you prefer. Mass produced custom packaging a labeling available.

Special Interest Videos are making a resurgence and opportunities to start or grow your business has never been better.

## The Right Choice . . .

### EXPERIENCE

Experience counts for a lot when choosing a producer/videographer/editor. They understand how to spend the time wisely and efficiently. The less experience someone has the more likely mistakes will show up when you start a production. Is there good audio, was there enough light on the subject, how slick does the production look? Most of the high quality work that is done in videography/editing is never noticed even though you do see it. It just looks good. Lower quality work is more noticeable as unattractive or lacking something.

Whoever you consider for your production, watch their clip reels, observe their work history and talk with them to get an idea of what they have to offer.

### EQUIPMENT

Equipment is the next consideration. The type used can add a lot of quality and/or cost to a production. Do you want the video production done in HD or SD? HD is going to cost more but that is where all production is going. There are many tiers of HD and SD equipment and you should be aware that the more sophisticated the equipment is, the more it will cost to use. Most companies have invested a minimum \$15,000 for a camera, lights, and audio gear. Others have invested \$30,000 to \$100,000 or more. Get the camera/crew that fits your needs. And it's not just the camera. There are lights, microphones, teleprompter and other accessories that help with the creation but add to the cost, especially if more people are involved. So, how many people will be on site? Each person adds a significant amount to that total. Is the crew just 1 person or is it 2 or more? Location is something else that will dictate what is needed. Is it indoors or outdoors? Way out of town or in the suburbs? The other half to this production is the video editor. They too have a lot of equipment that needs to be updated on a constant basis. New and better techniques are evolving which requires upgrades and further investments, again in the thousands of dollars range.

## Time Is Money . . .

This is a very important point: make most of your decisions during pre-production, making changes mid-production can be very costly. The decision making process is the most expensive part of any video production. Some items to focus on are: a script, location, if and who will be the on-camera person and preparing them for their appearance, any props you need, make sure they are ready by the day of the shoot.

Find out how many things get changed when you ask for "your" one change. Where it lands in the process makes a huge difference. Expect it to take a minimum of at least a half day for a simple video production shoot. The time needed will depend on how long the total piece is that you are creating and how much production value you want to invest in the video. The crew will need to set up their equipment and make sure everything is ready for the on-camera person. Lights, audio and anything else required for the video will be included at this time. This process can take anywhere from 15 minutes to an hour (or more) to complete. Higher quality requires more time to set up. Even the best of talent will need more than a couple of takes to get the "good one". Once the shoot is finished, all of the equipment needs to be packed up and removed. This tends to be faster than the set-up time. Keep in mind every time you need to change locations the whole tear-down/set-up process has to be done all over again.

Editing generally takes longer to complete than the actual shoot. First the video needs to be brought into the computer which can take time. If an hour of video is shot on tape, it will take one hour of time to get it into the computer before editing can even begin. If it is file based it will take a shorter amount of time. Deciding which "takes" are the good ones requires listening to all of them. Do graphics need to be created? This takes time. Is everything all gathered together and ready to go? If not, this can cause delays in the middle of an edit. Once an edit is finished it still may need more work. Like audio sweetening, color correcting, etc. Then it will need to be rendered, exported and turned into whatever format is needed as a deliverable. This takes time . . . sometimes hours. Also, how many proofs are needed before a final is agreed upon by the "decider". Each redo takes time. Not all corrections take only a minute or two, some take hours.

## *Tell Your Story With Video!*

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### Your One Stop Multimedia Group

- \* Video Production
- \* Audio Production
- \* CD / DVD Duplication
- \* Graphics Design
- \* Photography
- \* Multimedia Development
- \* Website Creation
- \* Training Videos
- \* Corporate Videos
- \* Studio Recording
- \* Remote Recording
- \* Wedding Video
- \* Biography Video
- \* Slide Show Presentations
- \* Special Interest Videos

The Art of Film Productions, LLC

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## **Call us today!**

Free Consultation

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### The Art of Film Productions, LLC

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