



## **CAPTURE & SHOWCASE** **Beginners Guide to Commissioning a Video**

### **Where do I start?**

Visit the **Ideas Zone** on our website for inspiration.

### ***Develop a clear brief***

First of all – nail down the basics. Use our **Briefing Checklist** on the Ideas Zone of our website to focus your thoughts.

Talk to us about your brief and your budget and we'll draw up a video treatment that achieves your objectives, a schedule that works for you and a budget that fits within your specified financial parameters.

### **How do I make sure my video is staying on message, on schedule and on budget?**

**We work closely with you throughout the whole production process and there are key points at which you review, feedback and approve proposals before we progress.**

Stages for approval:

- the video treatment
- the budget and schedule
- the script or filming plan
- the casting or confirming of contributors (if appropriate)
- the rough-cut edit

**Golden rule** – the person(s) who briefs the project, must be the same person(s) who green lights the different stages of the project. This ensures the video delivers its original objectives.



## **How much time and resource will it need?**

### ***Liaising with the Production Company***

Delegate one person from your organisation to be responsible for the video. Or maybe its you? They don't need to know anything about making videos, they just need to know about the project – or at least know their way around your organisation well enough to get the answers they need. And make sure they have the authority (or ensure they have speedy access to a person with authority) to make decisions on practical requests.

### ***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.)

### ***Review, Feedback and Approve***

You (and any others who need to be involved) should make time for reviewing, feeding back and approving the key stages listed above.

### ***Attending the Filming***

We like having our client 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.

## **What does 'Post Production' consist of?**

### ***Editing***

After the shoot, we spend several days in a darkened edit suite with all the footage, some music and type faces and come out at the end of it with a ROUGH CUT that we want to show you. These days a 'rough cut' doesn't actually look that rough. But this is when you get to see the fruits of your labour and talk to us about any changes you would like.



After we have made any necessary amendments, we mix the sound and colour grade the pictures. Ensuring the highest quality recording onto the MASTER.

### ***DVD Menu design and Authoring***

We will design an interactive menu for your DVD and if it is a multi media DVD, we will design and produce all the interactive elements for you to see and comment on before we progress to 'authoring' (programming) the master DVD.

### ***Cover Design***

A tailor-made cover is produced by our designer, using images from the video or ones that you supply and any explanatory text that you want to put on it. We provide you with a briefing template to make it even easier.

### ***Duplications***

Finally we duplicate the programme, this can be on DVD, Cdrom or VHS. Or we can 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, documentary shoot.

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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	Production Filming
Week 6	Post production eg: Editing Graphics creation Music composition Approval of Rough Cut Mastering
Week 7 & 8	DVD Mastering and Cover design
Week 9 & 10	DVD Duplication

## How much does it cost?

Although we all hate to admit it, this is the most important question as you set out on making a video. Take a look at our **Sample Costs** on the website 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.

To make the most of your money; know what you want to communicate (use our handy **Briefing Checklist** on the Ideas Zone to prompt you) and be clear about your budget parameters.

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