



Planning a Corporate DVD or Video?

When planning a Corporate DVD or Video there are several key considerations to be made. To produce a piece of film that's worth showing you really do need to plan ahead.

We've all witnessed the difference between Hollywood blockbusters and low budget productions. When given a budget upfront it enables us to plan more thoroughly the finished product for our clients.

To illustrate this properly you would need to put yourself in the shoes of the Producer. When talking to a client they have a clear vision in their heads of what they want the end product to look and even sound like. The reality is that the piece of music they are listening to is copyrighted and the royalties cost half their budget or the actor they see presenting the piece or providing the voiceover wouldn't get out of bed for twice the budget.

It is our job to extract as much information from you as possible prior to production as we will have a clearer understanding of your expectations. More importantly, however, is knowing the budget we are working from so that we can tell you "The Client" what you can realistically expect for your money.

It is easy to capture an event on film, the real trick is to take that footage and turn it into a piece of film an audience will want to watch. This takes skill, planning and, unfortunately, money.

Bear in mind that filming is only the first stage. The editor has to watch all the footage, which can sometimes be many hours worth of film, to extract the best bits before he even begins to piece them together seamlessly and add narration and music.

After setting a budget the Producer will be able to guide you through the script or story planning stage by making suggestions on how certain ideas you may have can be achieved without overspending or taking money away from other areas of the finished piece.

The script or story gives the producer an overview of what the film will be used for, who it is aimed at and the footage required to piece the story together. Again it is crucial for us to glean as much information as we can from our clients to ensure we have understood what they want the film to achieve.

Want to know more and talk to us about your project?

We'd love to hear from you, please call David Chandler on 0845 123 3939

