

# Presto Photo

## Videography by Dale Preston

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### VIDEO PRODUCTION PRICES

(as of Sept. 2017)

**Prices depend on the size and complexity of the job. Please contact me to discuss your project.**

Note: in video work, *filming* is relatively easy. *Compiling and editing* the footage into a high-quality finished product requires much time and talent. At 30 frames per second, a 3 minute video has 5,400 frames – and you want them all to look and sound good. 7-10 hours of editing time per 1 minute of polished video is not unusual. Hence **video production** costs significantly more than photography.

### General Fees

<b>Base Rate for Filming:</b>	\$185 for up to 2 hours of on-site “camera time.”
<b>Video Editing:</b>	Most videos require at least 10 hours of editing time. 7-10 hours of editing time per 1 minute of polished video is typical for a quality product.  I bill by the project, but my editing rate works out to \$75-115 per hour depending on the complexity and quality level desired.
<b>= Total Cost (Examples)</b>	<b>Simple video projects such as animated slide shows cost \$250 - \$500.</b> <b>Medium-complex video projects range from \$500 - \$1000.</b> <b>More-complex video projects can range from \$1,000 - \$5,000.</b>

I want to work with you within your budget! I need to understand your project and quality expectations in order to give a tailored job estimate. See page 2 for my typical production outline.

### Additional Fees May Apply

**Photo Editing:** Fees for editing and adjusting any *photos* used in the video (such as those provided by the client) depend upon the number of images and extent of adjustments (cropping, color correction, etc.)

**Travel & Set-Up:** there may be modest travel & set-up fees depending on location, the use of studio lights, etc.

### Notes

Prices are subject to change without notice.

All work is done using top of the line professional Olympus or Sony digital cameras and lenses with beautiful high resolution, quick turnaround time, and excellent results.

All of my clients have been very satisfied. References available.

<b>DALE'S VIDEO PRODUCTION OUTLINE</b>		Time Estimate
<b>1 PLANNING</b>	<i>Planning Meeting #1</i> with client to outline scope, themes, content, scenes, messaging. The more time spent up front planning, the more efficient and cost-effective the project.	1-2 hours
<b>2 FILMING / TAKE NEW FOOTAGE &amp; PHOTOGRAPHS</b>	<i>Filming day.</i>	1-5 hours
<b>3 VIDEO EDITING - PART 1: INITIAL REVIEW &amp; RATING</b>	Initial review & rating of video clips/scenes. Typically there are many clips, ~75-100+. Identify key footage. Trim, trim, trim, to narrow down to time frame.	2-5 hours
<b>4 VIDEO EDITING - PART 2: COMPILATION &amp; EDITING</b>	Assemble clips and photos into a continuous track. This takes a lot of work and artistry: At 30 frames per second, a 3 minute video has 5,400 frames – and you want them all to look and sound good. 7-10 hours of work per 1 minute of polished video is typical. Create title slides. Incorporate logos, color schemes. Create pleasing transitions. Standardize color (white balance) and "look."	8 hours +
<b>5 FEEDBACK &amp; MORE PLANNING</b>	<i>Planning Meeting #2:</i> review choices of key footage and photos. Outline additional desired content to be created.	1 hour
	<i>Planning Meeting #3:</i> determine details for additional videography/photography to the greatest degree possible: scenes, storyboard, who is speaking, scripts, etc. (This could be addressed at the same time as Meeting #2 but typically requires more preparation.)	1-2 hours
<b>6 AUDIO: NARRATION &amp; SOUND TRACK</b>	<i>Record voice-overs with client/narrator</i> (typically while viewing the draft video.) Sound editing & splice in voice-overs. <i>Client determines script.</i>	1-2 hours
	Research/propose soundtrack (music) ideas. Copyright/licensing fees may apply. Standardize sound levels.	1-3 hours
<b>7 REVIEW THE NEARLY-FINISHED VIDEO</b>	<i>In-person meeting to review the nearly-finished video.</i> Client may wish to have other staff review the video and give their reactions. Revisions and adjustments can be made, but at this point no major changes expected. If major changes are required, additional fees may be charged.	1 hour
<b>8 VIDEO EDITING - PART 4: FINAL ADJUSTMENTS</b>	Implement any minor revisions or adjustments. Final rendering in various formats. (Rendering requires 4-6 minutes per minute of video. A 30 minute video takes 2-3 hours to render.) Final product delivered.	1-3 hours 1-3 hours
<b>TOTAL TIME (for Example Purposes Only)</b>		<b>18-50 hours</b>
This is for illustration purposes only. Your project may be considerably less involved, or much more.		