

Budgeting for Video Production: A Blueprint

I need a video. How much does it cost? The short answer? It depends. Think about it like this: if you ask an architect how much a building costs to construct, he won't be able to answer you until he has a little more information – How many stories is it going to

be? What kind of rooms are you going to need? Where do you want to build? Pricing a video production works the same way. We need to know the ins and outs of your project in order to make sure we approach it in the most strategic way possible.



Tier 1:

These are some of the basics. These things aren't going to drive your budget up like some of the 2nd or 3rd tier items, but without them you don't really have much of a production. These are basic building blocks of any quality production.

Getting Ready:

- 1 year usage rights
- Scriptwriting/ Storyboarding
- Duration < 1 Minute

On Set:

- Studio or Free Location
- 1 or 2 Paid Actors/Actresses
- Professional Makeup Artist
- Skeleton Crew
- Basic Shooting Equipment

After the Shoot:

- Editing and Color Correction
- Stock Music
- Motion Graphic Elements

Tier 2:

You don't need a major motion picture budget, but these are things that go beyond the basics. They may cost a little extra, but you'll see the difference in your finished video.

Getting Ready:

- 3 Year Usage Rights
- Duration of 1 to 3 Minutes

On Set:

- Custom Set or Paid Location
- Multiple Paid Actors/Actresses
- Children or Animals
- Special Effect Makeup
- Specialized Crew
- Specialized Equipment
- Multi-Day Shoot

After the Shoot:

- Visual Effects

Tier 3:

These elements can drive your budget way up. If you want to make a big splash, one or two of the items on this list can really take your project to a new level.

Getting Ready:

- 5 year usage rights
- National Broadcast Rights
- Duration over 3 minutes

On Set:

- Location: Closing off streets, elaborate sets, period pieces
- Famous Talent/Crowd of Extras
- Wild Animals
- Choreography
- Luxury Equipment
- Pyrotechnics

After the Shoot:

- Popular Music

thedvigroup.com • (404) 873 - 6283
1486 Mecaslin Street NW • Atlanta, GA 30309