

INTRODUCTION

Welcome to Ballistic, a creative production company that specialises in the production of video & media content for use on the Web, DVD, Broadcast (TV) & Mobile devices. Ballistic is a content creation solution turning ideas into fully finished projects.

Video and film is currently the fastest and most dynamic way to capture, communicate and hold peoples attention in what has become a saturated media environment. If executed in the right way, well made content can rise head & shoulders above the competition and help you communicate with your target audience much more effectively. This is especially true of online video:

“Having gone from zero to mass market globally in three short years, online video is the fastest-growing media platform in history, according to a new report from social media research consultancy Trendstream and research firm Lightspeed.”

Quote from Online Media Daily

Ballistic works with a wide variety of clients from Record Labels to High-Street Stores, creating high-end content across many different platforms. We provide creative consultation & ideas, film & edit the video/programme(s) and provide you with the means to show it on your desired platform.

This production guide is intended to clarify what we do and how you can benefit and profit from it. If you are new to the task of producing a video or programme, then this document should give the answers to most of your questions and provide you with some basic knowledge (and terminology) of what you need to know, in order to make your video project a success.

Please also see our PDF on exactly how you can grow your business using online video, downloadable from our [website](#) for free.

Ballistic supplies to you:

- A complete solution for producing bespoke content or programmes, from initial concept through to completed product.
- Web-Video Production (Filming, Editing & Delivery)
- High Definition Video Production & Digital Film
- Creative concepts and ideas for Video Production across a number of platforms
- The ability to create content from existing footage or material not filmed or photographed by Ballistic
- Fully finished projects in HD, SD (for Television broadcast) or any digital platform (Web, Mobile etc)
- Cost effective and competitively priced production solutions.

Ballistic should not be confused with:

- A creative marketing or media agency.
- A broadcaster or distributor.
- An animation company.
- A film post-production facility or tape duplication/DVD replication facility.
- A diary service or ‘crew hire’ agency.
- A dry hire equipment supplier.

THE PROCESS - WHAT YOU NEED TO KNOW

So you need a video or a film (for-instance) about your company or to promote your brand, product or services? Then you have come to the right place!

Producing a well made and high-quality video is a marriage of creative thinking and technical know-how. Most people can come up with the ideas but how do you realise them (and keep the costs realistic) and turn them into a finished product or video?

Below is a diagram that illustrates the basic process for producing a very simple promotional video:



Pre-Production

To start with you need an idea or reason for wanting to produce a video. This either comes as a creative brief or, a simple request to generate ideas for a video or piece of media. Part of pre-production is getting to know your business, what it's main selling points are and the company ethos. (Please see the FAQ section for more concise information on what this involves).

When the creative pitch or idea is finalised, then we begin organising the filming or production of the idea. This involves everything from finding locations, actors (if required) and the equipment and personnel needed to operate it. At this stage we also work out how many days will be required to complete all the filming and this is presented as a schedule to everyone involved. The team involved in the filming will then meet for a recce & production meeting to asses any problems that may arise. They coordinate on the tasks required to get the filming done ahead of the filming date (more than one day if filming takes place in different locations, depending on how simple or complicated the shoot).

Once this has happened you will be given a final quote for the project and a deposit is paid against the production costs. (See FAQ for more on this & our Terms & Conditions). A rate card is available on request.

Production

Camera, Sound and Lighting operation are highly specialised skills. On a small (single camera) shoot the minimum number of people needed to operate equipment efficiently & safely is a crew of three. The higher the production value (the more elements needed to create a project) or the more complicated a shoot, the more personnel are needed to control and co-ordinate the filming.

Ballistic will advise you on what the best production solution is for your project during pre-production. (See production models for a guide on what you need for your intended project on page 7).

Post - Production

Once all the 'filming' or recording of the material needed is complete you then need to edit it together. This is often the most time consuming part of making a video or programme (depending on how long it is and what is required) and can require days to finish and deliver even short videos to the standard you see on our web-site. It is hard to quantify how long an edit can take (although we can advise) so we have added a guide in table form within this document to help you work out the timings in relation to deadlines, again on page 7.

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Editing of video is done on a high powered computer edit suite. The video is digitised into the computer hard-drive(s) where it can be manipulated with editing software. The raw unedited material or video are referred to as 'rushes'.

Editing is the process of selecting (from the filmed footage) the shots to put together in sequence. Editing is like a moving jigsaw puzzle that you have to piece together based on the original concept (and often without a picture to guide you). It can include still images, illustrations and animations (animation is a separate area of production). To these shots & sequences music can be added and if required, special effects (audio and visual). Titles and graphics are also added at this stage and these can be simple black & white lettering or elaborate sequences specially designed, and often referred to as animated graphics or motion graphics (see glossary).

NOTE: The more complicated an edit becomes the more time is required to complete the process. We advise at every stage to ensure that you stay on budget. Often if you are trying to radically change content or structure at a later stage then it may well have a cost implication.

The last stage, when all the editing of the picture has taken place, is to mix the sound and music. For a simple video this is a straight-forward process usually ensuring that music and spoken words are audible and balanced with one another. For short videos this can take a few hours, for longer more complicated projects we will advise on the time required to complete sound mixing and deliver the finished video.

Delivery

Once editing & sound mixing are complete then it is time to deliver the finished video. A process called rendering takes place after editing is finished where the edited clips are turned into a single file for sending to web-sites, recording to tape (Broadcast) or authoring to DVD. This is a separate process from editing. It is possible to deliver the same finished video in **multiple formats** for a wide range of uses.

We can deliver it to you as a DVD, a file for upload to a web-site (see formats) or as a broadcast master tape. If you had commissioned a High Definition programme or film then we can deliver this for web-upload (as an HD file) as an XDCAM disk, or on HDCAM tape.

NOTE: Working in high definition does have a significant cost implication compared to standard definition due to the amount of data that has to be processed (HD produces a much larger and more detailed picture) and the quality control required at every stage. The larger more detailed images produced by HD, require much more attention to detail, care with production design, lighting and make-up.

At a suitable point during editing a *1st edit* or *assemble edit* can be produced to give you an idea of the finished piece, it's content and tone. This is like looking at a draft version or early sketch. If you have specific or sensitive content that needs to be accurately conveyed then this process allows you to look at, comment and make changes at a point that will not require re-doing work or elongating the editing process.

We also advise on the up-loading of video to websites and how to get the best results and save money when distributing your projects online.

NOTE: It is important that you state the intended output of your project as early as the ideas stage, as this will effect how it is filmed, edited and will effect the final cost (for example, is the video for a web-site or to be projected onto a 20ft high screen?)

Changes made to the edit that are outside of the originally agreed time-scale will incur the full daily cost for additional changes made.

We will only keep the raw material (rushes) on our system for up to 30 days after delivery of your master copy before it is erased. If you need your material archiving then there is a monthly fee based on the amount of space your project occupies on our hard drives.

We always keep a digital master copy of your finished video on our system. This may be used to promote our own products & services.

PRODUCTION VALUE - WHAT IT MEANS TO YOU

When people talk about production value or a high quality video, they're referring to the standard of the finished video in relation to the cost of making it. This includes the way the video/film looks (is it well composed or photographed?) how well it has been edited, whether the sound is audible and dialogue distinguishable. Is it pleasant to watch, understand and do you feel your watching something that has been professionally produced?

To illustrate the main ingredients for a video production that is of a good or high standard, you need to look at the video in the following ways and ask yourself some questions:

Filming

Is the camera work steady (given the context of the material) are shots well composed and in focus, does it look interesting? Can you watch the footage and understand what is happening? Is the footage aesthetically pleasing, are interviews of people (forinstance) photographed and framed to compliment the subject? Would you want other people to see it, based on your own personal recommendation?

Editing

Does the video or programme have a structure or story and does this make sense as you watch it? Editing can be used to change the aesthetic of a sequence or an entire video, effecting how a story or even a product is perceived. Please see some of the different examples on our website: www.go-ballistic.com

Music & Sound

The most effective way to enhance the mood or feel for a video is through music. The choice of music is often key to creating interesting, engaging and entertaining content that hold the viewers interest. It adds an important emotional dimension to the work.

Ask yourself this; when was the last time you saw a TV programme, film or commercial that didn't feature music? It is an essential part of creating a video with impact, and its use can make a huge difference to the way people engage with what you are communicating. It shouldn't necessarily be left as an after thought.

Most recorded music requires a license fee to be used in commercial & corporate videos or programmes and this can be expensive. Library music can be sourced at much cheaper rates (as there is usually a flat fee for use), or even specially composed (so it is bespoke) to fit the video. Please see our section on [what affects costs](#), for more specific information.

Over all Look & Feel

If a video is about promoting a new business, what are you trying to say or reflect about your product or company? Look & feel is to do with what you want people to associate with when they watch your video and the impression they are left with. This is achieved by using appropriate images & footage in order to translate your products and services into a visual medium for a potential or target audience. Once the target audience has been established (pre-production stage) does the overall look,feel & content appeal to that audience? Testing ideas may be worth considering at an early stage.

These are some of the things we take into account when we have our initial conversation with you. It's important for us to understand your business.

POST - PRODUCTION & HOW IT CAN ENHANCE THE FINISHED VIDEO

Additional techniques after editing has taken place can make a big difference to the impact of a video. We often advise that something like picture grading (see below) can enhance the way a video looks & feels (see previous section) and colour is another important psychological tool. If one image speaks a thousand words how many words would twenty five images every second, for five minutes speak?

Other areas may include special effects work such as super-imposing a person onto a back-ground, or adding visual tricks to a video. Production of 3D computer animations is it's own area of specialisation. If this is required, Ballistic will recommend an appropriate partner.

PRODUCTION COSTS - WHAT YOU ARE PAYING FOR & HOW THE COST BREAKS DOWN

Each project is a bespoke undertaking. Creating video and media that is unique to each client requires specialised skills and equipment. This alters depending on the specific project.

So what exactly are you paying for?

PRODUCTION FEES - Creative & Technical research and planning for a project (separate to additional consultation days) and our project management throughout. This includes time and skill for script writing.

ALL FILMING COSTS - People & Equipment required to undertake & realise the recording & filming (production) of the content that will be used to edit and finish your video. This includes transport and any accommodation that maybe necessary.

POST-PRODUCTION - People (editors) & Equipment to create (from the footage) the finished video. Sound Mixing and any additional work such as picture grading (picture aesthetic) also happens here.

ANIMATED GRAPHICS & VISUAL EFFECTS - Graphics and titles if they are specially designed and animated for your video are an additional post-production cost. Visual effects such as those described are also subject to additional work (labour & equipment) and costs.

CONSUMABLES - Tape stock, disks (additional copies) and any additional equipment required to complete the project.

OUT OF HOURS PRODUCTION

Fast turn around work that requires working weekends and late at night will be subject to rates in accordance with these special hours. We will advise at the pre production stage on whether these working hours will be necessary and how they will effect the budget, however if circumstances dictate a shortening of a production schedule then this will inevitably affect project costs aswell.

PROJECTS UNDER 10k

Two stage payments

Signed approval documents (official quote + T&C's)

50% deposit one week prior to filming (covering equipment hire & skilled labour).

Balance on delivery of the master

PROJECTS ABOVE 10k

Three stage payments

Signed approval documents (official quote + T&C's)

30% deposit one week prior to filming (covering equipment hire & skilled labour).

30% during final stages of filming (covering equipment hire & skilled labour).

Balance (40%) on delivery of the master

Please see the Terms and Conditions document for definitions, downloadable form our website, with regard to what you can expect from us and what we will expect from you. www.go-ballistic.com.

SEE THE SECTION ON [WHAT AFFECTS COST](#) FOR MORE INFORMATION

TYPES OF PRODUCTIONS AND HOW SCALE EFFECTS THE COST

The table below is a **rough guide** of what you might expect to budget for different types of projects (see the column for each project description). This is based on some of the projects featured on our website.

PROJECT DESCRIPTION (TYPE OF VIDEO)	PRE-PRODUCTION	PRODUCTION	POST-PRODUCTION	TIME (DAYS)	FORMAT	BUDGET
Hi-End 5min film for business e.g: Business introduction or corporate film (product film)	Organise shoot day(s) and permits	1-2 Day Filming with small crew	Edit footage and encode to web upload format	7+	Web and download media	4k+
Standard EPK Production	Co-ordinate and recce, write Q&A	2-3 Day Filming with small crew	Editing of Rushes for approval, mastering final content	7+	SD Broadcast and Web media	7k+
Post-Production & editing of footage (not filmed by Ballistic Ltd) only.	Research and acquire all library & archival material for editing	No Filming required. Project management only.	Editing of pre-selected footage, picture grading, effects and QC	12+	Broadcast Master, Online and PDA	10k+
Infomercials or adverts for online use. This could include 'fashion' style shoots for brands and web-sites.	Write scripts from treatment, cast talent, secure locations, research archive film	Filming with multiple cameras & sound within London area.	Editing all sound and picture, grading, titles and effects. Format for online use.	30+	Web and download media	15k+
Training or educational films (a series of films designed for classroom environments or lectures).	Co-ordinate and recce, write script with client	Multi-Day Filming with medium crew on location. Voice over recording & special filming.	Editing all sound and picture, grading, titles and effects. May include third party footage	30+	Web and download media also DVD	25k+
Hi-End EPK (Electronic Press Kit) package (includes 30' finished programme) with programme idents, sales videos and trailers.	Research and acquire any third party footage, research and write Q&A + script	Multi-Day Filming with 4 person crew on location. Voice over recording & B-Roll team	Editing all sound and picture, grading, titles and effects. May include third party footage & animated CGI	30+	Broadcast Master	35k+
Music Promo / Video (35mm film or Digital Film, Red Cam or Arri Alexa)	Research, recce, production design and storyboarding	Multi-Day Filming with full crew, multiple locations (Int & Ext).	Picture edit sync to music track with picture grade and effects	60+	Broadcast Master (SDTV)	40K +
Broadcast standard factual documentary (60 minutes)	Research, Q&A + script writing. Organise travel and permits. Source archive and library footage	Multi-Day filming in multiple locations with a full production crew (UK & Europe only)	Editing all sound and picture, grading, titles and effects. May include third party footage & animated CGI	90+	Broadcast Master (SDTV) For HD production + 45%	75k +
Cinema or Film production (hi-end advert, or cinema commercial)	As Above on a larger scale	Multi-Day Filming (excluding travel) production over a number of locations with a full production team (20 people)	Editing all sound and picture, grading, titles and effects. May include third party footage & animated CGI	90+	Digital Film (HDCAMSR or Red Cam 4K file for exhibition)	100k +

WHAT AFFECTS COST?

The length of a video: The running time of a video can effect cost, as it can determine the amount of filming needed to acquire all the material. This can have an impact on the size of the crew needed and the amount of editing required to complete the project. A person talking for five minutes to camera will obviously cheaper than a film of the same length, that has to feature multiple locations and filming from an aeroplane (forinstance)!

Locations for the filming or shooting: There are a number of factors that effect were you can go and film, the main one is often sound. Noisy or obtrusive sound such as traffic or aircraft can ruin the quality of a recording if clean (void of interfering background sound) sound is desired. A recce is always essential to determine what likely problems there will be. Locations not under your control will require permits. Public areas (stations and parks) and certainly private property usually incur a fee for any filming permits. Location fees depend on what's being filmed, how many people are involved and how long the filming will last for (a permit can be a day rate or a fixed fee).

Travel: If filming is to take place in a remote location or a foreign country then both personnel and equipment will have to be transported there. As video equipment is highly precise and expensive, it has to be well protected during transport leading to bulky heavy cases. The smallest production vehicle for vidoe shoots is a long wheel base van. If the shoots is abroad the equipment has to be transported by freight (by air) or by vehicle overland. For productions outside Europe a Carnet is required for all items being brought into and out of the country where filming is taking place. Long hall flights over four hours require any skilled personel to travel business class due to travel fatigue and the need to perform hard physical work at the destination. Please see our T&Cs for more information on travel conditions.

Talent - Actors, Presenters, Models and special skilled performers: Actors and presenters need to be sourced, castings or auditions held to determine suitability for each project ahead of any shooting days. The rates can vary substantially dependent on the agency, status of the talent and the time they need for any preparatory work or rehearsal. If stunts or a special skill is needed (such as riding a motorbike, juggling or dancing) then these people will need to be hired in addition to your standard performers.

Props and Sets: If your video needs a controled or specific environment (if it can't be shot in an exsiting location) then a sound stage will need to be hired and a team of designers and carpenters brought in, to build the stage or set(s) required. This can be anything from a flight deck of a Jet Liner, to a kitchen interior.

Props can include anything from an old telephone to cars (if it has to be a certain type of car) and furniture. It could be something that needs to be specially made for the video, in which case the prop(s) would need to be specially constructed or fabricated.

Graphics: Aside from simple onscreen black and white text, it is also possible to create animated graphics and creative title sequences. These can serve as additions to a video or as a stand alone feature (idents). They have to be produced by highly skilled designers and animators using state if the art software. The work is time consuming as it is nearly always a bespoke undertaking, but makes a world of difference to the finish of your project. The icing on the cake, visually, when used correctly!

Music: Often overlooked, music is essential for establishing mood and creating an emotional context for you project. Licensing of music is important if you want to avoid fines or prosecution from the MCPS (Music copyright protection service). Mainstream music such as Pop music will be very expensive to use costing thousands of pounds (depending on where you use it). Ballistic advises on the use of library or royalty free music which is much more cost effective. You should expect to budget the following for clearance fees per 30 seconds using these categories of library or production music use:

- 1) Streamed music within a programme - for use online, non advertising: £29 per 30 seconds
- 2) Commercial use/advertising (online): £110 per 30 seconds
- 3) Permanent download - online, advertising: £204 per 30 seconds
- 4) Bespoke composed music for your project (dependent on amount and the quality) from £1000
- 5) Licensed mainstream music (well known Pop, Rock etc) from £5000

Archive Material/Footage/Film: Similar to music in terms of it often requiring a license fee for use in productions. The fee is a sliding scale dependent on where the materials being used, whether it's Hi-Definition (superior picture quality and size) or Standard Definition, for TV broadcast or online use. Costs will also vary dependent on the supplier, the age of the material and if it has to be transferred to any special formats for use within a project. Another aspect that effects price is copyright. Stock footage falls into two categories; royalty free (usually a one off fee) and rights managed (where fees can vary greatly).

Royalty-free means the customer pays a one time fee. This fee covers multiple usages of the footage without incurring further cost. In other words, you don't have to pay royalties every time it is shown. The licenses are often fairly broad, but as always, read the legal agreement carefully to make sure your desired usage of the video is fully covered in the contract. As a side note, ascertain whether the company has releases for all talent used in the shots, or whether you are responsible for that

Rights-managed footage works a bit differently. When you "buy" the footage, you purchase the right to use it in a specific project for a specific venue (such as broadcast, Internet, etc). Expect to pay for each second of video. While rights-managed footage is often more expensive than royalty-free, it is also likely to be top of the best.

Additional equipment, special cameras and apparatus: Sometimes one camera alone will not suffice and several cameras will be needed to provide coverage of what is to be filmed. This is particularly true of live events where you can't stop and repeat what's happening.

Your project may require aerial photography for-instance or require a particular way of filming/recording the subject. To achieve this kind of imagery and ensure you get the quality expected, additional equipment may be needed to do this safely and successfully. There are often multiple ways to approach these varying challenges that projects present and we will always advise on the most cost-effective way to proceed.

Allow as much time as you can for planning your project as even short and simple videos will take time to organise, finish and deliver to the standard seen on our website. Understanding your expectations and realising them to their fullest is what we strive to do. Each project is a bespoke undertaking and we need to understand your business and who the video is aimed at (the audience) to ensure a successful outcome.



FREQUENTLY ASKED QUESTIONS

Some common questions that arise before, during and after initial conversations about working with us. Here we hope to answer some of them in advance.

What level of expertise does Ballistic have and how can that help us? All our personnel are fully qualified with TV & Film back-grounds, with a wealth of production experience. We've worked all over the UK and internationally dealing with many different filming & production scenarios. We have a wealth of experience when it comes to working with marketing campaigns, especially online, where placement and relevance of content is key.

It seems a very costly exercise making a video why should I spend this amount of money, surely I can get a cheaper deal if I shop around? At Ballistic we believe our rates are relative to the very high standard of work delivered. At the early stages of discussing a project with you we will explain about the time and skill that is needed to produce your video to a very high standard. It is important to us that we maximise the performance of our clients budgets whilst remaining realistic about what's achievable within those costs.

What advantage will a video on our company web-site have for us? Audience attention spans can be short when browsing the web. You have on average, within three clicks on a website to capture and hold a users attention. What better way to do that than with something eye-catching and dynamic? Having gone from zero to mass market globally in

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three short years, online video is the fastest-growing media platform in history. Well produced video content could well be the competitive edge you've been looking for.

REMEMBER THIS POINT!

On average, the highest responses (click through, direct action and viewer retention) to video are from high quality videos. Approximately 50% of people who watch a "quality" video will take whatever action that video asks them to do. If it's being used online it could be filling out a form, clicking on a link or simply reading the text below the video. For those of you with text-only web sites, you may know that getting 50% of visitors to do anything is nearly impossible.

It gets even better though!

You see, on average, 12% of people going to a site that uses video to market it's products or services...will end up buying from that site. By comparison, the "normal conversion rate" for a text-only site hovers at around 1%.

**DOWNLOAD OUR NEW PDF DOC ON THE KEY WAYS TO GROW YOUR BUSINESS USING VIDEO,
EMAIL US TODAY TO GET YOUR COPY info@go-ballistic.com**

Who have you produced work for? We've worked with a great variety of clients on projects that range from filmed interviews, documentaries, music videos and detailed marketing films. For first hand examples of our most recent work please visit our website and see our clients section. www.go-ballistic.com.

Where's the evidence that video makes a difference? The medium of online video allows you to reach a huge world wide audience with comparatively little investment. Online audiences spent 1.13bn minutes on YouTube alone in 2008. One person in every six now uses the BBC iplayer and visits to websites with video content increased by 178% in the UK last year. It's clear that people love video content and these figures are expected to continue increasing over the next 12-months.

As the commissioner of the video do I have creative control? The creative process for both you and us is in the pre-production stage, this is why taking the time to get this right is invaluable. It is the time to discuss and share ideas. To examine what you want to achieve and who your target audience is. The pre-production process is where all these areas are finalised prior to the production stage (filming). Post-production (editing) will also involve your input and approval, we will show you the work in progress at a suitable stage and you will have final say on the finished programme.

Who owns the rights to the video at the end of the day? You do, unless we broker a deal at the commissioning stage. However we reserve the right to use all our work to promote our products & services.

Can we shoot a video and ask you to edit it? Yes, but we cannot take footage that may not be up to standard and make it look like professionally shot footage. Editing of the finished programme is only as good as the material you edit with.

Can you produce video content made up of still images and graphics? Yes, we can use and incorporate still images and graphics of nearly every format. Ballistic can advise on how best to use graphics to enhance your production and what we would require from you if you were supplying it. We can also generate and produce graphics specifically for your needs and the needs of the production.

Can you make videos to fit a certain size on our web-page? Yes, we can create custom sized video specially for web-sites, digital advertising hoarding and exhibitions. We will need to know this in advance (pre-production) as this will effect how we go about filming the material to fit into the specific screen size or web page.

If we make a video for the web can we use screen it anywhere (for instance a cinema or large conference)? As long as we know before we start production, yes. Large scale exhibition would need to be factored in at the very start of a project.

