



CORPORATE IMAGE AND PRODUCT PROMOTION

- Corporate Image and Product Promotion
- Industrial / Process Videos
- Point of Purchase Sales Videos
- TV Commercials & Infomercials
- Training Programs - Audio and Video
- Videotaping of Seminars, Lectures, Conferences and Trade Shows
- Single and multi-Camera Projects

CHECKLIST

In order to provide you an accurate estimate for your project, we need to know the details of your production that will affect time, manpower, skills and equipment that will be required and whether you have within your organization any materials or talents that can be used in the project.

We have developed a checklist to make this process easier for you. Your answers will enable us to develop a product that is effective, entertaining and within your budget.

- Expected duration of the finished video or multimedia program?
- The quality required for capturing the program - **Standard Definition (4:3)** or **Hi-Definition (16:9)**?
- Is this project for internal usage, public viewing or media broadcast on TV or the Internet?
- Who is / are the target markets?
- What would you like the video / multimedia program to accomplish?
- Concept development and script writing - will this be prepared by the client in-house or would you like **30WEST MEDIA GROUP** to provide?
- The estimated number of hours of filming and the number of cameras simultaneously in use?
- Will **30WEST MEDIA GROUP** be required to film in one location at a time or will there be a requirement for additional camera people to film simultaneously in different locations?
- Will filming occur in Toronto or out-of-town (and if so, where)? If out-of-town, will there be an overnight requirement, necessitating accommodations and meals for the client and **30WEST MEDIA GROUP** staff? If out-of-town, is there a travel component?
- Is filming at a client location or is there a requirement for a special studio or location rental; if so, do you wish **30WEST MEDIA GROUP** to secure these?
- Are we filming in a location that could potentially be dangerous to manpower or camera hardware where additional risk insurance might be required? And if so, will the client or **30WEST MEDIA GROUP** be supplying this?
- Any special lighting needs, i.e. natural ambient lighting or incremental video lighting?
- Any special audio or sound requirements, i.e. ambient environmental camera sound or "wired" for sound?
- Is there a requirement for makeup or wardrobe/costume professionals or will the client supply their own?
- Are location / room props required to be in the film setting, e.g. chairs, couches, tables, lamps, etc? If so, what is required and will the client or **30WEST MEDIA GROUP** be supplying these?
- Is there a requirement for meals and refreshments for the client and **30WEST MEDIA GROUP** staff? If so, do you wish **30WEST MEDIA GROUP** to arrange for this?



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- Estimated number of hours of editing, dependent on complexity of graphics and transitions between scenes?
- With or without digital transition effects, animations, and amount and complexity of each?
- Are there graphics, text titles, sub-titles, charts, logos, etc., and are they to be static (motionless) or animated?
- The quantity of background music - opening, middle, closing - and whether it is customized, private or public domain?
- With or without narration -- off-screen or on-screen narrator - using in-house staff or **30WEST MEDIA GROUP** to provide experienced professional(s)?
- Is there an audience of people to be filmed in addition to the main talent? Is the client supplying the audience or does **30WEST MEDIA GROUP** need to recruit one? Does the sound from the audience need to be captured?
- Are we dealing with one language or multi-language (international) versions of the program? Will this impact subsequent script translation, graphics translation and additional voiceover(s), and will the client or **30WEST MEDIA GROUP** supply these?
- Is this program for viewing in North America and/or overseas? If international, then which countries?
- The final output? - if disc output, then which format e.g. CD or DVD - if for Internet viewing or streaming, then which format e.g. Flash, AVI, WMV, Quicktime, MPEG, etc.
- If CD-ROM or DVD output then does all of the intended audience have the appropriate equipment and software to run the program properly?
- Number of copies required and packaging considerations, i.e. labels, cases, sleeves, etc.?
- Is there a requirement for a multi-repeat (looping) DVD for use in tradeshow, where the program will continuously loop?

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