

## VIDEO EDITING, SUBTITLING & ANIMATION RATECARD 2023

### What We Mean

Some of the projects we undertake involve no new filming - they are purely based in the edit studio. These types of work usually fall into one of the following;

- Editing or re-editing a previous client project, or creating a video from content provided by you
- Creating a new video predominantly based around stock “library” footage
- Creating an ‘explainer’ video based around screen capture of e.g. a software package in action
- Graphics or “animation” based pieces, supplemented by images and text

As video calls and online meetings have become more prevalent in recent times, along with the surge in popularity of podcasts and home-recordings, we are being asked by clients to help in content production.

### Such content may be;

- Zoom calls or meetings (or Skype, MS Teams or similar)
- Webinars or podcasts (usually with video, but also audio-only)
- Internal comms pieces recorded by an individual via phone or webcam
- Training material, interviews or thought leadership pieces recorded via Zoom or other medium
- A collection of contributions, individually recorded, requiring amalgamation

### The work we undertake for these ‘raw’ pieces often falls into one of the following;

- Editing a recording of an e.g. Zoom call or meeting, simply to polish the video/audio or remove unwanted segments
- Making such content ‘brand-ready’ by adding logo, captions and CTA - along with the above edit work
- Polishing camera phone recordings (correcting aspect ratio, watermarking)
- Taking a long recording and creating multiple pieces - adding title cards, resizing or replacing assets, adding slides
- Adding brand-congruent subtitles with backgrounds & borders

### What It Involves

You’ll get a single point of contact throughout - working with Chris to define and discuss the project, and then with him as he completes the edit. As such, a tight brief is very helpful for us both, as even simple things like how text appears on the screen can divide opinion. An understanding of the required “look and feel” is important.

We’ll ask you for necessary collateral, especially brand assets. With projects such as these, we pay great attention to corporate colours and fonts. Where a finished video can be visually “busy” with many elements, the brand language can dictate much about the style chosen.

Edits are exchanged with you via a file transfer service. Feedback is by phone or email, unless a meeting or collaborative edit session is deemed the best way to achieve the changes needed to reach your final goal.

### Success Factors

With all projects which involve the use of client-sourced media, non-professional videographers, home equipment or the reliance on broadband connectivity, we feel it’s important to give you as much help as possible in creating the best quality recordings for us to work with.

Equally, we recognise there are constraints of time & equipment and work to suggest a solution which offers lowest risk and is most economical in terms of outlay and effort. With projects such as these, excellent pre-planning can make a huge difference.

**▶ BESPOKE - BY THE HOUR**

**£95 ph**

Studio service, nominally available 10 hours per day, 7 days a week

**▶ EXAMPLE 1**

**from £195**

30-minute webinar

Discussion of the project. Receive the recording from you.  
Addition of brand assets. Minor edits.  
Production of final video.

**▶ EXAMPLE 2**

**from £295**

30-minute webinar

Discussion of the project. Receive the recording from you.  
Addition of brand assets. Minor edits.  
Add subtitles.  
Draft to you for review. Amendments. Production of final video.

**▶ EXAMPLE 3**

**from £395**

90-minute recording

Discussion of the project. Receive the recording from you.  
Addition of brand assets.  
Timecoded edit to you for selection of required sections to be polished.  
Divide into separate videos with title cards etc.  
Production of final videos.

**▶ EXAMPLE 4**

**from £695**

90-minute recording

Discussion of the project. We remotely attend the event/webinar and take a higher-quality screen recording. Receive a backup recording from you.  
Editing: resizing/polishing, addition of brand assets, augmentation of screen layout/slides.  
Draft to you for review. Add subtitles through full length of video.  
Production of final video.

## **SUBTITLING**

**£6 per minute  
of screen time**

Simple transcription, subtitling & editing service.

## **ONLINE TRAINING MATERIAL**

**from £495**

Turn a webinar or voiced-over Powerpoint into a subtitled video

Receive the raw recording or presentation from you. Addition of brand assets.  
Subtitling of video. Production of final video file.  
For e.g. a 60 minute video.

## **ONLINE TRAINING COURSE**

**from £1495**

Turn a webinar series or voiced-over Powerpoints into a set of subtitled videos

Receive the raw recordings or presentations from you. Addition of brand assets.  
Subtitling of videos. Subdivision in to Modules as needed, addition of title cards.  
Draft edits for you to review, Production of final video files.

For e.g. a 3 hour course.

## **SCREEN CAPTURE PACKAGE**

**from £795**

Product / software demo

Discussion of storyboard, video “look and feel”.  
Screen capture session at your premises.  
Addition of brand assets, captions & graphics.  
Professional voiceover available at additional cost.

## **GRAPHICS PACKAGE**

**from £995**

Graphics or library-footage driven video

Meeting with you to discuss requirement, business aims & storyboard.  
Initial proof of concept using existing templates or “dummy” library footage.  
Production of video from bespoke elements, brand collateral etc.  
Sourcing of assets to include as needed.

Excludes variable cost of any assets (e.g. copyright-cleared footage).

## OTHER WAYS WE CAN HELP

### The Content Launchpad

**from £795**

YouTube performs best for you when it has a slew of related videos - you become a knowledge centre. Getting on the Content Marketing ladder can be surprisingly quick and easy. Short 'talking head' videos, filmed with or without autocue are technically simple to create and edit. With a uniform approach to branding added, it can be a professional way to get a lot done than is more cost effective than buying your own gear and learning how to edit.

If we're handling YouTube for you, then it can be a case of turn up, do some talking, and get back to work. This is exactly what our client with 90 videos in his portfolio does. You can start with just a couple of hours and go from there.

### The One-Day Wonder

**from £895**

Yes, you can go from not having a video to having one online in 1 day without leaving your desk. We spend up to a full day at your premises. We shoot, record voiceover, screen-capture as needed. The brief can be fully formed beforehand, or created on the fly. It can be a planned day or a last-minute need. We edit onsite directly after shooting, working alongside you, creating graphics, adding company branding, adding supporting collateral. You can select the best 'take' to use, or even ask stakeholders to pop their head round the door to give their input!

This means that you can see the draft edit the same day, and if approved, the final edit is left with you. What could be easier?

### Supplementary Services

- :: Video services for internal comms - training videos, presentation content
- :: Professional voiceovers for new or existing videos
- :: Subtitling of existing videos, voice transcription services, foreign language translations
- :: Production of animated logos
- :: YouTube consultancy - guidance on setting up your presence, or reviewing improvement opportunities
- :: Social media management, content writing
- :: Graphic design services - logo design

## THE BLURB

The packages in this document are intended as a guideline; please ask for a bespoke quote for your project. Exact prices will depend on the length of the finished video(s).

Where location recce, professional voiceover, logo animation, or YouTube consultancy are provided, these may incur additional costs, depending on time taken.

Please note that all business is subject to Terms & Conditions available on our website.

All prices exclude travel, expenses and VAT. Meetings are chargeable. A deposit may be required.

Postponement and cancellation charges may apply to pre-arranged dates.

