

## Budget Considerations for Producing a Video

This checklist is intended to give you an idea of the costs you may incur while creating your video. **Bold** indicates a higher level of need. Check the boxes that might apply to your video and find the associated cost.

Note: Most of these costs are associated with external producer/director or agency time. Time is generally calculated in half or full day rates. Rates will vary.

### PRE-PRODUCTION

- ☐ External meetings for product/brand education
- ☐ Creative Development
- ☐ Script Development
- ☐ Storyboard Creation
- ☐ Location Scouting
- ☐ Set Design and Construction
- ☐ Production Coordination
- ☐ Auditions/Casting
- ☐ Script Analysis and Shot Sheet Preparation

### PRODUCTION

Note: There are additional roles to these, such as choreographer if there is dancing involved, but these are the most common. Often one or more of these roles are combined, such as lighter and camera operator.

#### Crew

- ☐ Director (Often same person as producer)
- ☐ **Director of Photography (Shooter)**
- ☐ Additional Camera Operator(s)
- ☐ **Audio Technician**
- ☐ Teleprompter Operator
- ☐ Set Stylist
- ☐ Make-up Stylist for on camera talent
- ☐ Grip(s) and/or Gaffer
- ☐ Production Assistant
- ☐ Digital Wrangler/Video Technician
- ☐ Teleprompter Operator

#### Other production costs

- ☐ Recording Media (Hard drives, optical discs, etc.)
- ☐ Audio or Video Studio Rental or Location Fees
- ☐ Equipment (Camera/Lights/Audio/Prompter/Etc.)
- ☐ Actor/Voice Talent Fees
- ☐ Crew Meals
- ☐ Travel Costs

### POST-PRODUCTION

- ☐ Graphics, Effects and 3D Animation Development
- ☐ **Video Editing** (Including “rough cut”, and revision editing)  
(Note: If external resources are used costs for graphics and editing may include producer/director time, editor/animator time and equipment/edit suite time)
- ☐ Original Music Production/Scoring/Production Library Fees
- ☐ Stock Footage or Photography Fees
- ☐ Audio “Sweetening” and Audio Mix
- ☐ Encoding of Edit Master File for Distribution
- ☐ Project Archiving