VIDEO CATALOGUE

2018/2019
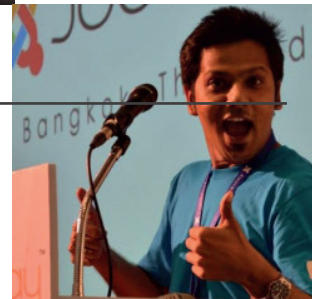
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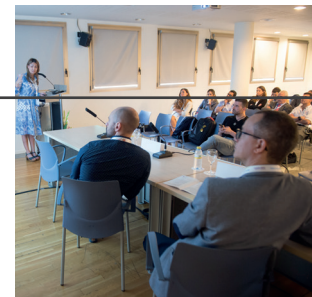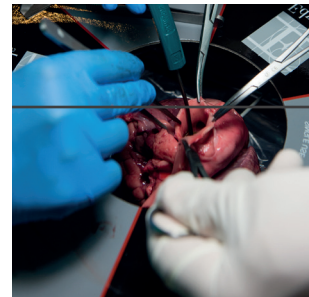
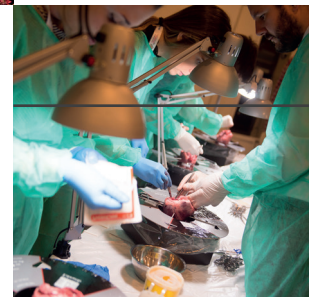## RECORDING

Portable Studio (2 camera operators)

Semi-professional camera	Octagon softboxes
FHD camera	Speedlight mounts
Camera High Up	Chroma 3x6 meters
Clip-on microphone	Chroma mount
Ambient microphone	Teleprompter (tablet up to 10.5x9.5")
Handheld microphone	Slide recording
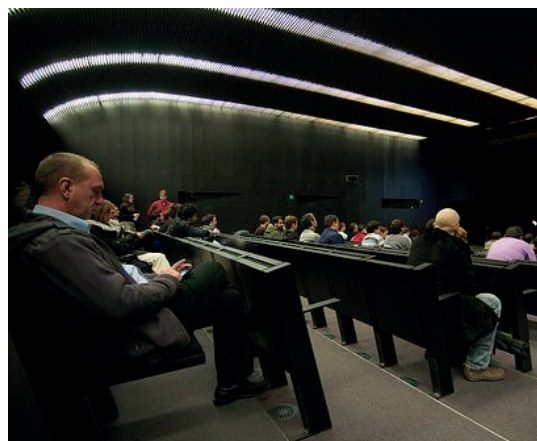
THE OPTION EASIER

We make the recording of your round table or speech with the highest quality sound and video.

Using two cameras you can make the most elegant transitions.

Ambient background sound, the voice of the speaker... the protagonist.

The trips outside the community of Madrid, are the responsibility of the client. (2 persons)

You must communicate the date and place at least 15 days in advance.

Lower Third Sample

BASIC
POST PRODUCTION

Designed for short presentations, where post production tasks are not necessary to give them dynamism.

The most economical option Without dedicating more hours to postproduction than necessary to create a single video for each speaker, as it was recorded.

SECUENCE SHOT TO CUTS

Division of the raw video in consecutive cuts. For example, a session with four speakers in four different sequences.

in each Cut we include:

    Insertion of a pre-rool or bumper video
    Insertion of a post-rool or bumper video
    Insertion of a lower third

The client must provide the bumper videos and the information to be displayed in each lower third.

Improving business performance

Learner-centered teaching.

Nothing distracts learners more and increases cognitive load than inconsistent light, acoustics and quality. We recommend you choose a single location, try and limit shooting to a single day, and plan ahead - make sure you won't be bothered, check for distractions, and try to be consistent with filming procedures. This ensures your learner will be focused on the content and not wondering about why the actor changes clothes halfway through, and why they can hear a construction project in the background

WEB POST PRODUCTION

Ask yourself "Why?"

The biggest mistake we can make is adding video for the sake of it. This leads to needlessly higher costs. And if the video doesn't naturally integrate with the learning program, your learners might not even pay attention. So step one is to ask why you're using video, and what the videos purposes are. Some examples could be:

- To demonstrate a physical technique
- To emphasize a key point
- To summarize a unit or module
- To increase emotional impact and engagement on a certain topic

The 2-3 minute interviews are a great way to increase the levels of participation and motivation of your students in eLearning courses. They are the most used to impart best practices and expert advice. A good practice of the interview is to share personal anecdotes or experiences followed by the lessons learned and best practices / tips. An important tip is to discuss the issue with the interviewee before recording it, and then to launch a question and let them respond spontaneously.

MOOC POST PRODUCTION

Informative videos: these should run from 5 to 15 minutes, or be structured in a series of shorter clips.
Product demonstrations: this can vary depending on how complicated your product is. A good method is to make sure that it's focused, compelling, and clear. If you can do that in under a minute, then great. If it's

Case Studies. If it's an interview, customer transaction, or similar, then try to keep it authentic. Obviously, don't let a call recording run for twenty minutes, but bring it to a natural conclusion. 7 - 10 minutes is fine for most scenarios.

Know Your Timing

Learners can start to lose interest after just 6 minutes of watching a video. But this doesn't mean that a video can't be longer, the key is to make the video relevant. This means that it doesn't go off-topic, or include unnecessary details.

COURSE POST PRODUCTION

Remember, the best way to appeal to your learners is with the 'story' approach. Humans naturally engage with narratives and pick out the lessons behind them. Try and summarize the content of the video in a narrative format e.g. 'A video that tells you how to....', and try to have a clear beginning, middle, and end.

Have you heard of 'PPPPP'? It means 'Proper Planning Prevents Poor Performance.' This is a really good model for planning your eLearning video. Before you start scripting (writing the 'story'), research and plan everything, from lighting to camera angles. Taking these details into account early on will help you in every step from production to editing.

After scripting and getting to grips with the terminology and the general 'story' of your video, it's time to storyboard. This means planning, with a visual representation of the shot (even a drawing) of each scene in the video.


ADDING INTERACTION

In the educational area the use of interactive videos allows to add to the tutorials and trainings, questionnaires and exercises that guide the student step by step in the learning experience.

When the student can interact with the content, it improves retention and increases their interest by participating instead of passively reading or listening.

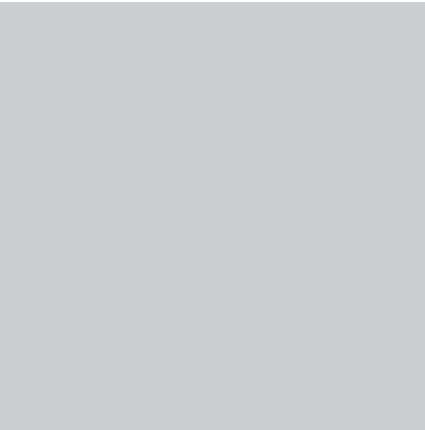# SPECIAL PRICES FOR FRAMEWORK AGREEMENTS!

RECORDING

Recording up to 4 hours.
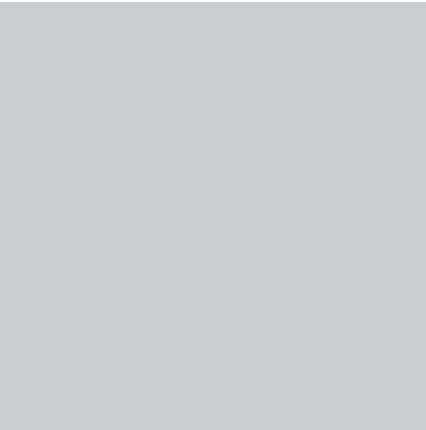
BASIC POSTPRODUCTION

Maximun 6 secuences

At most 30 minutes per secuence

Insertion of a pre-rool/bumper video

Insertion of a post-rool video

Insertion of a lower third

Presentation displayed only from the speaker's video.

Delivery time: 7 days

WEB POSTPRODUCTION

Maximun 6 secuences

At most 3 parts per secuence of 10 minutes each one.

Each part include:

- Insertion of a pre-rool video
- Insertion of a post-rool video
- Insertion of a lower third

Delivery time: 9 days

MOOC POSTPRODUCTION

Maximun 6 secuences

At most 6 parts per secuence of 5 minutes each one.

Each part include:

- Insertion of a pre-rool video
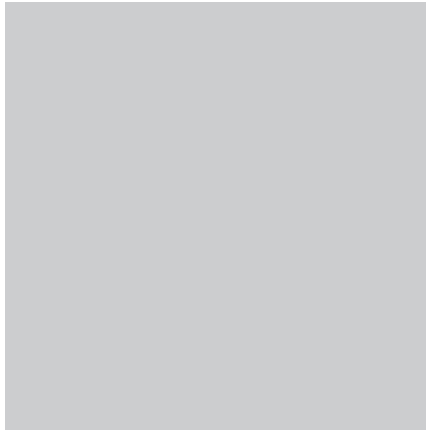- Insertion of a post-rool video
- Insertion of a lower third

Delivery time: 15 days

COURSE POSTPRODUCTION

Maximun 6 secuences

At most 10 parts per secuence of 3 minutes each one.

One Interactive test per secuence.

Delivery time: 30 days

OTHER OPTIONS

Feel free to discuss any question concerns you may have with our friendly, informed staff.

Please ask for prices

VIDEO CATALOGUE
2018/2019

A full service video production company. We will be able to provide internal recording, preproduction, production and postproduction services for all your video and elearning projects.

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