



BUSINESS SOLUTIONS



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NOTE: Samples shared in this document are from our collaboration with VBF Studios Private Limited (<https://vbfstudios.com/>)

BASIC UNDERSTANDING OF CINEMATOGRAPHY SERVICES

PRE-PRODUCTION

- Understanding the content and purpose.
- Understanding your expectations and key highlights.
- Understanding your audience and delivery time frame.

PRE-PRODUCTION QUESTIONNAIRE

Here we focus on understanding your requirements and help you visualize your desired video. Details provided by you in this section will supplement us in planning our shots, team, equipment required and setting up a timetable for the production accordingly. It will also help you decide available/suitable dates for production and prepare a presentation. This questionnaire will also help us both in maintaining transparency between your expectations and the final video. Please fill up the following requirements:

1. Content of the video
2. Major Highlights
3. Minor Highlights
4. Length of the Video
5. Number of scenes
6. Length of Each Scene
7. PowerPoint Presentation/Script/Interview (Should match with the content of the scene)

Mock Production

1. Machine in operation

Here we want to make sure that the machine or process that (if) you want us to shoot, is in running conditioning.

2. Product in operation

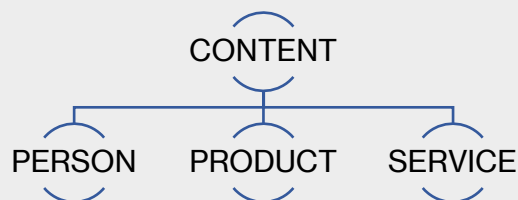
Here we want to make sure that the finished products are available for the shoot during the production time-table.

3. List of Possible shots

Depends entirely on your content and it's highlights.

NOTE: An example is presented on the third page for your understanding.

1. Content of the video



Combinations:

Person + Product, Product + Service, Person + Service, Person + Product + Service

CONTENT	SAMPLE
Person/Company	The Pink Posting Inc. , BNI Everest Power Dhamal , BNI Everest 5 Year Celebration , White Wash Interiors
Product	Macha Tea (First 45 Seconds) ,
Service	Kidzee , Wizcrafter , Kings Court ,
Person + Product	Macha Tea , Anuti Jewels
Product + Service	Tum Tum Asia
Person + Service	Global Game Jam 2018 , Global Game Jam 2019 , Hitachi Bombay , ICCO
Person + Product + Service	Kriti Offset Printing (Teaser) , Kriti Offset - Full Length , Designest (Teaser) , Designest - Full Length

2. Major Highlights

Important content that must be shot from every aspect.

3. Minor Highlights

Content that must be included in the video but hold little relevance.

4. Length of the video

It entirely depends upon the kind of audience you have and the kind of platform you are willing to put the video on. Popular video platform includes Facebook, YouTube, Vimeo, IGTV, WhatsApp, Instagram etc.

5. Number of Scenes & Length of Each Scene

depends upon the amount of information you want to portray about every individual highlight, covering the required aspects.

- We strongly recommend and require a PowerPoint presentation or a script (for the interview as well) in advance so that the content of the video hold complete relevance.

EXAMPLE

Reference Video

<https://youtu.be/VVOpRs-vM2U>

- Content of the video**
Designest Products and operation
- Major Highlights**
Kitchen, Room, Work Area, Infographics, Interview
- Minor Highlights**
Product, Factory, Machines, Bedroom, Office
- Length of the video**
5-6 minutes
- Number of scenes**
50-60 Scenes
- Length of Each scene**
Average (5-6 seconds)
- Script/Interview (Should match with the content of the scene)**
4 minutes

Mock Production

SCENE	TYPE	SHOT	LOCATION	DURATION (Seconds)
01	Kitchen Front Side	Pull Back	Indoor	009
02	Kitchen	Pull-in Wide	Indoor	005
03	Room	Side Pull-in	Indoor	006
04	Kitchen	Close Pull-in Wide	Indoor	010
05	Company Logo	Effect	Post	005
06	Quotation	Effect	Post	005
07	Interview (Background)	Flat	Indoor	240 (Background)
08	Factory	Drone	Outdoor	006
09	Kitchen	Block	Indoor	003
10	Almirah/Wardrobe	Slide	Indoor	003

11	Bedroom	Focus Pull	Indoor	005
12	Candid	Effect	Indoor	003
13	Presentation Infographics	Effect	Post	004
14	Infographics	Effect	Post	004
15	Kitchen	Pan	Indoor	005
16	Kitchen	B-Roll	Indoor	003
17	Candid	B-Roll	Indoor	002
18	Kitchen (Chimney to Stove)	Tilt-Down	Indoor	006
19	Working Space/office	B-Roll	Indoor	003
20	Working Space/office	B-Roll	Indoor	003
21	Kitchen	B-Roll	Indoor	003
22	Room	Pull out	Indoor	003
23	Kitchen	Block	Indoor	003
24	Kitchen	Block	Indoor	003
25	Kitchen	Block	Indoor	005
26	Infographics	Effect	Post	003
27	Machines	B-Roll	Indoor	005
28	Work area	Tilt-Down	Indoor	002
29	Work area	Drone	Indoor	003
30	Work area	Drone	Indoor	003
31	Work area	Drone	Indoor	003
32	Work area	B-Roll	Indoor	003
33	Work area	B-Roll	Indoor	002
34	Work area	B-Roll	Indoor	002
35	Product	B-Roll	Indoor	002
36	Infographics	Effect	Post	003
37	Infographics	Effect	Post	002
38	Infographics	Effect	Post	004
39	Infographics	Effect	Post	005
40	Infographics	Effect	Post	005

41	Infographics	Effect	Post	006
42	Infographics	Effect	Post	005
43	Infographics	Effect	Post	004
44	Infographics	Effect	Post	004
45	Infographics	Effect	Post	003
46	Infographics + Product	Effect	Post	004
47	Infographics	Effect	Post	004
48	Machine	B-Roll	Indoor	008
49	Work Area	B-Roll	Indoor	010
50	Work Area	Time-Lapse	Indoor	007
51	Product	B-Roll	Indoor	003
52	Infographics	Effect	Post	005
53	Meeting	B-Roll	Indoor	005
54	Product	B-Roll	Indoor	006
55	Infographics	Effect	Post	004
56	Work Area	B-Roll	Indoor	005
57	Product	B-Roll	Indoor	005
58	Machines	B-Roll	Indoor	004
59	Company Logo & Infographics	B-Roll	Post	030
				516

IDENTIFYING OUR INPUTS BASED ON YOUR EXPECTATIONS

- Our basic service includes production and postproduction services delivered on a per-day basis.
- Cost of service increases depending upon the pre-production services or our inputs required. These can be either be scriptwriter, make-up artist, creative artist, specific props, location, etc. or a combination of any of these (on a per-day (8 Hour shift) basis). Sharing the following information to give you a glimpse of different Pre-Production inputs.

SAMPLE	CLIENT INPUT	VBF PRE-PRODUCTION INPUTS
The Pink Posting Inc.	Script, Make-up, Location	None
Kidzee, Wizcrafter	None, Basic script	None
Macha Tea	Location	Art director, studio
Tum Tum Asia	Location	Creative Artist
Global Game Jam 2018, Global Game Jam 2019, Hitachi Bombay	Script, Location, Food, Travel & Lodging	Minor Script Editing
Kriti Offset Printing (Teaser)	Script(ppt), Location	Minor Script editing

CLIENT EXPECTATION

- Our main motto is to deliver the benchmarking standard of services within the client's budget. Hence, we encourage maximum involvement of the client in the form of inputs along with proper planning and time-management.
- Generally, the one-day shoot can yield 5-6 minute-long video shot in one location.
- Two locations can be done on a single day provided both the locations are within 30 km range. In such cases, food and travel will be arranged and paid by the client.
- It is also important to note that a single day's shoot would require at least a week or ten days of post-production(editing) for the final output.