



X-RAY



Video Production **VIDEO PROJECT BRIEF**

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CUSTOMER CONTACT DETAILS

COMPANY: _____ PROJECT LEAD: _____

PROJECT/VIDEO NAME: _____ TEL. NR. _____

PROJECT DURATION: _____ E-MAIL: _____

VIDEO MAX. DURATION: _____

X-RAY

PROJECT LEAD: _____

TEL. NR. _____

E-MAIL: _____

3. TARGET AUDIENCE

4. HOW AND WHERE WILL THE VIDEO BE DISTRIBUTED

5. STYLE OF VIDEO AND TONE OF VOICE

STYLE

- MODE OF ACTION (3D MODELING)
- REAL FOOTAGE (FILMING – PLEASE SPECIFY LOCATION)
- ACTORS: Y/ N – PLEASE SPECIFY
- MOODFOOTAGE
- ACQUISITION OF FOOTAGE (DATABASE)
- INTERVIEW
- DOCUMENTARY STYLE WITH VOICE OVER
- STRAIGHT TO CAMERA FOR STATEMENTS
- INFOGRAPHICS AND ANIMATIONS
- ILLUSTRATIONS/COMICS/CARTOONS
- OTHER:

STONE OF VOICE

- CORPORATE
- FRIENDLY
- HUMORISTIC
- FUTURISTIC
- OTHER: _____

MAKE-UP

- MAKE-UP ARTIST: Y/ N

6. LANGUAGES

MAIN LANGUAGE:

FURTHER LANGAGES:

SUBTITLES REQUIRED:

TRANSLATIONS PROVIDED

7. MUSIC AND SOUND EFFECTS

- ORIGINAL SOUNDTRACK
- MUSIC SOUNDTRACK FROM A DATABASE
- SOUND EFFECTS
- VOICE OVER (F/M)

OTHER:

8. VIDEO DURATION

- 30 SEC (TV SPOTS)
- 60 SEC
- 90 SEC-120 SEC
- > 3-5 MIN
- > 5 MIN

OTHER:

9. CONTENT AND SCRIPTS

■ CONTENT TEXT AND SCRIPTS PROVIDED : Y/ N

OTHER:

11. TIMELINES, PROCESSES, OWNERSHIP (CF. VIDEO PROJECT PROCESS)

ACTIVITY	DATE	PROCESS DURATION	DEADLINE	OWNER/ DECISION MAKER	COMMENTS
SUBMISSION DATE OF PROJECT BRIEF:					
BUDGET APPROVAL					
PROJECT START					
MOODBOARD/STORYBOARD REVIEW AND APPROVAL					
DEADLINE FOR FINAL VIDEO					

Costs can vary depending on the duration and complexity of the content.

15. X-RAY SPECIFICATIONS

The cost estimation is based on the video style, specifications and duration.

The post-production/composing phase only starts upon validation and sign-off of a final storyboard and of the proposed level of animations

Content texts and scripts are provided by the customer unless other specified

Only minor text editing are possible after the composing (10% of the content text)

Project starts upon receipt of the purchase order or signed offer

16. DEDICATED TEAM: ROLES AND RESPONSIBILITIES

«Follow by example not advice.»

Unknown



Head of Filming Team
Experience in filming
for 15 years

*Andreas Böhler/
Head of Video Production
Cameraman
Sound
Animation
3D modeling
Post production
Augmented Reality*



Filming Team
Experience in filming
for 15 years

*Philip Ostman/
2nd Director
Multimedia Designer
Cameraman
Sound
Animation
Post production*



Filming Team
Experience in filming
for 10 years

*Corinna Kost/
Multimedia Designer
Cameraman
Sound
Animation
Post production*



Filming Team
Experience in filming
for 5 years

*Keanu Maier/
Multimedia Designer
Sound
Editing
Augmented Reality*



Filming Team
Experience in filming
for 10 years

*Nicolas Schmitt/
Multimedia Designer
Editing
Animation
3D modeling*

PROCESS

17. DEVELOPMENT OF A VIDEO PROJECT



« *Great things* in business are never done by one person. They're done by *a team* of people. »

Steve Jobs – Founder of Apple

