



VALUE ADDED VIDEO CLASSIFICATION MATRIX

POINTS	1	2	3	4	5
YOUR BUDGET LIMIT	\$1,000 to \$3,000	\$3,000 to \$7,000	\$7,000 to \$15,000	\$15,000 to \$30,000	OVER \$31,000 or QUOTE
PRODUCTION LEVEL					
Pre-Producer Days	0	1	1-4	2-9	Greater than 9
Production Days	½-1	1-2	2-3	4-6	Greater than 9
Edit Days	½-1	2	2-3	4-5	Greater than 9
PRODUCTION STYLE					
Remote shoot	At unaltered site Or Simple existing sets	Site requiring minor changes/alterations Or Combining available on hand set pieces with purchase of small items	Site requiring minor changes/alterations And / Or Combining available on hand set pieces with purchase of small items	Staging and disruption of work flow/schedule And / Or Major new set design	Studio production with larger crew/equipment And / Or Construction of sites
Studio shoot					
TALENT	None, Non Professional Talking Head	Voice over using you or your employees	Voice over professional talent with your script.	Professional on camera narration w/direction	Multiple talent on camera w/directing
MUSIC	None	Limited music library use	Multiple music library use	Complex sound with studio sweetening	Studio original music and sound effects, multi tracks
GRAPHICS	Little to none	Simple character generation	Multiple graphics and character generation	Simple 3D graphics switcher effects	Multiple 3D graphics, character special effects, Commercial Edits
EDITING	Little or none	Cuts only online audio	Simple on line switcher effects	Complex audio video multi-layered effects	Full options, special conforming session, color corrections
INSTRUCTIONS ON HOW TO USE THIS CHART TO ESTIMATE YOUR VIDEO PRODUCTION.					
Pick one block in each horizontal row above. Each block represents a point value of 1 to 5 as posted at the top of the column. Add the points of each block and divide by 7. Ignore the decimal fraction and check with the classification below. Now you have a way to estimate for budgets versus the class of production you may want.					
CLASSIFICATION	CLASS 1, (one point) Simple Production	CLASS 2, (two points) Intermediate Production	CLASS 3, (three points) Advanced Production	CLASS 4, (four points) Complex Production	CLASS 5, (five points) Special Project.
Description and Definition	Little to no pre or post production talking head event documentation or file footage, script by client	Moderate pre or post production in studio or field with minimal research, scripting, graphics or inserts with in-house voice talent	Considerable pre or post production studio or field professional voice talent. Moderate research, scripting graphics, canned music	More pre or post production studio and or field professional voice talent. Full research, scripting graphics, canned music, sound effects	Reserved for productions requiring time, research, resources and effort. Includes full time producer/director. Pro Tools Sync audio and production truck options
Estimated costs. Typical script is 5 to 10 minutes long.	Less than \$300/finished minute.	\$300 to \$800 per finished minute	\$800 to \$1000 per finished minute	\$1000 to \$2000 per finished minute	greater than \$2000 per finished minute