## {POP DOC}

- The Production on Paper -

## - The Headlines

Project Title:	Start Date:		
Project Manager:	Final Review Date:		
Ultimate Sign Off:	Delivery Date:		
Total Budget: £			
- What can you expect from us?			
fun along the way. We don't wa you and together create somet you (sometimes with loyal oppo	We will do our utmost to deliver creativity, delightful value and a whole lot of fun along the way. We don't want to just work for you, we want to work with you and together create something we're both proud of. We're here to serve you (sometimes with loyal opposition) and to satisfy the projects goals and ambitions, on time and on budget whilst keeping you informed the whole way.		
- What do we expect from you?			
be honest with us. We want you we'd ask that you're not shy. At	that you will engage with us and that you will u to feel as involved as you'd like to be, so t the same time we hope you will trust that I free us to do it to our best ability.		
Signed/Dated	Signed/Dated		

## {CREATIVE CLARITY}

- The Essential Questions Answered -

1. Who are we trying to talk to?		
2. What are we trying to say?		
3. Why?		
4. What do we want them to think/feel/do as a result?		
5. How will the final product be used/distributed/watched?		
6. How will it fit in? (With the brand/website/etc)		
7. What is the one thing this is all about?		
* Anything else we should know?		

## {MONEY & STUFF}

- Budget breakdown & Delivery Spec -

	PRE-PRODUCTION	Days	Tot	
Project Briefing	First meeting to chat through all the particulars			
Project Outline	Write up of project specification, budget, expectations and aims			
Project Sign off	Client to sign off the above, full agreement and understanding achieved			
PRODUCTION				
Production	Filming, Voice Over work, Stills etc			
Edit Prep	Ingest all material into the edit system, prep stills, music etc			
POST-PRODUCTION				
First Cut	First cut based on the project outline			
First Changes	Project manager review with changes communicated in writing			
Top Client Review	In person review with ultimate sign off client			
Final Changes	Any final tweaks and amends			
Delivery	Formats, format specification, quantity etc			
10% Contingency	Always expect the unexpected			
Grand Total	The bottom line			
- Potential Extra Costs  Music specially composed or purchased from online libraries.  Motion graphics and 3D animation.  All footage and project elements backed up and delivered to you for long-term storage.  - Things that fall outside the initial budget  If there are things that end up falling outside the initial project specification and plan, we will do our utmost to provide them free of charge as extra value to you. Sometimes this is not practical or possible and so we will outline these costs to you and get your sign off before moving forward.  - Deliverables  MASTER FILE  DVD MASTER  WEB VERSION  EMAIL VERSION  ALL FOOTAGE  WMV MASTER  EXTRA STILLS  EXOTIC EXTRAS				
Specification (File size/Frame Size/Bit Rate)				
Client logos/branding to be included				
Client Colours - R:				

<sup>\*</sup>DVD Masters are suitable for duplication but are not supplied with any external artwork or cover design.



- The space for notes and scribbles -