

CrashBang Digital

Creating Web Videos



We have a **proven process** for creating **effective web videos**. You'll enjoy working with us. We keep you in the loop, and out of trouble. We start by asking you three simple questions:

- ✓ **What is the key purpose of the video?** *To drive viewers from YouTube to your website? To convert visitors to your website into customers? To educate viewers on a software product?*
- ✓ **How long should the video be?** *For your squeeze page or homepage, we recommend a minute or less. For a marketing or educational video, five minutes should suffice. A website screencast or tutorial is best around 2-3 minutes. YouTube doesn't allow videos longer than 10 minutes.*
- ✓ **What existing materials do you have?** *Do you have some digital photos? A logo for your company or product? How about customer testimonials? Video clips are always useful.*

Once we work with you on the answers to these questions, we start the process:

You provide...	We create...
A detailed outline of what you want covered in the video. This could be some bulleted talking points, or a rough draft of the script.	A video script for your review and approval. The script provides the exact text for the voiceover, and ideas for design and graphics.
Approval or comments on the script.	We incorporate your comments, and record the voiceover , and mix with music if appropriate. We send you the audio file for review and approval.
Any existing photos, graphics, logos, or video clips .	A list of possible additional visual elements that may be required. We also have a library of stock photos and motion graphics that may be applicable for your project at no additional charge.
Approval of any additional visuals before we license them.	An edit of your video for your review and comments that incorporates the audio, graphics, photos, and any available source video.
Approval or comments on the review video, down to the minute and second (for example, <i>at 01:23 fix the typo.</i>)	The final video that incorporates your comments, and provide it to you in the formats you requested.

FAQ's

Here are some frequently asked questions about the production of web videos:

Q: How long does this process take?

A: Usually a week or two, depending on the length and complexity of the video.

Q: I have a favorite song on a CD I bought. Can we use that in the video?

A: It's best not to, unless you have obtained permission from the song writer and performers. Otherwise this is a copyright infringement. We have a library of royalty-free music we use, at no additional cost to you.

Q: What file format is best?

A: We recommend QuickTime MOV for uploading to YouTube and most other video sharing sites. For streaming from your website, we usually provide a Flash FLV file. Ask your web guy about which Flash players he prefers. You could also embed a YouTube video into your website. We also sometimes burn a DVD of the video for use as a direct mail piece.

Q: What size video will you produce?

A: Many clients still prefer 640x480 in a 4:3 aspect ratio. This smaller format tends to stream more smoothly for those with lower Internet connections. But we're producing more high-quality (1280x720) videos in a "wide screen" (16:9) aspect ratio. The choice is yours.

Q: We selected some stock photos, and I've seen the same photo you used in my video in a magazine ad. What's up?

A: By their nature, stock photos and video clips are licensed for many different projects. That helps keep the prices lower. You can obtain an exclusive license for a photo or video clip, but that is generally very expensive.

Q: My website address has changed. How easy is it to revise the video?

A: We archive all the elements of your project on a backup drive. The text that appears on screen is usually a separate file, so that change is fairly easy and inexpensive to make.

Q: Do I own a copyright to my video?

A: We provide all our services on a "work-for-hire" basis, and therefore you "own" the video. The exceptions to that are all stock photos and video clips, and music. The original producers of those elements hold the copyright to them, and we license permission to use them in your video.

We look forward to working with you. And we're sure you're going to enjoy the process – and the end product!