



**AMERICAN UNIVERSITY**  
W A S H I N G T O N , D C

## **Academic Multimedia Services Production Rate Sheet**

American University's Academic Multimedia Services team provides free production and post-production of academic content to all AU faculty, staff and students throughout the year. However, sometimes AU departments or outside vendors wish to create media that is special to those departments or vendor's goals and interests, and do not specifically meet AU's Academic Multimedia Services' academic mission.

The Academic Multimedia Services team would like to offer its production and post-production services to any AU department, school or outside vendor. The Academic Multimedia Services team provides high-quality content for web-based videos, promotional videos, conferences and events, guest speakers, and other commercial based multimedia.

The following is a production phase breakdown and rates for production work. The Academic Multimedia Services production rates are far below those of the Washington DC area production and post-production houses. However, this does not mean that the Academic Multimedia Services team will not produce high-quality media products for its clients.

**Video production has four distinct phases. Variables in any of these phases will determine the final cost of an individual production.**

### **Pre-Production**

- Create Concept
- Script writing
- Research and meetings
- Location scouts and securing talent

### **Production**

- Video/audio equipment.
- Production crew.
- Location set-up, set design, props.
- On-camera talent and voiceovers recording.
- Specialty items (PPT, b-roll, jpegs, etc).

### **Post-Production:**

- Logging of footage, transcription of interviews, testimonials.
- Editing.
- Production music and stock footage.
- Graphics and animations.

**Distribution: (we are unable to mass produce DVD's at this time)**

- DVD, Quicktime data files
- Compression for Internet

**There are many production packages for camera and crew that the iTunesU team can provide. All are available at the rates listed below.**

**Video/audio/lighting production crew rates:**

**1 person crew:**

1 Videographer + equipment (**Sony HD PMW X3**)

- Hourly rate: \$60/hr. (2 hr. minimum) = \$120
- 1/2 day rate: (4 hours) = \$220 (\$55 per hour)
- Day rate: (8 hours) = \$420 (52.50 per hour)

**2 person crew:**

1 Videographer, 1 Sound/Grip/Gaffer/PA. + Equipment (**Sony HD PMW X3**)

- Hourly rate: \$ 90/hr. (2 hr. minimum.) = \$180
- 1/2 day rate: (4 hours) = \$330 (\$82.50 per hour)
- Day rate: (8 hours) = \$600 (\$75 per hour)

**3 person crew:**

1 Videographer, 2 Sound/Gaffer/Grip/PA + Equipment (**Sony HD PMW X3**)

- Hourly rate: \$120/hr. (2 hr. minimum.) = \$240
- 1/2 day rate: (4 hours) = \$470 (\$117.50 per hour)
- Day rate: (8 hours) = \$900 (\$112.50 per hour)

**Editing and Post-Production rates- Final Cut Pro 7 Suite:** (This includes: Adding bumpers, credits and lower third graphics to final edit, incorporating additional media [PPT, Quicktime movies, music, voiceovers, etc.], and converting final version of project to appropriate file type: mov, Mp4, Web streaming, or podcast.)

- Hourly rate \$ 50/hr.
- Daily rate (8 hours) = \$300 (37.50 per hour)
- Weekly rate (35 hours) = \$1,050 (30 per hour)