

### **What is multimedia?**

Multimedia is any production that uses a combination of sound and motion – so it can be anything from a video production or animated CD presentation, to a television commercial or video clip on your website.

### **What kind of multimedia services do you offer?**

We offer audio and video production services including recording, audio mixing and editing, videography in our studio or on location, video editing, image manipulation, and animation. In addition Big Ideas provides a range of production services that include graphic and web design, PowerPoint creation, illustration and photography.

### **What applications does multimedia have for my business?**

A dynamic multimedia presentation not only identifies you as a business that moves with the times, it also puts traditional print collateral in the shade. From company promotions to sales, training and trade show interactives; new product promotions to catalogues on CD; digital business cards to electronic brochures; voice-on-hold productions and television commercial production to animated graphics – Big Ideas can really make your business shine.

### **What format do you provide?**

We offer DVD, CD, videotape, audio, and various options for online platforms. We will suggest the most appropriate format based on the purpose of your project and the results you desire.

### **How much does it cost?**

There are many variables that affect production costs, such as duration, talent requirements, number of location shoots, special effects etc. You will be required to complete a detailed Multimedia Production Brief which will help us provide you with the most accurate quote.

### **How long does it take to produce a video?**

Our ability to meet a proposed deadline will depend on projects we have in progress and the complexity of your request. We can agree on a timeline before starting any project.

### **I don't know exactly how to put a project like this together.**

Our video production staff will help with every phase of your project: writing, creative treatment, scheduling, audio recording, graphics, studio and field videotaping, editing - whatever is needed. But remember, you are a key to the project's success, your time investment and commitment is essential.

### **Can we shoot our own vision and then let you edit it?**

Yes. If you feel you have good quality vision and would like it made into a digital format we can implement a variety of features such as add menus, chapters, audio and special effects.

### **We have some existing video we like but it is in VHS format, what can we do?**

We have the resources to incorporate many different types of media into our productions. VHS vision uses a low resolution format but can be made into a digitised format for editing. But results can vary depending on the style of vision and original quality. Recreating the vision is the preferred option, if that is possible.

### **I'd like to incorporate some shots that a local channel took, can I do that?**

Whether the vision has been shot by the local TV station, you like part of a commercial video you bought, or you've got a favourite piece of music you'd like to use as backing – using pre-existing resources that do not belong to you is a breach of copyright. Getting copyright permissions is a lengthy and often very expensive process. So it's best to use original or royalty free material.

### **Do you have people who can do a narration?**

Yes we have professionals who provide voice-over and on-camera presentation services, and those fees will be set out in your project quote.

### **Can we use people from our own company to save talent fees?**

Talent is the operative word here. If you feel they are extremely talented, will sound and look appropriate and present confidently to camera, that's fine. But we strongly advise that if you want the best quality end product, then this is a job for professionals.

### **Can't we have our people in the video at all?**

Of course. If you want to capture vision that accurately depicts your business and how it operates, we recommend realistic location shots. Bear in mind that if a member of your staff features prominently but later leaves your business, it does have the potential to date your production.

### **What if I want multiple copies for distribution?**

We keep the master of your production in our library and supply you with a set number of copies as specified in the original brief and quote. If you need multiple copies, Big Ideas will organise duplication and can also assist with any graphic design and packaging requirements.

### **Can you put our completed production on a business card CD/DVD?**

We certainly can, however for production of specialty formats like CD Business Cards, minimum production quantities apply. Big Ideas can supply a firm quote based on your specific needs.