

MMM: Cost Estimates

Terminology/Glossary

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Management

- Management (oversee and coordinate tasks/responsibilities)
- Planning (develop a production strategy and timeline)
- Research (assess project's creative, resource and technical requirements)
- Talent Booking & Handling (manage and coordinate human resources on the project)
- Logistics (coordinate traffic and deliverables between production, agency, and client)
- Administration (operational matters, and internal processes, related to the project)

Production

- Digital Backups & Storage (hard drives, cloud storage & data maintenance)
- Equipment / Gear Rental
 - Video Camera (camera bodies, lenses, support, filters, adapters)
- Equipment / Gear Rental
 - Stills Camera (camera bodies, lenses, support, filters, adapters)
- Equipment / Gear Rental
 - Lighting (lights, stands, cabling, gels, bounces/polys)
- Equipment / Gear Rental
 - Sound (lapels/radio mics, boom/rifle mic, mixer, batteries)
- Equipment / Gear Rental
 - Unit (tables, chairs, generators, cabling, work-lights, cleaning)
- Vehicle Rental
 - Crew Vehicles (runaround vehicles for out-of-town crew)
- Vehicle Rental
 - Utility/Production Vehicles (transportation of gear/supplies/people moving)
- Vehicle Fuel Usage (fuel usage across the crew and utility vehicles on shoot day/s)
- Crew Uber / Transfers (airport transfers, crew movements on shoot day/s, emergencies)
- Crew Flight Tickets (airline tickets for travelling crew)
- Crew Accommodation (lodging for travelling crew - often AirBnB)

- Location Fees (rental of studios, houses or spaces for shooting purposes)
- City Permits (official city permits to authorize public location shoots)
- Wardrobe Hire (rental/purchase of wardrobe & accessories by stylist)
- Hair & Makeup Additional (makeup accessories & additional for specialised shoots)
- Art / Props Rental (rental/purchase of art/props for shooting/aesthetic purposes)
- Crew Craft (snacks and refreshments)
- Crew Catering (main meals)
- Data / Connectivity (internet connectivity & data usage)
- Crew per diems (daily stipend for crew travelling away from home)
- Incidentals (unforeseen costs & additional that arise after submission of quote)
- Public Liability Cover (insurance to cover public injury or property damage)
- Personal Accident Cover (insurance to cover personal accident or injury)
- Travel Insurance Cover (insurance to cover ticket changes, flight delays, evacuation, etc)

Post Production

- **Photo:**
 - Digital Capture (capture the still images throughout the shoot)
 - Selection (narrow down the total captured images, to the best options for approval)
 - Processing (convert the images from digital captures, to editable images)
 - Colour Grading (detailed refinement of colour/light balance, to craft an overall 'look')
 - Retouching (detailed enhancement and modification, typically removing flaws and optimising the image)
- **Video:**
 - Digital Capture (capture the moving images throughout the shoot)
 - Selection (narrow down all the recorded video footage to the best, most usable clips)
 - Offline Edit (craft the initial drafts of the video for approval, without any colour grade, audio master, effects, logos or titles)
 - Online Edit (once offline edit is approved, the final version of the edit is crafted for delivery, including colour grade, audio master, effects, logos and titles)
 - Colour Grading (detailed refinement of colour/light balance to craft an overall 'look')
- **Digital Effects:**

- SFX or Special Effects (additional elements that cannot be captured in camera, including atmospheric enhancement and computer-generated elements, within the video world)
- GFX or Graphic Effects (digital overlays that may include titles, logos, maps, compositing, and other computer-generated elements, outside of the video and still photographs realm)
- Animation (significant computer-generated elements, including entire characters, scenes, and dynamic typography)
- **Audio:**
 - Composition (write/arrange/create original music specifically for the production)
 - Library Music (existing music, licensed for specified regional usage, across a specified duration)
 - Sound Design (originating sound effects and augmenting existing audio)
 - Foley (create/record atmospheric sounds to be incorporated into the audio track)
 - Voice Over recording (record isolated voice track, with a voice artist, to a script)
 - Offline Audio Mix (fusing and balancing all the audio elements like music, voice, and ambience, into a crafted soundtrack - for approval)
 - Online Audio Mastering (fine tune/master the audio mix, for final sync with video)
- **Digital Transmission & Delivery**
 - Distribution (co-ordinate delivery, approvals and reverts, throughout the post-production process)
 - Telestream (submission of final material to broadcaster, in line with TV specs)

Human Resources

- Account Executive (Roy/Thoban: primary liaison between client, agency, and production)
- Executive Producer (Roy/Thoban: ensure the production is completed on time, within budget, and to agreed artistic and technical standards)
- Operations Manager (Tim: administrative oversight on all aspects of the production, and coordination of traffic between production, agency, and client)
- Creative Director (Dylan: ideation, concept development, and creative quality control)
- Production Manager (Ali: coordinate and track all moving parts of the production, including budgets, gear, logistics, crew)

- Film Director (develop and maintain overall creative vision on shoot; direct talent/crew)
- Art Director (oversight of creative disciplines on set)
- Assistant Director (controls the production on set; liaison between director and crew)
- Field Producer (on the ground management and client/production liaison)
- Cinematographer (specialist camera operator, with lighting design prowess)
- Videographer (video camera operator, with basic lighting knowledge)
- Photographer (stills photographer, with varying lighting knowledge)
- Sound Technician (records audio on set)
- Audio Engineer/Producer (mixes and refines audio, in post-production)
- Video Camera Assistant (general assistant to the video camera operator)
- Focus Puller (dedicated to maintaining focus on the camera, in bigger shoots)
- Digital Imaging Technician/DIT (management of video files on set)
- Drone Pilot (operates drone, and onboard camera)
- Photo Lighting Assistant (assists photographer with lighting set-up)
- Gaffer (specialist lighting technician, on bigger shoots)
- Best Boy (key assistant to the gaffer)
- Spark (general lighting assistant)
- Production Runner (general assistant on set)
- Video Editor Onsite (edits video on set/on location, for immediate delivery)
- Video Editor Offsite (edits video after the production, in an edit suite/facility)
- Photo Editor Onsite (edits and grades photos on set/on location, for immediate delivery)
- Photo Editor Offsite (edits photos after the production)
- Colourist (specialist who grades and refines the final video's colour)
- Voice Over Artist (performs scripted narrative, in a recording studio)
- Security (guards crew/gear and provides security on shoots)
- Unit Manager (coordinates shoot peripherals, controls on set work/shoot environment)
- Location Scout (recce's suitable location options in pre-production)
- Fixer (local liaison in unfamiliar environments)
- Talent Manager (takes care of, and wrangles talent/celebs on set)
- Casting Director (casts for talent and presents options to director/client)
- Health & Safety Officer (maintains safety on set, when potential hazards exist)
- Medic (medical professional on standby, for any emergencies)
- Stylist (establishes the overall look on talent, overseeing wardrobe, make-up and hair)
- Makeup Artist (make-up concept and application on talent)
- Hair Stylist (hair concept and application on talent)
- Props Master (sources and controls all props on set)
- Food Stylist (establishes the overall look of on-camera food)

Creative Concepts

- Ideation (conceptualise and develop the core concept)
- Creative Strategy (develop an overarching campaign idea)
- Concept Development (refine iterations of the concept, until final approval is secured)
- Art Direction (specific creative planning, across all disciplines)
- Storyboarding (detailed preliminary sketches, to plan the shoot)
- Quality Control (oversight and refinement of final deliverables)
- Post-production (creative guidance on edits, effects, grading, audio)
- Intellectual Property (proprietary techniques, systems, and processes)
- Content Curation / Moderation (strategic selection of images and video edits, in line with campaign objectives)

Consulting:

- Offer strategic advice, insights and guidance on content ideation, planning and distribution
- Consult on the content matrix, to maximise the impact of the work, in service of the client's overarching objectives

Usage & Licensing:

- **Audio:**
 - Sourcing and appropriate licensing of audio accompaniment (music and sound effects), for use in films and videos
- **Still Photographs:**
 - Securing adequate and appropriate usage and licensing of still photographs, dependent on placement, visibility, territory, distribution, frequency and time period
- **Model and Property Releases:**
 - Securing adequate and appropriate appearance and property releases, negotiating buy-out and usage agreements for images (still and moving pictures), of persons and fixed properties
- **Video / Moving Images:**
 - Securing adequate and appropriate usage and licensing of moving images, dependent on placement, visibility, territory, distribution, frequency and time period

Exclusions:

- Open Files (raw project files and workspace/timeline files, created through the edit/selection process)
- Translation services (language translation/transcription services required in post-production)
- Model/Influencer Usage Rights (usage fees based on location; duration; visibility of content)
- Non-Digital Usage Rights (intellectual property/usage fees for use of photo & video content in traditional media, including, but not limited to print & publications, television, cinema, outdoor, out-of-home, point-of-sales, brochures, banners, packaging, or any other non-digital media, in specified territories or regions, for a specified time-period)
- Visas, Vaccinations, Travel Insurance, Medical Insurance (when mandatory for travel)