

### **Video Service Plans**

# **EDITED** REELS

## Benefits

Created with minimal content resources, delivering effective engagement without compromising quality. Good for promotion under tight timeline.

## **Included Items**

- Customized transition
- **Background music**
- **Retouching of** provided materials

Video Duration ~90 sec

\$2,000 up

# **TALK** RECORDING

e.g. Alumni Sharing, TED Featured Talks

**Benefits** 

## **EVENT CAPTURE** e.g. CityUHK Alumni

Homecoming

# **INTERVIEW** SHOOTING

e.g. Course Introduction, Dean/ Dept Head Interview

# e.g. Course Promotional Video

Enhance viewer engagement with

designed to improve retention and

personalized video creations

expand your audience reach.

**Included Items** 

Customized

camera movement

**Background music** 

Stabilization device

**BOOK/EXHIBITION** 

**PROMOTIONAL** 

**FILMING** 

**Benefits** -

# **CORPORATE BRANDING**

e.g. External Outreach Video



Tailored to accommodate diverse learning styles, these resources provide valuable future reference and ensure wider accessibility for all learners.

## **Included Items**

- Two camera angles
- **Customized** camera tracking
- **Shotgun microphones**

Video Duration ~1 hr Shooting Time ~1.5 hrs

\$4,500 up

## Benefits

Designed to boost audience engagement and create memorable experiences while effectively showcasing your successes.

## **Included Items**

- Speaker tag
- **Background music**
- Stabilization device

Video Duration ~3 mins

\$5,000 up

## Benefits

Leverage storytelling to enhance audience engagement, helping your message resonate deeply with viewers.

## **Included Items**

- Customized infographics
- Customized footage
- **Professional** teleprompter

Video Duration ~3 mins

## **Benefits**

Create an emotional connection, tell your brand's story in a compelling way, and boost audience engagement.

## **Included Items**

- Stock video library
- Storyboard
- Stabilization device

Shooting Time ~1.5 hrs Shooting Time ~1.5 hrs

\$5,500 up

Video Duration ~90 sec Shooting Time ~1.5 hrs

\$6,000 up

**By Quotation** 

## **Optional Items**

- Customized infographics
- **Stock image library**
- **Customized titles**

- **Off-campus shooting**
- Subtitles (Al Generated)
- Raw file (4K)

- **Lighting support**
- Stock image library
- **Storyboard**

- **Interview host**
- Subtitles (Editor Proofread)
- **Creative lighting** techniques

- **On-screen talent**
- **Script writing**
- Storyboard

- **Off-campus shooting**
- **Aerial shots**
- Time-lapse video

**Production** Workflow

> Initial Consultation

Concept **Development** 



**Production** 



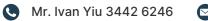
1st Draft

2nd Draft

**Further Final Cut Amendments** 

**Delivery** 

(30 mins Free) (Confirm production plan)



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(Extra Charge)

<sup>\*</sup>A full HD mp4 format video will be provided.

<sup>\*</sup>Please note that all plans include 1 video + 2 rounds of editing; extra 10% charge will be applied for each additional round of amendments. \*The price quoted is for UGC-funded activities; 15% charge will be added to Non-UGC funded activities.

<sup>\*</sup>Selections can be customized with any combination of optional items. \*Additional costs are calculated based on man-hours