

Video Service Plans

EDITED REELS

e.g. Social Media Showreel



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

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

EVENT CAPTURE

e.g. CityUHK Alumni Homecoming



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

Shooting Time ~1.5 hrs

\$5,000 up

INTERVIEW SHOOTING

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



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

Shooting Time ~1.5 hrs

\$5,500 up

BOOK/EXHIBITION PROMOTIONAL FILMING

e.g. Course Promotional Video



Benefits

Enhance viewer engagement with personalized video creations designed to improve retention and expand your audience reach.

Included Items

- Customized camera movement
- Background music
- Stabilization device

Video Duration ~90 sec

Shooting Time ~1.5 hrs

\$6,000 up

CORPORATE BRANDING

e.g. External Outreach Video



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

By Quotation

Optional Items

☐ Customized infographics

☐ Stock image library

☐ Customized titles

☐ Off-campus shooting

☐ Subtitles (AI 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

*A full HD mp4 format video will be provided.

*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.

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

Production Workflow

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Initial Consultation

Concept Development

Production

1st Draft

2nd Draft

Final Cut

Further Amendments

Delivery

(30 mins Free)

(Confirm production plan)

(Extra Charge)

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