

DigVidArts 2

Start Your Own Production Company

Congratulations! You get to start your very own video production company! Okay, it's just pretend, but let's see what you would do if you were.

1. Provide detailed answers for the questions below.

- Production company name?
- How many employees would you have – or just you?
- Type of work completed? (indie films, documentaries, tv shows, commercials, real estate or legal work, etc)
- Where would your company be located? Note city and state.

2. Write a company mission statement. (purpose, goals) Turn in to the inbox

3. Create a 5 second video logo for your company. May include audio. (may be moving, does not need to be a still image) Turn in to the Netware Browser.

4. Now you need to buy your professional equipment. In class draw a slip of paper to find the amount of \$ you get to spend on your equipment.

- It must include all of the equipment listed on the back of this paper, but you do not need to consider tax or shipping for the purposes of this project.
- For each item note the brand, model, price and where you got your quote from. (e-bay stores are okay, but not e-bay auctions)
- Your equipment, software and computer must be compatible.
- You must always choose professional products over consumer. (Your microphone should cost at least \$500)
- You must spend all of your \$.
- Turn in to the in-box

*You may bundle items if it is offered that way. *Example: Final Cut Studio 2 includes DVD, graphics, effects, audio software for one price.*

*You may use the internet in class to research your purchases.

I recommend www.bhphotovideo.com as a good starting place for the camera equip.

5. Present your company info, mission statement, video bumper, equipment, and other findings to the class **plus turn in a written copy to the in-box**. If you choose to present using powerpoint, turn in the powerpoint file – no written copy needed.