

Project Proposal: The Water Where We Live - Browns Creek Watershed

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Project Overview

This project involves the video documentation of artists and the Browns Creek Watershed region. The initial phase includes two half to full film days covering studio visits of participating artists and the regional waterways. The project will capture key ecological aspects, including local water bodies, biodiversity, conservation efforts, and expert insights. The final deliverable will be a professionally edited video highlighting the importance of the Browns Creek Watershed and the artists work to bring attention to it.

A second option includes additional filming in the spring to further document seasonal changes in the watershed and expand the videos reach with social media-focused deliverables.

Objectives

- To document and showcase the significance of Browns Creek Watershed.
- To create an engaging and educational video on water systems and art practices.
- To feature expert insights, environmental initiatives, and natural landscapes.
- To develop short-form social media content for broader outreach.

Scope of Work

Phase 1: Pre-Production

- Research, coordination, and scripting.
- Development of a production schedule and shot list.

Phase 2: Filming (Winter - Initial Phase)

- On-location filming at artist studios and watershed sites.
- Interviews with experts, conservationists, and artists.
- Drone footage for aerial perspectives.
- B-roll footage of lakes, rivers, wetlands, and wildlife.

Phase 3: Filming (Spring - Additional Option 2)

- Additional on-location filming to capture seasonal changes.
- Extended interviews and follow-up footage.
- Social media-focused footage for shorter clips.

Phase 4: Post-Production

- Video editing, color correction, and sound design.
- Incorporation of graphics, stock footage, and captions as needed.
- Background music selection and licensing. (additional cost if needed)
- Final review and client revisions.
- Social media video edits for promotional content.
- Delivery of final edited videos in desired formats.

Deliverables

- Option 1: One professionally edited video (3-5 minutes)
- Option 2: Additional short-form social media clips (for Instagram, Facebook, TikTok, etc.) updated final that includes seasonal changes.
- High-resolution and web-optimized versions
- Raw footage (optional, at additional cost)

Timeline

Pre-Production: X

Filming (Winter): 2 days

Post-Production (Winter Video): 7-10 days

Client Review & Revisions: 3-5 days

Delivery: EST 03/01/25

Filming (Spring - Option 2): 1-2 days

Post-Production (Spring Footage & Social Media Content): 7-10 days

Final Delivery: EST 05/30/25

Budget Estimate

OPTION 1

Pre-Production (Planning, Research): included

Filming (Equipment, Travel - Winter): \$1,200.00

Post-Production (Editing, Sound, Graphics): \$1,000.00

Miscellaneous (Permits, Music Licensing, etc.): cost

Total Estimated Cost: \$2,200.00

OPTION 2

Pre-Production (Planning, Research): included

Filming (Equipment, Travel - Winter): \$1,200.00

Post-Production (Editing, Sound, Graphics): \$1,000.00

Filming (Equipment, Travel - Spring): \$800.00

Post-Production (Social Media Edits, updated 3-5 minute): \$500.00

Miscellaneous (Permits, Music Licensing, etc.): cost

Total Estimated Cost: \$3,500.00

- Additional Notes

- Client to provide access and permissions for filming locations where necessary.
- Weather conditions may impact the filming schedule.
- Two rounds of minor revisions included; additional edits may incur extra costs.
- Social media clips will be formatted for multiple platforms.
- Half of total cost paid up front, second half upon delivery.
- Business includes liability insurance.