



PREPARING TO WRITE A STATEMENT OF WORK FOR A VIDEO PROJECT

This document provides questions that should be answered when developing a statement of work for a video related project. While it is common to not have every answer at the early stages of a project, the more that is put down on paper now, the better the statement of work will reflect your desired goals.

The primary phases to produce a video include:

1. Strategy and Planning Phase - tasks would typically include:

- Finalizing all requirements and tasks to be included in project.
- Strategic planning within the TRACK framework to include target goal setting, target demographic identification, reach strategy, and mapping of action path.
- Concept development for the end product to include visualizing the final deliverable.
- Story board development.
- Script writing.
- Technical consultation to script.
- Determining assets required.

2. Collection of Assets

- Gathering of all photography and graphics.
- Audio narration of scripts.
- Gathering existing video footage.
- Animation development.
- Shooting of video on-site.

3. Post Production

- Editing of video to include music, narration, and graphics.
- Programming of any multimedia software and/or DVD authoring of video.
- Quality assurance testing.

Questions Related to Video Projects:

Some initial questions to be answered to assist in the development of a statement of work for the project. If possible, please take this document and start adding your answers to these questions. The Track Group can work with you to develop a statement of work that will provide clear specifications for delivery of your final project under a task based contract (BPA vehicle). Since the contract is task based, tasks need to be fairly specific and measurable. The Track Group will provide a firm fixed cost when we responding formally to a task order (RFQ). Up until that time, it is appropriate to define ranges of possible deliverables and make some assumptions.

1. Target goal and target demographic:

- a. What well defined end goal do you want to accomplish through this project? (ideally, this goal would be measurable)
- b. Who might be the most appropriate target segments to reach to accomplish this goal?
- c. Are there any project specific goals that would support the end goal identified above? (eg. produce an interactive CD that could also be accessed via the web)

2. How will you reach your target market:

- a. Given your target demographic and target goals, what are the most appropriate ways to physically reach them?
- b. A reach strategy will also need to be identified, but typically this is done post award and development of this strategy can be a part of the task. What is the level of contractor involvement you would expect for development of the strategy and writing of the script?

3. Specifications and scope of project:

- a. How many days of shooting might be involved?
- b. What level of video sophistication is desired (anything from a basic level typically suitable for web to high quality delivered on DVD).
- c. What size crew would be appropriate for the on-site shooting? (2 is usual minimum, with 4 being higher end). Higher end also includes multiple camera angles and may require higher end lighting/audio.
- d. What related deliverable(s) would be required under this task? (e.g. development of PR strategy, artwork for packaging, related brochures, version in Spanish, etc.). Closed captioning requirement is assumed as part of Section 508 compliance, Replication.
- e. What level of contractor involvement would be required for phases 1 and 2 (Strategy and Planning and Collection of Assets) (e.g. story boarding, collection of assets, technical advice on script). It is assumed that contractor will own phase 3 (Post Production) with limited QA testing by client. For phase 1 and 2, contractor can own as little or as much as client prefers.
- f. How many minutes of final video will be needed?

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- g. Do you have any existing assets (photos, graphics, video, etc.) that can be used in this project?
- h. How will video be delivered to the end user? (more than one may apply):
 - i. VHS master
 - ii. Simple CD containing the video files without much interactivity
 - iii. DVD master with basic opening menu for jumping to sections
 - iv. Via the web (streaming or via http download?)
 - v. As part of an interactive multimedia experience. Primary items to determine include type of user interface, width and depth of menu options (navigation tree), any special programming requirements (e.g. exams), and will it be delivered via the web and/or CD?

4. Budget

- a. What is the known budget for the project?
- b. Does this budget include any duplication expenses or other items beyond the scope of this project?
- c. Is this budget tied to a set fiscal year?

5. Timeframe/Contact

- a. Who will be the primary TOPO for the project?
- b. When would you expect to start this project?
- c. What is the expected duration of this project (how many months long?)
- d. When would you expect final delivery of the golden master? (in general, we would estimate about 2 months for each of the 3 primary phases identified in this document. The actual time required will vary greatly depending on scheduling of video shoots and level of sophistication and specs for the video and multimedia programming.

6. Additional Items:

- a. Please list any other information related to this task that would help provide an exact understanding of what you expect from the contractor.
- b. Do you have any samples of work that have been completed by others that can demonstrate your expectations of what you will receive upon completion?