

THE BEGINNER'S GUIDE TO VIDEO PRODUCTION



How Much Does a Video Cost?

The most common question clients ask about video production is “how much does a video cost?” It’s also the most complicated question to answer. The short answer is it depends and is determined by a variety of factors for both live-action and animation.

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How Much Time Does it Take to Make a Video?

Besides “how much does a video cost” the next most frequently asked question is “and how long will that take?” There are three main categories of video production – pre-production, production, and post-production – and each stage takes careful time and consideration for its completion and is project-dependent.

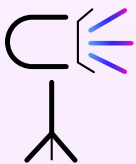
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How Long Should a Marketing Video Be?

Did you know that the average attention of an adult is just 8 seconds? To put this into context, the attention span of a goldfish is 9 seconds. With this in mind, it’s ideal to keep your marketing video short to not only gain but retain your audience’s attention.

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Video Production Staff:

Who Are All These People Working on Set?

If you’ve ever been on set for a video shoot, you know that there are usually people buzzing around, all managing their roles and working around each other like a well-choreographed dance. You might ask yourself, “who are all of these people, and what are they doing?” Defining each role helps understand the scope and timeline of a project.

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How to Work with an Agency:

What’s My Involvement as the Client?

Plenty of questions arise when working with an agency (especially for the first time). What does an agency do and how is the client involved? A client’s involvement is up to them, but it’s important to define that role from the beginning to help build a cohesive working relationship fueled by open communication.

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