

May I use your videos at my institution?

Yes, if your institution purchases a license.

What are your prices?

Institutional licenses are priced according to the running time of each video:

- Under 2:59: \$1350
- 3:00-3:59: \$1550
- 4:00-4:59: \$1700
- 5:00 or more: \$1790

These prices do NOT apply to the following videos, which may be licensed for \$2750 each.

- *APA citation style*
- *MLA citation style (both 7th and 8th editions)*
- *Chicago notes-bibliography (Turabian) citation style*
- *Chicago author-date citation style.*
- *Information Cycle*

These videos are long, complex, and difficult to rebrand. The increased prices for these videos reflect the effort and time it takes me to rework them for you, which is significantly greater than a comparable video on a different topic.

Your institutional license covers the following services for EACH VIDEO in the license:

- Replace the title cards to rebrand the videos for your institution. You may supply me with a title card of your own design, or I can create a basic card similar to the ones you see on my other videos.
- Minor (<5%) changes to the script. For example, most clients like to add references to their particular institution and geographic location.
- Re-recording audio to implement changes to the script, or, if no changes are requested, I may still re-record the audio using higher fidelity equipment to improve the quality of the final videos or match the audio on other videos you've licensed.
- One new drawing. For example, most clients like to include a drawing of their library building or reference desk.
- A PDF copy of the script.
- A 1080p file of the finished video (H264).
- One post-completion revision to implement a minor alteration*. For example, say your dean wants to replace the title card we agreed on with a different one AFTER the video has been rendered. Or you decide that you would like the video to linger on a particular image for an additional second or two. Please note that this does not include revisions necessary to fix technical errors on my part, which I will correct at no additional cost to you.

*Audio changes are complicated, and any post-completion changes to the audio will be done at my hourly rate.

You might want changes beyond the ones included in the license. Here are the most common changes requested and their costs:

- Significant (6-25%) changes to the script. Perhaps you want to change an example that was used, or substitute a different explanation for a concept. \$360
- Script rewrite. If you want to alter 26-100% of the script, that constitutes a rewrite. For example, perhaps you want to license a video I made about institution-specific academic honesty guidelines. \$540
- Additional drawings. \$360 each. However, depending on the complexity of the requested drawing, I might increase or decrease the price as much as \$180 in either direction. Drawings will be produced digitally or analog at my discretion, or by special request.
- **Closed captions in Vimeo. \$90 each. These are software-enabled closed captions. That is, they can be toggled on or off in the Vimeo player. They are not part of the video file, and can only be viewed in Vimeo.**
- I am open to other changes upon request.

What's your hourly rate?

\$150/hour.

What are your intellectual property rights regarding licensed or custom videos? What are my institution's rights?

Before we do any work, I ask that you read and sign my intellectual property agreement. It spells out both of our rights. I'm an academic librarian, so I designed this agreement to protect me while giving you the freedom you need to get the most out of my videos.

Once we decide which videos we want to license, how long does it take you to finish all of the rebranding work? How soon will we get our licensed videos?

Once all of the specifics are nailed down (which videos, what changes you need, getting me photographs of your library and images of your institution's logos, etc.), I can complete rebrandings at the rate of about two per week. So, if you licensed four videos, expect delivery within 2-3 weeks, unless I indicate otherwise. A lot depends on the extent and number of changes you requested.

What if I just want to use one or two videos for my classes, and I don't need any changes? Do I still have to purchase an institutional license?

Not necessarily. If the following conditions apply, you may purchase a limited personal license:

- Only you will be using them
- They will be shown in class
- They will not be embedded in your institution's web presence (websites, social networks, etc.)
- You will be using two videos or fewer

The idea behind the limited personal license is to provide you with a low cost option to try out a few videos in order to get a feel for whether they fit your particular institution, as well as to provide a legal avenue for one librarian to use a few videos in his or her personal practice, in the event that support for purchasing an institutional license is lacking. However, if any of these conditions do not apply, or if the situation changes, your institution will need to purchase a license or cease using the videos.

Limited personal license: \$75/year

Can you provide me or my institution with the source files to one or more videos so that we can rebrand them ourselves?

No. It's problematic from a practical perspective--some of these project folders exceed 200GB--but I prefer to hold on to my source files to ensure that my intellectual property reflects the standards of quality that I've set for myself, as well as my values.

Why are your services so expensive?

They're not. For one thing, think about the expenses you're avoiding by hiring me. The equipment to produce my videos cost just south of \$30k, and comes with ongoing maintenance costs. For another, think about the time you're saving. I've made dozens and dozens of videos at this point--I have a well-developed workflow designed to minimize time without sacrificing quality. For a third, I have the education and experience to produce a video that explains information literacy concepts in ways that your audience responds positively to, and I'm not afraid to share that it took me a decade in college and another decade of professional experience to get there. I charge just enough for my work that I can afford to keep producing videos. I'm not vacationing in Hawaii on rebranding profits--I'm replacing old cameras and buying new lighting equipment. I've invested a lot of time, effort, and money in learning to produce instructional videos that I believe stand above the competition, and I offer a very library-friendly intellectual property agreement. If you disagree, or feel that your money would be better spent elsewhere, then by all means don't hire me.

Custom videos

Can I commission you to produce a video on a topic of my choosing?

Absolutely, but it takes a lot of time and effort. Expect to spend north of \$4000 for a custom video. Specifics will depend on the length of the video, complexity of the images, and how long it takes to write a script you love.

How long does it take to make a custom video?

Working full time, I can produce a video in 30-60 hours. I do have a day job as an academic librarian, so that work takes place on evenings and weekends. Expect a video to be delivered in four to six weeks. If you need something sooner, though, let me know and maybe we can figure something out.

What kinds of videos can you make?

Whiteboard videos with speed drawings, dry erase drawings, hand-drawn and digital text, hand gestures, and the occasional small prop or puppet. My studio includes a mic, a camera mounted pointing a whiteboard, and a Wacom Cintiq 24HD connected to a beefy video editing computer. For software, I mostly use Premiere, Photoshop, After Effects, Audition, and ArtRage. Although I do my best to make my videos visually appealing, I believe my value as an instructional videographer lies in my narrative voice, sense of humor, and my decade of experience in information literacy instruction. I am an academic librarian, and I make instructional videos primarily for academic libraries. If you are thinking about hiring me, I would encourage you to

look at a few of my existing videos and ask yourself if, having seen what I've done, would you be happy with more of the same?

What does your work flow look like?

It looks like this. We work together, either in person or via Skype, to produce the student learning outcomes (SLOs), assessment tools, and approaches for each video. I define an approach to a video as a basic outline that describes how the SLO will be addressed. For the video I made about MLA citation, this was the approach: walk the audience through the process of citing a scholarly article from beginning to end, close with commentary about in-text citation. Once the SLOs, quizzes, and approaches are done, I'll go off and start writing scripts. I will send you completed scripts, as I finish them, for feedback. The scripts will contain the words I'll speak in the voiceover as well as basic ideas for imagery I plan to use. You conduct one revision pass and send me feedback using MS Word's comment feature. I incorporate the feedback and produce a new draft, which I send to you IF I have further questions, but if I don't, I immediately proceed to the recording phase. Once I produce a complete draft of the video, I send that to you. You give me feedback, I incorporate the feedback, then send you the final draft. About 10% of the time, we'll run into some kind of problem that requires multiple revision passes. That's to be expected. However, it's important that we keep revision from becoming a cycle. Before we start, I'll ask your group to elect a spokesperson to handle feedback. That way we avoid having too many cooks in the kitchen. To sum up, you'll have three places where you can offer feedback: during the initial planning, for finished scripts, and for finished videos. At the first stage, it's like we're in a fighter jet: we can go anywhere, and change direction in an instant. At the second stage, we're in a yacht. We can angle left and right, but not quickly. At the third stage, we're a train. We can slow down, speed up, or maybe change tracks, but only with a lot of notice and effort. If you desire additional, substantive changes to a video after the third stage, I may add an additional hourly fee for those changes.

What if I'm not satisfied with the finished product?

Although I've never had a client walk away dissatisfied, I do need to be clear that when you hire me, I can't guarantee complete satisfaction. I can guarantee that I will do my utmost to produce the best videos I can for you. I can promise that the quality of work will be in keeping with the standard I have set for myself. I can also promise that the video will reflect the script you approved, but if that script or other materials you provide me with contain errors, any resulting errors in the video are not my responsibility to correct. I am happy to fix them for you at my hourly cost. I have multiple opportunities for feedback and revision built into my workflow, however, so potential problems can be addressed before they become actual problems. Also, after the video is done, if you missed something or changed your mind, I'm perfectly willing to revise or rebuild your video at my normal rates.