Before You Begin

1. If building for training purposes, use a training needs analysis tool and process
2. Word processor for scriptwriting – See links to Texas Pictures Industrial Strength Storytelling resources on included Video Terms, Links, and Resources document
3. Storyboard – Consider apps priced at a reasonable cost
4. Voiceover talent (if necessary) – Cost for voiceovers varies based on length of production.

Production

1. Camcorder - $150-$5000
   - Canon XL2 camcorders*

2. Digital Camera (optional but can add significant impact) - $100-$2000
   - Nikon D70*

3. Tripod - $50-$500
   - Manfrotto*

4. Microphones
   - Wireless Lavalier - $300-$1000
     - Azden 330 ULT*
   - Shotgun - $150 - $800
     - 2 – Audio Technica AT8035 Shotgun microphones*

5. Teleprompter - $800-$5000 (consider apps for significantly less)

6. Cables - $20-$1000

7. Lights - $200 - $2000
   - Flolights Kit 330AW3*

8. Scripts – Use teleprompter or cue cards.
9. Portable DTE Recorder (Tapeless) - $1000 - $2000
   • Focus FS-5 120 GB DTE (Direct to Edit) Recorder*

10. Room acoustical treatment if indoors in a “controlled” environment - $300 - $10,000
    • Auralex Room Kit*

11. Support personnel – Bring enough support staff to your production shoot. Costs can vary depending on number and price of your support crew. Remind your boss that using a professional production company for a 5-minute video can range from $8000-$20,000! Most companies can’t afford this price point and the cost of one production is enough to buy plenty of equipment to get you going.

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**Post Production**

1. Computer – More power is best as rendering video takes lots of horsepower - $1500 - $4000
   • Dell Precision T5500 Workstations*
   • Quad Core Xeon Processors, ES606 – 2.13GHz*
   • Windows 7 Pro, SP1 64-bit*
   • NVIDIA Quadro 4000 graphics cards*
   • Dual monitors*

2. Video-editing software - $100-$1000
   • Adobe Premiere*
   • Photodex ProShow Producer*

3. Audio-editing software - $0 - $500
   • Adobe Audition*

4. DVD editing/burning software - $60-$400
   • Adobe Encore*

5. Graphics software - $50-$800
   • Adobe Fireworks*
   • Adobe Photoshop*
   • Techsmith Snagit!*

6. Soundtrack software - $99-?
   • Many options to purchase music libraries as needed
   • Smart Sound Sonic Fire Pro*

7. Multiple CD/DVD Burning Tower - $200 - $1000*

*Indicates equipment used at Colorado Springs Utilities.