Service rate card

The following tables outline our service rates in relation to the development of digital learning assets.

Development of digital assets

For Instructional Design, Design, Scripting, Development and Project Management we have provided a day rate. The number of days is calculated based on the specific scope of the requirement.

INSTRUCTIONAL DESIGN

ROLE	TOTAL COST PER DAY
To create a content plan and concept for presentation of the content.	£745

DESIGN

TASK	TOTAL COST PER DAY
Design of templates, specific pages, interactions or icons.	£745

SCRIPTING (CONTENT DEVELOPMENT)

ROLE	TOTAL COST PER DAY
Including meetings with subject matter experts and associated research.	£745

DEVELOPMENT (BUILD/DEVELOPMENT)

ROLE	TOTAL COST PER DAY
Build of materials based on the signed of script. Subsequent testing of built modules and liaison with client's IT team.	£745

PROJECT MANAGEMENT

TASK	TOTAL COST PER DAY
To ensure effective project operations, provide the plan, project initiation and instructional design documents.	£745

These rates cover the key elements of creating digital learning assets. The rates for development of video based content including, delivery to camera, scenarios, filming activities and the creation of motion video or video with kinetic typography are included in the following tables.

Video – indicative rates - interview video(s)

In the table below, we provide costs for creating a talking head, or interview style clip.

The costs below assume that the resulting video is of 5 minutes maximum duration.
The video may be exported as a number of smaller interview clips if required.

The video(s) would include a branded and animated introduction sequence, outro sequence, name animations for each individual on screen and clips of people speaking to camera.

PRE PLANNING

TASK	HOURS	TOTAL COST
Planning and preparation - could include creative meetings, recce visit, scripting, storyboarding.	4	£600

FILMING

ROLE		HOURS	TOTAL COST
Director		3	£750
Film crew 1 Filming interviews.	**Camera operator**	3	£450
	Audio operator	3	£450

POST PRODUCTION

ROLE	HOURS	TOTAL COST
Clip organisation	3	£300
Edit – Video editing	3	£900
Edit – Audio editing	1	£300
Edit – Subtitles and transcript	3	£300
Edit – Design and animation: Intro/outro/titles	1	£300

TOTAL COST FOR INTERVIEW STYLE VIDEO(S) £4,350

ASSUMPTIONS: The cost assumes that the filming would take place within a half day on-site. Dynamic will not be expected to pay any fees, to any people involved in this shoot and that no actors will be required.

Travel costs will apply, relative to the location of the shoot, and are charged at £0.40 per mile.

Video – indicative rates – filming of scenario(s)

In the table below, we provide costs for filming scenarios. A similar cost would apply to capturing footage of an event.

The costs below assume that the resulting video is of 5 minutes maximum duration.
The video may be exported as a number of smaller clips if required.

The video(s) would include a branded and animated introduction sequence, outro sequence, name animations for each individual on screen and clips of people speaking to camera.

It would also include creative footage of the event and shots taken on-site where applicable.

PRE PLANNING

TASK	HOURS	TOTAL COST
Planning and preparation Could include creative meetings, recce visit, scripting, storyboarding.	4	£600

FILMING

ROLE		HOURS	TOTAL COST
Director		3	£750
Camera 1	**Camera operator**	3	£450
Camera 2	**Camera operator**	3	£450
	Audio operator	3	£450

POST PRODUCTION

ROLE	HOURS	TOTAL COST
Clip organisation	3	£300
Edit – Video editing	5	£1500
Edit – Audio editing	1	£300
Edit – Subtitles and transcript	4	£400
Edit – Design and animation: Intro/outro/titles	1	£300

TOTAL COST FOR FILMING OF SCENARIO(S) £4,900

ASSUMPTIONS: The cost assumes that the filming would take place within a half day on-site. Dynamic will not be expected to pay any fees, to any people involved in this shoot and that no actors will be required. The cost of actors would be calculated based on the detail of the requirement, where applicable.

Travel costs will apply, relative to the location of the shoot, and are charged at £0.40 per mile.

Video – indicative rates – creative video footage

In the table below, we provide costs for creating motion video or creative video footage, e.g. a presenter speaking with the addition of kinetic typography. The cost of filming the presenter would be as for the interview style video.

The costs below assume that the resulting video is of 3 minutes maximum duration.

PRE-PLANNING

TASK	HOURS	TOTAL COST
Planning and preparation Could include creative meetings, scripting, storyboarding.	10	£1,000

CREATIVE VIDEO EDITING

ROLE	HOURS	TOTAL COST
Design and animation	7	£700
Creation of motion graphics sequence	14	£2,000
Audio recording and editing	3	£300
Subtitles and transcript	2	£200
Design and animation: Intro/outro/titles	3	£300

TOTAL COST FOR CREATIVE VIDEO ASSET £4,500