

The Cost of Making a DVD

| | HIRE A PROFESSIONAL | DO IT YOURSELF | NOTE |
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| Camera and tripod rental | \$500 per camera per day (3 cameras for one day = \$1500) | \$150 - 300 per camera per day \$30 per day for tripod rental | Productions companies will often use at least 3 cameras, but I will tell you how to do it with just one |
| Camera operator | \$450 per day (3 camera operators for one day = \$1350) | \$0 - \$250 | Using film students or hiring a freelancer who owns a camera can greatly reduce the cost |
| Studio rental | \$100 per hour (10 hours = \$1000) | \$10 – 50 per hour (10 hours @ \$25 = \$250) | Renting a dance studio is much cheaper than renting a sound stage |
| Lights | \$1000 for the set and lighting equipment \$650 per day for a lighting director | \$100 to rent a light kit for the day | Using film students or hiring a freelancer who owns a light kit can greatly reduce the cost. A skilled camera operator can handle the light setup. Plus this book will teach you how to do it yourself. |
| Audio | \$450 for the equipment \$500 for the sound engineer and sound director | \$50 - \$100 to rent a mic for the day | The camera operator can wear headphones to make sure you get good audio |
| Other crew | \$500 per day for a director \$350 per day for an engineer in charge \$350 per day for a floor director | \$0 | Having a small crew will mean that you don't need to hire extra people to manage a crew. A trusted friend with organizational skills will save you a ton. |
| Background dancers/exercisers (optional) | \$0 - \$200 per day 2 dancers/exercisers = \$0 - \$400 | \$0 - \$200 per day 2 dancers/exercisers = \$0 - \$400 | Usually people in your regular exercise class will be honored to participate for free. Having 2 dancers/exercisers (one |

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| | | | to flank you on each side) is perfect. |
| Workout clothes | \$0 - \$150 per outfit 3 dancers/exercisers = \$0 - \$450 | \$0 - \$150 per outfit 3 dancers/exercisers = \$0 - \$450 | Sometimes stores will donate workout clothes in exchange for an advertisement/credit on the DVD |
| Hair & make up artist (optional) | \$0 - \$400 for the day | \$0 - \$400 for the day | Price varies depending on the number of people to be made up. Having the make up artist on set for the whole day is more expensive. |
| Food | \$200 for catering | \$30 for pizza to share between 6 people | A production crew will write catering into a quote. |
| Other | \$100 per day for power \$500 for pre-production management and clerical tasks \$1000 for extra equipment that you've never heard of \$50 + for office supplies | \$25 DV tapes \$10 cue cards \$50 for masking tape, safety pins, scissors, windex, paper towels, copies, etc | |
| Editing | \$50 per hour (25 hours = \$1250) | \$0 to edit it yourself \$500 for software (but most computers come with video editing software these days) | |
| Graphic Design (cover) | \$50 per hour (10 hours = \$500) | \$0 - \$200 | Doing it yourself is cheapest, but hiring a freelance graphic designer from Craigslist can also be very affordable |
| Cover Photo | \$250 for the photoshoot \$250 to license the | 0 - \$500 | Professional photographers own the rights to the photo, |

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| | photo | | even if you pay them for a photo shoot. There is a separate fee involved with licensing the photo for print. |
| Music Licensing | \$0 - \$2000 | \$0 - \$2000 | Royalty free music is available. A freelancer can create music on their computer for around \$200 per song. Licensing pre existing music (especially if it is popular) can be upwards of \$2000 per song! |
| TOTAL | \$11,800 – \$15,050 | \$695 - \$5,595 | |

DIRECT QUOTES FROM A BELLY DANCE DVD CONSUMER MESSAGE BOARD
(note, the content has not been edited)

I hate -False Marketing: I understand the need to advertise and lure as many viewers as possible, but if it's not a truly beginners or truly advanced, your viewer will catch on fairly quickly and probably trash your work in a review. Do the research. Even a beginners video can offer some fresh insight to an advanced student but, let's face it, we talk a lot about videos and you don't want yours to end up in the "misleading" pile.

I hate -Repeats: Similarly, I dislike videos that re-hash what's already on the market. Please don't make me spend an ungodly amount of money on a one-of-a-kind video only to find out the dancer will spend an hour of my time "refreshing" me how to do figure-8s and chest circles. If it's a new-ish concept, maybe, but not something I should learn during the first six months of dancing in a studio. (Of course, I assume most dancers, including newbies, use videos to compliment the instruction given by a real teacher! Video-only users would probably care for this more than I do).

I hate -Jokes: Okay, I tend to swallow this, but if you tell a joke, it'd better be funny 30 times later.

I'm not a big fan of instructors who get into really deep concepts right in the middle of a hip drop. I'd rather save theorizing for the end or, better yet, put it in its own section, one that can be skipped over, say, 30 times.

I hate -The "Good Job"

Debate: I lean towards the side of simply saying, "Ok. Good," if you can't help yourself. But move on quickly. Part of the tick might come from working with a live class when saying, "Good job," actually makes sense. It does get annoying.

I hate -Gramatical errors: We often write very quickly when communicating online, but there's no

excuse in professional material.

Really hate audience shots at any time in any dvd for any reason

I hate -If you are not going to face the mirror when you do the moves so I can easily follow along, please dance the mirror image when facing me so that I can easily follow along rather than you saying move right you move right and to copy the move, I end up going left. I do not do well trying to learn something and flip the move in my brain as I'm kind of dyslexic when it comes to directions.

I hate -If you are demonstrating a hip move, please make sure I get to see the actual move rather than switching to the head. I need to see what is happening in the hip area. If there is a weight change going on, it is nice if it is both mentioned and demonstrated, other wise I find myself ending on the wrong foot.

I hate - not editing it out when dancer makes mistake. Not checking that everythin is there that should be eg Azziza dvd when one hip variation on one side is left out, so you have to press stop or miss it out.

I hate - -when I am going with the exercises and suddenly the camera switches to a different angle.(when the dancer is explaining choreography).

I hate - if the dancer behaves like men entertainment it is no dance instruction for women.

I hate - DVDs that are filled with advertising rubbish. You expect it at the start - you know, a piece of music with information about what you're about to watch etc - but when it's at the start of every chapter or is played twice in a row (on straight after the other without anything in between) it gets really annoying.

Makes you feel like you've really bought an infomercial.

if it's a choro dvd and the dancer is performing it, I don't like the camera being directed to the chest when there's hip work going on and the like. I also don't like special effects being put in like slow mo, or whatever - that's not what the performance looks like.

I don't like DVDs with a voice over rather than the instructor talking through it.

Really hate those DVDs that tell me I'm doing a 'great job' or 'yeah, you've got it...good work' I mean, I'm sure I am doing a great job, but how the heck would they know :-). Makes me feel like I'm watching Playschool (Australian children's programme where the presenters talk to the viewers).

I hate - Not being able to see the instructors feet. You need to see the feet even when you're not doing anything involving the feet so you can get the completed package. Actually, you need to see it all, from the head to the fingers to the toes.

I like title menus that are simply designed with text that is easy to read on the screen. Color contrast, simple background, font, and font size make a big difference.

I hate - dark clothing against dark backgrounds, and light clothing with a dark hip scarf against a dark background.

I hate - hipscarves that have fringe or danglies long enough to hide half the legs. (seen too much

of those)

I hate - demonstrating hip moves and camera person decides the chest looks better so alternates between both (by which time hip work has finished and you've missed half of it)

I hate - unnecessary explanations and unnecessary close ups.

I hate - pep talk "great!", "well done" "fantastic!" ok so your dvd watcher just fell face first on the floor while trying to get down for floorwork, what is so great, fantastic or well done about that? lol

I hate - no showing of foot placement....which IMO is just as important as the moves themselves. Must be the Irish Dancer in me too, but I noticed that I had students in bellydance who had difficulty executing movements if I didn't show them how and where to place their feet. Saying "pose your foot" is really not enough for some people.

I really, really, REALLY hate crab fingers when arms are up...I keep waiting for the death rays to come out of their fingers and shoot a pulse into their heads, lol.

LIKES:

- *Seeing the entire body, not just a body part.*
- *Warm-ups and cool downs specifically geared for areas used are welcome.*
- *Easy-to-use chaptering and performances at the end of the video.*
- *Being able to find the music; give them credit.*
- *The instructor's email address to contact him or her with questions. Very professional, IMO.*
- *I really like DVDs that aren't done in front of a mirror. Mirrors confuse me - I don't know where to look. A cursor you can see on the menus. Sometimes, especially in movies for entertainment, it is so small and something like yellow on a white background.*
- *I want to SEE where the cursor is so I can move around the menu (chapters).*
- *I like when a DVD has a drills or tutorial area that I can focus on a very specific move rather than rewinding to practice the move during the actual lesson.*
- *Chapters should be logical groupings of related content.*
- *Long chapters should have markers in them so that you can skip quickly using the fast forward/skip button from the beginning of the chapter to subsections within the chapter.*