



# Diamond Package

Base Fee- £350

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**Artist Idents**

By Rory Fraser

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## Overview

Artist Idents was created to help creatives bring their online presence to the forefront of their genre. I want to be an aid in a creatives journey to success. Partner up with me and let's renovate your portfolio!

## What Is The Diamond Package?

Our Diamond Package consists of the creation of three, one minute long Idents with three personalised, copyright free music tracks. The Diamond Package has you record all styles and skills that you wish to in order to create a "Theatre" Ident, a "Commercial" Ident and a "Main" Ident. We will discuss in post production which styles you would like to include in which Ident.

## What Is Included In This Package?

This package includes roughly; three hours of filming, two hours of pre production and six hours of editing. The price also includes your personal, copyright free songs.

## What Do You Need To Do?

The main thing I need you to do is to be ready to get in the studio and film straight away. When hiring studios, time is money! I highly recommend that once you and I have come to an agreement on your music, you choreograph directly to the tracks so that you can show off your musicality skills as well as your dance skills. Your "Theatre" song and "Commercial" song should be the tracks you choreograph to and your "Main" Ident song will be chosen to fit all the styles in still an effective and musical manner. This will also be a big help once we get into the studio.

## Style Brackets

<b>“THEATRE”</b>	<b>“COMMERCIAL”</b>
<b>Tap</b>	<b>Heels</b>
<b>Ballet</b>	<b>Street Styles</b>
<b>Jazz</b>	<b>Acro</b>
<b>Acro</b>	<b>Aerial</b>
	<b>Contemporary</b>

## Extras May Include

### I. Travel Costs

Travel around North London is included in this package. However, if you would like me to travel further to a certain location, a fee will be added to your invoice dependent on the distance. I will travel to all locations via car due to the amount of equipment needed so the travel costs will be worked out at a price per mile rate.

### II. Studio Hire

Studio Hire is not included in this fee as some clients have studios they know they want to book for their portfolio work. I also have a few studios that I can recommend booking. If you wish to book your own studio, please let me know the studio before booking it so that i can make sure it will have everything we will need during the shoot. If you would like me to book a studio for your Ident, this cost will be added onto your invoice.

### III. Equipment Hire

Over my time of working as a videographer, I have accumulated a large amount of camera equipment. This means I no longer have to hire lots of equipment for shoots. However, from time to time I will have to hire certain equipment depending on what you are wanting to achieve in your Ident. This may include Lights, Cameras or Lenses. Any extra equipment costs will be added onto your invoice.

### IV. Choreography Help

As mentioned, I recommend that you choreograph your movement for your Ident directly to the music we find for you. If choreography is not your forte and you are not too sure on what you need to include to show you off to your best, I am here to help! Alongside being a videographer, I am also a professional dancer. I have trained in many styles over the years and have experience in choreographing for a multitude of styles and occasions. Help with choreography can take place on zoom or in person. Via zoom, the cost will be £15ph and in person the cost will be £25ph (not including the hiring of a studio space). These costs will be added to your invoice.

## What Happens Next

If this sounds like the package for you, drop me an email and let's get your portfolio looking top quality! I look forward to hearing from you and creating some magic in the studio.

Carpe Diem,  
Rory Fraser