

Video Production and Article writing

- Project Title: Proposal for Video Production and Article Writing
- Client's Name: To who it may concern
- Company's Name: **THILO HUB Production**
- Date: 2024-12-14

- **Objective:** Working with **ThiloHub Productions** is crucial because of its proven expertise in investigative journalism, in-depth reporting, and professional media production. ThiloHub brings a comprehensive understanding of sensitive issues like human trafficking, combining experienced professionals with local and international knowledge. Their ability to navigate complex environments, maintain ethical standards, and deliver compelling narratives makes them an ideal partner for projects aiming to make a meaningful social impact. Additionally, ThiloHub's services, which range from producing, fixing, videography, and translation, ensure that every aspect of the project is handled efficiently, resulting in high-quality content that reaches and resonates with a global audience.

- **Key Deliverables:** At THILO HUB, we specialize in delivering high-quality video production and article writing services that cater to our clients' specific needs. Our video production team offers a full range of services, from conceptualization to post-production, ensuring that every visual story is engaging, impactful, and tailored to the client's vision. Whether its documentaries, news features, or promotional content, we bring stories to life with precision and creativity.

In addition to video, our article writing services provide insightful, well-researched content that complements the visual storytelling. With an emphasis on clarity, accuracy, and narrative flow, we produce articles that not only inform but also resonate with the target audience.

Together, these two elements—video production and article writing—offer a comprehensive media solution that effectively communicates the client's message, reaching diverse audiences with engaging content in both visual and written formats.

- **Value Proposition:** At THILO HUB, we bring a unique value proposition through our deep expertise in storytelling, high-quality production, and extensive industry knowledge. With over a decade of experience in journalism and media production, we specialize in crafting compelling narratives that resonate with audiences worldwide. Our team of seasoned professionals ensures every project is executed with precision, from conceptualization to final production, while maintaining the highest standards of quality.

We understand the nuances of global media landscapes, offering tailored solutions that cater to diverse cultural contexts. Whether it's producing documentaries, news reports, or corporate videos, our commitment to impactful storytelling sets us apart. At THILO HUB, we not only deliver high-quality content but also provide the strategic insights needed to make every story effective and memorable.

Project Understanding

- Background: Briefly describe the client's problem or need for content.

- Objectives: Detail the purpose of the video(s) and article(s) — whether to inform, promote, raise awareness, etc.

- Target Audience: Define the audience (demographics, interests, etc.)

The purpose of this project is to raise awareness about the relevant topic, targeting a global audience. The video content will provide visual storytelling, while the articles will offer in-depth information on the subject.

Scope of Work

Break down the tasks and responsibilities associated with the project.

- Video Production:

- Pre-production: Scriptwriting, concept development, location scouting, storyboarding

- Production: Filming, equipment, crew

Equipment

- **Camera - Sony A7siii**
- **Lenses - 24mm / 85mm / 70-200mm**
- **Light - Soft box LED 300**
- **Audio - Zoom recorder / Mic**
- **Drone - (If Client Need)**
- **Ronin**
- **Gimble**

- Post-production: Editing, sound design, visual effects

- **Video editing with color grading /Sound Designing /Narrating /Script writing**

- Deliverables: Duration and number of videos, format, deadlines

- Article Writing:

- Research: Topic research, interviews (if needed)

- Writing: Structure, tone, length of articles

- Revisions: 3

- Deliverables: Number of articles, word count, format

For the video production, we will develop 2-3 minute videos, incorporating interviews, b-roll footage, and a compelling narrative. For article writing, we will produce 3 long-form articles, each 800-1,000 words, designed to complement the video content and offer deeper insights.

Timeline

Provide a clear project timeline with key milestones.

- Pre-production
- Production
- Post-production
- Article Drafting and Approval
- Final Delivery

*We estimate the project to take approximately 4 weeks from start to finish. Initial concepts will be delivered within the first week, with production and writing completed by due date.

6. Budget/Cost Breakdown

Clearly outline the costs associated with each component.

- Video Production: Costs for pre-production, filming, editing, equipment, crew
- Article Writing: Costs per article or per word, research, revisions
- Additional Costs: Travel, Refreshments etc.

| Video Production | Depend on the location, video length and Number of Days

| Outside Video Production - Depend on the location, video length and Number of Days |

| Article Writing | 200\$ (One time) |

| 150\$/= (One Article per month) - (Publish on Jadetime Media Magazine based in USA)

7. Team and Expertise

Highlight the team members and their qualifications, particularly any relevant to video production and journalism.

- Thiloththama Jayasinghe is a highly experienced journalist with over a decade in the industry. As a seasoned news presenter, reporter, and producer, she has brought compelling stories to life, with a steadfast commitment to uncovering the truth and reporting on critical issues. She began her career at EAP Network in Sri Lanka as an Assistant News Producer and Presenter, and later joined TV Derana, one of Sri Lanka's leading media organizations, where she served for over 14 years as an Executive News Presenter and Reporter. Her work as an Independent Journalist, Producer, and Fixer has led to collaborations with international outlets like **Great Big Story, CGTN, Business Insider, Bloomberg, Rudaw, Euro News, Jadetimes News.**

- **Include links or descriptions of past work that's relevant.**

<https://www.youtube.com/watch?v=OhO5fKkH8>

<https://www.youtube.com/watch?v=dDntezXdL4>

https://www.youtube.com/watch?time_continue=4&v=bPcpzeRQvuU

https://www.youtube.com/watch?v=vEA8HpR_Azw&t=460s

https://www.youtube.com/results?search_query=gem+mining+sri+lanka

<https://www.youtube.com/watch?v=SV3zFB-ldnc>

https://www.youtube.com/watch?time_continue=173&v=YW1148iLZH8

<https://www.youtube.com/watch?v=ltuCAN20ysk&t=136s>

<https://www.youtube.com/watch?v=b58oL8mDgoc>

<https://youtu.be/N87PRcYuqkM>

*Our team includes experienced video producers, scriptwriters, and editors who have worked on international projects. We have produced content for leading media organizations such as **Bloomberg, CGTN, Euro News, Business Insider, Jadetimes Media – USA .***