

CHALK – Costs of recent video projects

Video project	Commissioned by	Date	Project description	Programme length	Audience	No of filming days/ no of editing days	Delivery	Cost
Makaton Beginners and Foundation and Enhanced Workshops	Makaton	June 2006	Designing and authoring DVD videos using Makaton's existing video footage	N/A	Trainers who are delivering Makaton training	N/A	DVD video (complex DVD menu structure)	£1,600
Let's Think	Vale of Glamorgan School Improvement Service and Basic Skills	September 2004	Documentary style filming of Let's Think sessions (in English and Welsh language)	25 min	Teachers who are training to deliver Let's Think	3/6 (one day in each of three main locations)	VHS	£8,000
Assessment for Learning in the Vale of Glamorgan	Vale of Glamorgan SIS and Basic Skills Agency	September 2005	Documentary style filming. The SIS reviewed all the camera tapes and produced a paper edit, which Chalk then assembled	60 min	Teachers	3/6 (one day in each of three main locations)	DVD video (single DVD menu, no packaging)	£9,300
Assessment for Learning Literacy/Drama Numeracy Thinking	Vale of Glamorgan SIS and Basic Skills Agency	January 2007	Documentary style filming. The SIS reviewed all the camera tapes and produced a paper edit, which Chalk then assembled	60 min 30 min 38 min 45 min	Teachers	4/9 (one day in each of four main locations)	4 x DVD videos (each DVD featured a single menu, no packaging)	£12,000
Introducing Catch Up	Catch Up	July 2003	An interviews-led programme, that tells of headteachers', LA advisors', teachers' and teaching assistants' experiences of the Catch Up Literacy intervention for struggling readers.	20 min	School staff in schools where the Catch Up literacy programme is being introduced	3/10 (across several schools, homes and locations in Norfolk, Berkshire and Wales)	VHS	£13,000

Video project	Commissioned by	Date	Project description	Programme length	Audience	No of filming days/ no of editing days	Delivery	Cost
Tuning into University	Aimhigher / QMC Hampshire	March 2007	Theme-based, fast moving motivational video which directly addresses the views and concerns of Year 9 students about university life. A second DVD was also produced (the 'Teacher Resource' for use by teachers and careers advisors) which added 50 minutes of additional video material to the main DVD.	15 min 65 min (main DVD plus 50 min of Teacher Resource materials)	Year 9 students Teacher and careers advisors	3/10 (over a variety of school, college and local locations in Hampshire)	2 x DVD videos 1. The main DVD 2. The main DVD plus Teacher Resource video materials (each DVD featured a single menu, no packaging)	£16,000
The Learning Journey	Portsmouth LA 14-19 Strategy	March 2007	Documentary style filming of three student forums, capturing the ideas and opinions of Year 10, FE and HE students from Portsmouth. They discuss a wide range of topics including leaving home, aspirations, independence, learning and careers advice.	60 min	All educational professionals within Portsmouth	3/8 (over a variety on locations in Portsmouth)	DVD video (simple DVD menu, and DVD packaging)	£16,500
Preparing to Write	Moorings Way Infant School (Beacon School) and Portsmouth Excellence Cluster	April 2004	Documentary style filming. Included the writing, design and printing of 12 full colour, laminated activity cards to accompany the video	12 min	Nursery School staff and parents of foundation-aged children	4/12 (over a variety on locations in Portsmouth)	VHS (including 12 activity cards packaged together with VHS to make a single resource)	£18,300
Opening Doors	Portsmouth Excellence Cluster and Aimhigher	September 2005	A presenter-led documentary style video. Due to the large number of people and locations involved, this project was planned over several months	16 min	Year 9 and 10 students and their families	5/15 (over different locations in Portsmouth and the surrounding area)	DVD video (translated and recorded in Arabic, Chinese and Bengali; complex DVD menu structure; DVD packaged and personalised for every Year 10 student in Portsmouth)	£24,500