ITRC Project Work Time Estimates

Table of Contents

Categories of Work

The ITRC offers digital media design assistance in the following fields:

- Video production
- Graphic creation
- Animation
- Interactive module development

A single project may require work in any combination of these fields.

General Assumptions

- Designers have about 70% of work time to devote to projects during term and about 60% during the summer
- Designers work an average of 14 hours per week during the fall and winter terms (September-April) and 35 hours per week during the summer (May-August)
- Work time estimates do not include meeting time. For most projects, we advise having a dedicated one-hour meeting once a week with the design team.
- Time estimates include actual 'time-on-task' and may be cumulative of several consultants

Video Production

Assumptions

- Designers may create AV scripts to define what visuals should appear in the video; however, they will not write or edit any content related to the subject matter.
- Written content should not require any further editing at the time of handoff to the designer. The ITRC cannot begin any development work until finalized written content is provided.
- Time required to film is not included. It is advised to plan to film the video several times (i.e. if you are planning to record a 5-minute video, expect to be recording for at least 15 minutes).
- Rendering time for exporting a video is not included. Please allow for at least two business days after editing to ensure rendering can complete successfully.
- The ITRC can provide auto-generated captions of the videos produced, however they cannot edit these files for accuracy.
- The ITRC does not offer long-term hosting services. The ITRC will provide finished files of all requested videos to the client.

Video production levels

The ITRC offers video production at several different levels of complexity. While every project differs, the breakdown of complexity typically follows the breakdown outlined below.

	Use of storyboards	Complexity of camera work	Complexity of editing	Use of additional media	Creation of graphic assets	Inclusion of animation	Revisions allotted	Example formats
Level 1	No storyboard created.	Filmed using a single camera only.	Minimal editing work expected.	No use of additional media.	No creation of graphic assets.	No creation of animation.	1	Basic lecture capture
Level 2	No storyboard created.	Filmed using multiple cameras.	Moderate editing work expected.	Some use of additional media (i.e. title cards, background music).	No creation of graphic assets.	No creation of animation.	1	Multi-camera conference or speaker recording
Level 3	Storyboard created.	Filmed using multiple cameras.	Significant editing work expected.	Extensive use of additional media (i.e. stock photos, videos)	Minimal creation of graphic assets.	Minimal creation of animation.	2	
Level 4	Storyboard created.	Filmed using multiple cameras.	Significant editing work expected.	Extensive use of additional media (i.e. stock photos, videos)	Moderate creation of graphic assets	Moderate creation of animation.	3	

Video production hours

For each listing below, the ratio denotes hours of production time vs. hours of output time. For example, a 3-hour video made in the Level 2 parameters would require 9 hours of production time.

Level	Ratio (Production hours vs. Finished video hours)
Level 1	1:1
Level 2	3:1
Level 3	60:1
Level 4	150:1

Graphic Creation

Assumptions

- Where a technical drawing is requested, the design team must be provided with references. Designers also benefit from stylistic references.
- We will not reproduce the work of another artist. If we are adapting an image that already exists, we will assume that appropriate copyright clearance has been approved.
- Where text is included in a graphic, all text needs to be provided. We will assume that all text provided is accurate and has been proofread by the provider.
- If we are creating a graphics package, we will develop and abide by a style guide. Once the style guide has been agreed upon by all collaborators, we will create all graphics to that guide. It is expected that a style guide does not change after it has received sign off in the interest of maintaining consistency and preventing rework between graphics.
- We do at times work with external artists at the request of the client. To meet our content deadlines, we need all involved artists to also meet their agreed upon deadlines and provide files in the format the design team requests.

Graphic creation levels

	Use of style guides or mood boards	Provision of assets	Complexity of assets	Guidance	Revisions allotted	Example formats
Level 1	No use of style guides or mood boards	Assets provided by the client for direct use in project	Simple design work (i.e. adding text to an image)	Little guidance expected from the client	1	Video title cards, banners
Level 2	No use of style guides or mood boards	Assets provided by the client for adaptation in project	Moderate design work (i.e. adapting a pre-existing graphic)	Some guidance expected from the client	1	Maps, concept diagrams
Level 3	Use of style guides or mood boards	Some assets provided, some new assets created by the ITRC	Moderate design work (i.e. creating new graphics based on given references)	Moderate guidance expected from the client	2	Infographics, poster designs
Level 4	Use of style guides or mood boards	New assets created by the ITRC	Complex design work	Major guidance expected from the client	3	Complex graphics packages, program logos

Graphic creation hours

Level	Ratio (Production hour vs. Finished asset)
Level 1	2:1
Level 2	5:1
Level 3	15:1
Level 4	30:1

Animation

Assumptions

- Designers may create AV scripts to define what visuals should appear in the video; however, they will not write or edit any content related to the subject matter.
- Written content should not require any further editing at the time of handoff to the designer. The ITRC cannot begin any development work until finalized written content is provided.
- If we are adapting an image that already exists, we will assume that appropriate copyright clearance has been approved.
- We do at times work with external artists at the request of the client to create individual assets for animation. To meet our content deadlines, we need all involved artists to also meet their agreed upon deadlines and provide files in the format the design team requests.

Animation levels

	Creation of illustrations	Complexity of movement	Audio narration	Revisions allotted	Example formats
Level 1	Graphics provided by client in the appropriate format requested by the design team	Simple animations (i.e. text animations, individual assets moving across screen)	Narration provided by client	1	Text-heavy informational videos
Level 2	Graphics created by the ITRC	Moderate animations (i.e. drawing on individual assets)	Narration recorded and edited by ITRC	2	Whiteboard animation videos
Level 3	Graphics created by the ITRC	Complex animations (i.e. multiple animations required for each single asset)	Narration recorded and edited by ITRC	3	Complex explainer videos

Animation hours

Level	Ratio (Production hours: Finished animation minute)
Level 1	15:1
Level 2	30:1
Level 3	45:1

Interactive Module Development

Assumptions

- Written content for modules should be provided to the designer and should not require any further editing at the time of handoff. The ITRC cannot begin any development work until finalized written content is provided.
- If we are adapting an image that already exists, we will assume that appropriate copyright clearance has been approved.
- Where multiple modules are designed, a style guide may be created. Once the style guide has been agreed upon by all collaborators, we will create all graphics to that guide.
- Navigation of interactive modules can at times be challenging for those using screen readers or other assistive software. Clients should ensure students using such tools can still access the material in the modules in some way.
- The ITRC does not host modules long-term. To maintain a working copy of the module(s), the client will need to purchase and provide a license of the software being used. Note that not all development software are available on all operating systems.

Interactive module development levels

	Asset creation	Voiceover work	Level of interactivity	Level of customization	Revisions allotted	Example formats
Level 1	No graphic assets created	No voiceover work required	Minimal interactivity; not graded	Follows default linear workflow	1	Basic informational module
Level 2	Some graphic assets created	Minimal voiceover work required	Moderate interactivity; not graded	Includes some customized workflow	2	Informational module with clickable interactions
Level 3	Many graphic assets created	Complete narration required	Complex interactivity; not graded	Includes branching scenarios or restricted workflow	3	Informational modules with gamified activities
Level 4	Many graphic assets created	Completed narration required	Complex interactivity; graded	Includes branching scenarios or restricted workflow	3	Informational modules with quizzes or graded gamified activities

Interactive module development hours

Level	Ratio (Production hours: Module slide)
Level 1	1:1
Level 2	3:1
Level 3	5:1
Level 4	6:1