

Upward & Onward Productions Artist Branding Instructions

Upward and Onward Productions LLC is an up-and-coming production company with a talent pool with various companies, institutions and groups. This includes Broadway & Off-Broadway, regional and international theater, and various cruise ship companies.

Upward and Onward Productions's post-production team of creative and artistic directors, editors, designers, and audio engineers deliver full comprehensive post production services. In an era where the cutting edge of technology is constantly changing and being redefined, Upward and Onward Productions is committed to staying at the forefront of everything that is possible, technically and creatively. Our production team believes that the artist comes first and understands what the artist needs because we are artists as well. Our production team are experienced performers with years of artistry – acting, singing, dance on both stage industrials and screen.

We offer the following post production services to our clients:

- **Audio**
 - Sound Design
 - Audio Manipulation/ Sweetening
 - Surround Sound Mixing
 - Voiceover Narration
 - Dialogue Clean-ups
 - Track Laying
 - Syncing Sound To Video
 - Audio Clipping and Editing
 - Audio Enhancement
 - Audio Mastering
 - Demos
- **Video**
 - Visual Effects
 - Motion Graphics
 - Color Correction
 - Video Clipping and Editing
 - Video Enhancement
 - Video Finishing
 - Reels
- **Web Design**
 - Online Upload
 - Promo Packages
 - Branding Development

To ensure a quality new project is packaged for our clients in a timely manner, the following specifics are required from the client to make the editor's job easy:

- **Project Title**
- **Pictures**
 - Headshots

- Artistic photos
- Logos (branding, artistic, and/ or for a company)
- **Video**
 - Title of video
 - For online uploads, please provide:
 - a. video categories
 - b. tags
 - c. description
 - d. cover/ poster image or GIF
 - e. video genre
 - A list providing the crew and cast (if preferred)
 - Provide the full video of show performance and/ or clip that would need to be edited down.
 - Potential start time and ending time (*if info isn't provided, artistic license needs to be given*)
 - Sound from the camera is okay; however, if you have sound from a sound board/ mixer please provide because it's preferred.
 - Different angles are preferred. (It allows the editor to work with more options.)
 - Note if video contains mature content.
- **Audio**
 - Complete track of recording is needed.
 - MP3 files are acceptable for editing. If mixing and mastering are needed, WAV files are the preferred format.
 - If providing music and/ or speaking track, the dialogue text (speech or lyrics) is preferred.
 - If the sound editing project needs to be attached to written and/ or charted music, you will need to refer to the separate charted music document.
- **Web Design**
 - Description and keywords for each page
 - a. Color scheme
 - b. Font
 - c. Angles
 - d. Order of pages
 - Image/ links for social media sites (provide cover image and connections to various social media accounts, ie. Instagram, Facebook, Twitter, etc.)
 - Category of page (please specify the type of page)
 - Amount of pages needed (ie. Home, About Us, Contact Us, etc.)
 - The name of the new project and/ or company:
 - a. Logo
 - b. Pictures
 - c. Music
 - d. Videos
 - e. Name of individual(s)/ partners
 - f. Biographies
 - g. Contact information
 - h. Mission statement
 - Provide your expectation of going live.

****If it is required, all of these items listed above need to be compiled in a shared Dropbox file, some emailed and some links shared from Vimeo/ YouTube.****

Prices are a negotiable rate based on the product requested. Once the production team has a breakdown of services needed and fully reviewed your new project request, an estimate will be provided.

All project completion dates will be discussed/ determined once all requests are met by the client.

Should you have any questions, please do not hesitate to contact the production team at upwardandonwardproductions@gmail.com.