Motivation and overview

Public Image Productions has a vested interest in cryptocurrencies. From the inception of blockchain technology, Public Image has sought to broaden awareness and help cultivate legitimacy of these exciting new markets with engaging high-end content. Zcash has been of particular interest to Public Image Productions as we consider privacy and security to be paramount to the future of cryptocurrency.

Our primary objective is to enhance the breadth and scope of Zcash by reaching as many people as possible.

Secondly, we aim to present Zcash's security-centric functionality and all associated technologies through clever, succinct animations.

Through a series of sharp and engaging videos we will illustrate the indispensable nature of zero-knowledge cryptography and help create awareness within the Zcash community and overall blockchain communities. Through these colorful, imaginative videos we can communicate the intrinsic value and cultural impact of Zcash's innovative approach to the world of cryptocurrencies.

Objective A:

General adoption video. This proposed video will be designed to illustrate the key features of Zcash (internet money, decentralized/open sourced, shielded transactions, secure transport layer, etc) and the comparative advantage of the Zcash model to that of Bitcoin/Ethereum/ and other coins in a palatable 90-120 second video.

Objective B:

An under the surface explanation of cryptography, specifically the overviews of zk-SNARKS and general zero-knowledge cryptography. Depending on how deep "under the surface" we go in the explanation, a longer video in the 3-7 minute range may be necessary. This video should be thorough enough to convey the main concepts, while maintaining a level of simplicity to keep the viewer engaged.

Technical approach

Through dynamic motion graphics and innovative animations, we will avail the general public of Zcash's innumerable advantages. We will work with the Zcash community to source ideas and test concepts to express the most pressing issues, updates and areas that matter most to the community.

We propose using a polling site to engage the Zcash community to help us find the most desired and pertinent features of Zcash to be visualized in Objective A video. And, working with Zcash cryptographers and the Zcash community directly, to help illustrate and convey zk-SNARKS overviews and concepts in Objective B video.

Team background and qualifications

Public Image Productions has produced high-end content for a wide range of clients; such as HBO, Delta and Deloitte. Expanding into the crypto-sphere we recently launched an introduction video for Santiment.net.

We have also participated in many successful non profit initiatives by creating ad campaigns for Food For The Poor, NTSB and many others.

Our team is composed of Adobe certified animators and editors utilizing an expansive range of software from Adobe After Effects to AutoDesk Maya.

Evaluation plan

Public Image Productions brings an unsurpassed level of focus and diligence to every stage of the production process. We are open to using services like https://wipster.io/ for creative feedback and ideas to implement in our proposed videos. A majority vote by the Zcash community will be the deciding method as to a final version of a completed video.

Here are some examples of final products:

Public Image Reel:

https://vimeo.com/217017575/1164872c31

Deloitte's Upstream Tax Analyzer:

https://www.youtube.com/watch?v=wCzb9lW-ux0

Santiment.net:

https://vimeo.com/223019832

Security considerations

Any and all final products will be transferred over to the proper Zcash administrator for use on the Zcash site.

Schedule

Working with the Zcash community to ensure we cover the issues Zcash users care most about will factor into our production schedule. Setting goals and deadlines at each step of the process. The following steps will work for both video objectives:

1. Establish our key points (1 week goal/deadline using polling method in conjunction with the Zcash community)
2. Inform the community with our results of key points that will be featured in the video and start the process of an outline and script (3 week deadline -- 1 week to create a preliminary version, and 2 weeks to complete the final draft using community input through document submission and vote)
3. Graphics, animations, compositions, voiceover and structure - (this will occur during step 2 and may take an extra week or 2 depending on render time)
4. 1st version release - the community can provide feedback via wipster (2 weeks // 1 week for community feedback and 1 week for revisions)
5. 2nd and possible final version (1 week - feedback and revision included)
6. Final version release pending community approval.

Total lead time up to 8 weeks

Budget and justification

Budget:

We advise that producing a series of videos in a single package, each targeted at specific demographics within and beyond the crypto community, will be more comprehensive from an outreach standpoint and more effective from a cost standpoint. We feel it makes more sense to receive funding for both videos (objective video A & B) if the foundation agrees both videos are beneficial to the Zcash community. Our workflow is modular; we are able to modify various elements in the video making process - pre/post production graphics, animations and compositions working in tandem on both videos, simultaneously. This is important for various reasons, first, in elevating the Zcash brand and extending its image beyond established circles we will maintain consistency between the two videos. Second, it will save us a lot of time in rendering and editing time. Third, it will off set pre production/development costs and production/post production costs, and lastly, hard costs which directly correlates to a better value for the foundation. In order to keep costs at a minimum, no more than two video editors will be assigned to this project.

Individually, **Objective Video A will cost $4,500 USD** and **Objective Video B will cost $6,500 USD**. However, if we package **Objective Video A & B together the total cost will be $9,500 USD ($1,500 USD savings).**

Justification:

Here I will outline production procedures, hard costs and hourly rate vs fixed pricing

Pre Production/ Development Costs - 20hrs per editor per week = Total 40hrs/week // Total time 3-4 weeks

Scripting, Research, Sourcing (Polling), Storyboarding, Pre Visualization, Preliminary Design

Production/Post Production Costs 40hrs per editor per week = 80hrs/week // Total time 3-4 weeks

Design, Animation, Motion Graphics, Compositing, Sequencing, Rendering

This includes the revision phase (to implement any final alterations)

Hard Costs -

- **Asset Acquisition (Licensing of supplemental elements/footage)** $400-$600 per video / packages rates are more cost effective
- **Voice Over Talent** - $400 per video/ $600 for both
- **Licensing (Music, Sound Effects)** $300-$600 cost per video / packages rates are more cost effective

Hourly Rate vs Fixed Pricing

Typically we charge commercial entities an hourly rate of $65/hour

Zcash is a non-profit entity, for this project we prefer to use fixed pricing to keep costs at a minimum.

If we are to be approved for funding for either objective videos or both, we will honor our quoted fixed price, even if the estimated hours extend beyond our proposed timeline.