



popKidz

**music videos for
little pop stars**

frequently asked questions

*What is the difference between a **popKidz** video and a video we can set up and film in our own home?*

You'll find there's a great difference between a 'home-made' video and a **popKidz** video.

When we film your child miming the lyrics to her favourite song we are working from a script. Just like a pop video, this normally involves 4-5 different angles and backgrounds while your child sings the same song. We know exactly what scenes/actions would work best with what lyrics. And then we edit the best parts together. We also encourage your child to 'perform' for the camera at key moments during her favourite song. PLUS we teach your child and her friends a few easy dance steps to add some action!

During filming, we ensure the lighting is correct – ie there is no shadow on your child's face etc. And as far as the sound is concerned, the song is added to the **popKidz** video as part of the editing process. Special effects are also included in the final edited video. Ultimately, our aim is to recreate a 'real' pop video starring your child.

Why does it cost so much?

In one word, time. Believe it or not, after agreeing on the pop song and location ideas with you, filming your child is the easy part. The real work begins when the filming ends. The editing is the most time-consuming part of the whole process. We use the latest digital cameras, computers and software to create your child's **popKidz** video. But all this technology does is make the editing process possible – not easy – and definitely not quick.

On average, it takes 6 hours to edit 3 minutes of entertaining, watchable footage. The results can be stunning, but like all good things, it takes time and we have to charge accordingly.

Why does the editing take so long?

Back in the studio we have to make lots of choices. All the footage from the different 'takes' and angles are reviewed against the music and lyrics. The 'good bits' are highlighted. Then the editing really begins.

Using our experience and creativity, we take tiny segments from all the sources mentioned and start piecing them together. It's like a big, colourful jigsaw. But it's a jigsaw without a final shape – because we are dedicated to creating a pop video that truly highlights your child's personality. Often we use split-second segments of footage to build to a funny moment, in time with the music and the lyrics of the song. It is all very personal. And it all takes time.

Will my child want to watch it again?

Yes! Nothing will sustain your child's interest quite like her own image on screen – complete with special effects. We're committed to producing a StarScribe video that won't gather dust on your shelf. If your child wants to watch it again and again – then we've done our job well.

And besides, what better video to show at their 21st?



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Where do you film a popKidz video?

Wherever is most appropriate to the chosen pop song. And more convenient for you. In the park, at your house or even Grandma's house – if she can stand it.

Normally we will move around a location – shooting different angles or backgrounds to make the most of the time. But there really is no pressure on you to decide all locations. We can make suggestions based on our experience and the selected song.

Can my child be in a popKidz video on her own?

Yes she can – she is, after all, the star. However, we've found children 'perform' best to the camera when they're joined by a couple of friends. Even though children love being the centre of attention, a camera focused on them can be intimidating. But if a best friend joins in on the fun, they can encourage each other and be more animated for the camera. This then translates into a better **popKidz** video.

Even with a couple of little friends on hand to co-star, your child's pop video will still be about her. The spotlight will always be hers to enjoy.

How much time does it take to film the video?

For a pop song of average length (4-5 minutes), we will normally film for about 3 hours.

What happens on the day of filming?

On the day of filming, if we are shooting in or around your home, we will arrive just after breakfast and have a quick chat about the shots we want to capture over the next three hours. Then we start filming to make the most of your child's excitement and energy.

How many people come and shoot on the day?

Just two. Phyllis choreographs, makes-up and motivates your little pop star. And Kym films. It's a simple yet effective set up that isn't daunting for a young child.

Can my child wear a costume/fancy dress for the video?

Yes, we encourage it! **popKidz** is all about fun and fantasy. Costumes, pretend microphones, sparkly makeup and hair gel all help to conjure the pop star magic in your child's video. The costume doesn't have to be elaborate. Even a t-shirt with a shiny motif on the front can do the trick. Just remember to keep the colours bright and bold – the louder the better!

For added effect, Phyllis brings along her 'star bag' of kids' makeup. Little girls can look forward to some glittery eyeshadows, gloss and twinkling star stickers. And little boys should get a kick out of seeing their hair spiked up and pop star-like with hair gel. We'll even throw in a couple of transfer tattoos.



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Do you have a showreel of children's *popKidz* videos I can see?

Yes. Click on this [LINK](#) and watch Anna Panton (and her parents) perform. We are also happy to give you a private viewing of our showreel in the comfort of your own home. This is a completely obligation-free meeting. We can show you what's possible with a good camera, creative editing and some great music. And at the end of our meeting we'll give you a list of our tips that you can use when filming your child. This is yours with our compliments.

How many copies of my child's *popKidz* video do I get?

You'll receive THREE complimentary DVD copies. Extra copies are available for \$7 each. We include DVD cases with a personalised cover featuring photos from the shoot. And you even have the option of including smaller, compressed QuickTime or WindowsMedia movies for your iPod or home PC to play or email to friends and family. And yes - we even do good ol' VHS copies too, just ask. As a special bonus, your birthday girl or boy will also receive a great *popKidz* gift from the StarScribe team.

What method of payment do you accept?

At this stage **StarScribe Productions** accept bank transfers, cheques or cash only. We ask for a non-refundable 40% deposit once a booking is confirmed with the balance to be paid upon delivery of your *popKidz* video.* The deposit is retained by us if a booking is cancelled less than 14 days prior to the film date.

What other video products does StarScribe provide?

Lots! Namely, **kidzLife** – designer home videos starring newborns, toddlers and pre-teens (the teenagers are too 'cool' for video), **popStaff** (yep, your office staff can get a shot at pop stardom too), and **starEvents** which are bespoke movies ideal for milestone events, anniversaries and birthdays. All of our video concepts are customised and scripted as we pay tribute to your family or friend in the most engaging, exciting way possible.

Who is StarScribe Productions?

StarScribe Productions is **Kym Borrett** and **Phyllis Foundis**: a dynamic Australian couple with a strong background in advertising and a passion for creativity on all levels – from children's videos and stage shows to broadcast-quality documentaries.

Kym Borrett has over 20 years experience as a graphic designer in advertising. He then developed a passion for video and in the last five years, Kym has filmed and edited everything including documentaries, birthdays, baptisms and 'cotton wool sheep' at school Christmas plays.

Phyllis Foundis is a writer/performer. When she isn't choreographing dance steps for 'little pop stars', she's writing and performing one-woman shows for the Edinburgh Festival.

IMPORTANT NOTES: All editing is done at our editor's discretion. However, you are welcome to supply us with any editing ideas before filming begins. Please be aware that if you wish to make any personal changes to the final edited video – which we were not aware of prior to filming – we will charge a re-edit fee of \$100 per hour.