



Queen Academy

The Honey Bee Lab
Oregon State University

2026 Educational Video Course Proposal

April 13, 2026

The Objective

The Queen Academy course represents more than a series of videos—it is a structured, sellable educational product designed to deliver value, clarity, and engagement to its audience. With a total of 7 core modules plus an introductory video, each ranging from approximately 10–20 minutes, this project requires a strategic production approach to ensure consistency, clarity, and long-term usability.

Our Strategic Approach:

Our approach is built around creating a cohesive, high-quality learning experience that feels intentional, professional, and easy to follow. This means going beyond simple recording, and instead focusing on thoughtful planning, efficient production, and polished post-production that supports both the content and the brand.

This proposal outlines a complete production framework designed to deliver a final product that not only meets expectations—but creates something worth returning to, sharing, and building upon.

Project Scope & Deliverables

To provide flexibility based on scope, priorities, and investment level, we've outlined a range of production tiers below. Each option is designed to support a different level of creative development, production depth, and long-term value—allowing you to choose the approach that best aligns with your goals for the Queen Academy course.

TIER A — FULL PRODUCTION (Recommended)

Investment: \$20,000

Focus: A fully developed, all-inclusive production designed to create a polished, engaging, and long-term course product.

PRE-PRODUCTION

Creative Discovery & Content Familiarization

- Deep dive into course subject matter to effectively understand and interpret content
- Alignment on tone, audience, and overall educational goals

Creative Meetings (3–4 Total)

- Initial kickoff and concept alignment
- Script review and refinement discussions
- Pre-production planning and final approvals

Course Branding (Integrated)

- Development of a clean, consistent visual system
- Applied across all modules for a unified experience

Script Oversight & Consultation

- Review and refinement of provided scripts
- Guidance on pacing, clarity, and conversational delivery
- Structuring content for effective on-camera performance

Two-Column Production Script Development

- Full build-out of approved scripts into production-ready format
- Integration of visual direction alongside dialogue

Visual & Creative Direction

- Establishing overall look, tone, and delivery style
- Early planning for graphics, branding, and visual identity

Scheduling & Logistics

- Production scheduling across multiple shoot days
 - Coordination of locations, equipment, and production needs
 - Planning for efficiency and performance pacing
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PRODUCTION

Multi-Day Production (Estimated 3–4 Days)

- Filming of 7 course modules + 1 introductory module
- Structured scheduling to maintain performance quality and avoid fatigue

On-Camera Instructional Filming

- Teleprompter-supported delivery (if needed)
- Multiple takes to ensure clarity and confidence

B-Roll & Supporting Visual Capture

- Supplemental footage to enhance engagement and clarity
- Controlled and/or lifestyle-based visual capture

Production Gear Package

- Professional camera systems
- Lighting setup for consistent, high-quality visuals
- Professional audio capture

Built-In Pickup Coverage

- Reserved time for additional filming after initial edits
 - Flexibility without requiring additional production scope
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POST-PRODUCTION

Full Content Assembly

- Footage organization and logging
- Multi-module edit assembly (8 total videos)
- Audio syncing and structuring
- Color correction and grading

Editing & Refinement

- Clean, professional edits focused on clarity and engagement
- Pacing optimized for educational delivery

Audio Mixing

- Dialogue cleanup and leveling
- Consistent sound quality across all modules

Graphic Development & Integration

- Creation of a cohesive visual identity for the course
- Titles, lower thirds, and supporting graphics

Revision Rounds

- Up to 2 rounds of revisions per module

- Structured feedback process to maintain timeline and scope

Spanish Voiceover Version

- Translation (if needed)
- Professional voiceover recording
- Integration into final deliverables

ADDITIONAL DELIVERABLES & VALUE

Promotional Video Content

- 10 short edits for promotion across various channels (of client's choosing)
- Ranging from 15-60 seconds each.

Still Photography

- 20–30 professionally edited images
- Designed for branding and marketing use

Full Media Library Delivery

- Access to all final video files
- Access to all captured b-roll footage
- Access to full-resolution still images

Extended Usage Value

- Content can be repurposed for marketing, social media, and future course expansion
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TIER B — STREAMLINED PRODUCTION

Investment: \$15,000-\$18,000

Focus: A balanced approach maintaining strong planning and professional capture, while simplifying production scope.

Pre-Production (Full)

- Creative discovery + meetings
- Script oversight
- Two-column script development
- Full scheduling/logistics

Production (Condensed)

- 1 - 2 full production day(s) (10–12 hours each)
- Teleprompter-supported capture
- Limited B-roll (time permitting)
- Full gear package

Post-Production (Simplified)

- Full edit assembly
- Audio mixing
- Minimal graphics (titles/lower thirds)
- Up to 2 revision rounds
- Spanish subtitles (no voice over)

Key Limitations

- Compressed production window
- Minimal branding/graphics system - *no brand identity*

TIER A — ESSENTIAL PRODUCTION

Investment: \$4,500 – \$5,000

A streamlined approach designed for capturing core instructional content with minimal production complexity.

Pre-Production (Limited)

- Single kickoff call
- Light script review
- Basic creative planning meeting

Production (Self-Produced)

- Honey Bee Lab Produces own content
 - *Provides content to Keynote Creative*

Post-Production

- Full edit assembly
- Audio cleanup
- Basic titles and graphics package
- 2 revision rounds
- Spanish subtitles (no voice over)

Key Limitations

- Minimal creative development
 - Limited visuals (primarily talking-head)
 - Reduced long-term value
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PROJECT TIMELINE (ESTIMATED)

Pre-Production: April – May

Production: May – June

Post-Production: June – September

Final Delivery Target: October

Timeline subject to feedback cycles and scheduling availability

INVESTMENT

Total Project Investment: \$20,000

This investment reflects a complete, professional production approach designed to ensure quality, clarity, and long-term value.

Given the number of modules, depth of content, and production requirements, this structure ensures the final product is not only effective—but positioned as a high-quality educational offering.

CLOSING NOTE

The goal of this project is not simply to produce content—but to create a course that feels intentional, professional, and valuable to its audience.

With the right balance of planning, production, and refinement, this project has the potential to become a long-term asset that supports both your brand and your audience.

We look forward to the opportunity to bring this to life.