DESIGN RESCUE

Video Rescue Customer Guide

How the service works and what customers should prepare.

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Video Rescue is most effective when the customer supplies original-quality footage, a clear purpose, requirements, brand assets and notes about what must be included or removed.

1. What Video Rescue is

Video Rescue is a focused video editing and enhancement service for short business videos, usually around 30-60 seconds. It is intended to turn existing footage into a clearer, more polished piece for business, presentation, web or social media use. This process includes:

- Editing from phone footage, webinar recordings, Zoom clips, interviews or short business updates.
- Basic structure, trimming, pacing and clarity improvement.
- Captions, title card, logo end frame and simple branding elements.
- Enhancement where possible, such as improved clarity, levels and presentation polish.
- A practical, quick-turnaround edit rather than a large production or complex motion graphics project.

2. How Video Rescue works

Step	What happens	Customer role
1. Book or enquire	Use the booking/contact route on the website to start the process. The current options and prices are shown online.	Explain what the video is for and when it is needed.
2. Share the brief	A brief review is made of the aim, audience, style, footage and required output.	Send the key information listed in this guide before work starts.
3. Provide files	Footage, logo, text, captions and brand material are supplied by an agreed method.	Provide original-quality files where possible, not heavily compressed copies.
4. Scope is confirmed	The likely edit, limitations and deliverable are confirmed before the edit proceeds.	Confirm what matters most: length, message, platform, tone, deadline or brand polish.
5. Edit and enhance	The video is edited, cleaned up where possible, captioned or branded if included in the agreed scope.	Be available for clarification if the footage or message is unclear.
6. Delivery	A polished video file is supplied in the agreed format. Extra changes outside the agreed scope can be discussed separately.	Check names, captions, claims, URLs, dates and any compliance-sensitive wording before final use.

3. What footage works best

Video Rescue can work with imperfect footage, but the final result depends heavily on the quality of what is supplied. Better source footage gives a better edit.

- Phone footage recorded in good light with clear sound.
- Zoom, Teams or webinar recordings where the speaker and subject are understandable.
- Interview clips, short explainers, product demonstrations or business updates.
- Short sequences that can be trimmed into a 30-60 second message.
- Footage where the customer knows the main point and target audience.

Very noisy audio, extreme camera shake, low-resolution clips, missing shots or unclear messaging can often be improved, but they cannot always be fully fixed. If the footage is unsuitable, this will be explained before work proceeds.

4. What to prepare before sending files

Purpose and audience

- What is the video for: LinkedIn, website intro, advert, event screen, training, internal use or YouTube?
- Who is the target audience?
- What should the viewer think, understand or do after watching?
- What is the single most important message?

Platform and format

- Where will the video be used?
- Preferred format: 16:9 landscape, 9:16 vertical, 1:1 square, or another size.
- Target length, such as 30 seconds, 45 seconds or 60 seconds.
- Any file requirements: MP4, H.264, 1080p, 4K, subtitles burned in or separate caption file.

Footage and content notes

- Supply the original video files where possible. Avoid WhatsApp or social media downloads if you have the original file.
- Name the clips clearly.
- Give timing notes if there are specific moments to include or avoid. This should be in the format:

10:34	START	“This product was designed to assist creative designs in the production of….”
11:58	END	“…and there are extra buttons which can be assigned to these tasks.”

- List anything that must not appear in the final edit, such as confidential screens, names, private locations or sensitive material.
- Provide any required wording exactly as it should appear on screen.

Branding and graphics

- Logo file, preferably SVG, EPS, PDF or transparent PNG.
- Brand colours, fonts and any existing style guide.
- Title text, lower-third names, job titles, web address, call to action and end-frame message.
- Example videos that show the tone you like, if relevant.

Audio, captions and music

- Confirm whether captions are needed and whether they should be burned into the video.
- Supply a transcript if accuracy is important.
- Flag any unusual names, technical terms or brand spellings.
- Only provide music, voice-over or sound effects that you have permission to use. Licensing and rights clearance remain the customer responsibility unless separately agreed.

5. File preparation guide

Item	Best format	Notes
Video footage	Original camera or phone files, MP4 or MOV where possible.	Avoid sending highly compressed social media copies if originals are available.
Audio	Original recording, WAV, AIFF, M4A or high-quality MP3.	If audio is poor, supply any separate microphone recording if available.
Logo	SVG, EPS, AI, PDF or transparent PNG.	Vector or high-resolution files look cleaner in title cards and end frames.
Text	Plain text in an email or document.	Include exact spelling for names, titles, captions, URLs and calls to action.
Brand examples	PDF, website link or existing video link.	Useful for matching the right tone and visual style.
Transfer method	Cloud link or agreed transfer route.	Large video files should not usually be sent as email attachments.

6. What may need separate scoping

Video production is time-intensive. **The Video Rescue service is designed to provide a quick editing response, adding "polish" to low-complexity videos.** Some requests are outside a simple Video Rescue edit and may need a separate quote or longer production process.

- Long-form editing, multi-camera edits or complex story editing.
- Advanced animation, detailed motion graphics or full campaign creative.
- Filming new material, sourcing actors, locations or specialist equipment.
- Major audio restoration, heavy visual effects or reconstructing missing footage.
- Legal, medical, financial or compliance claims that require specialist approval.
- Music licensing, stock footage licensing or third-party rights clearance unless specifically agreed.

7. Confidentiality and data handling

Video material can include commercially sensitive content, staff footage, customer information, internal presentations or unreleased business messages. It is treated carefully and in the strictest confidence.

- Customer footage and project files are used only to review, edit and deliver the agreed video work.
- Video content is not posted online, shown to other customers or used in marketing without permission.
- The website does not require customers to upload video files directly to the site. Booking is handled through Calendly, and project files are shared using an agreed method.
- Calendly, Google Meet and any file-transfer service used are external services with their own privacy terms. Do not place highly confidential project content in public or unnecessary booking notes.
- If an NDA or extra confidentiality requirement is needed, raise this before sending files.
- Peter Simcoe has worked with clients such as Airbus and Toyota Motor Manufacturing, where confidentiality and careful handling of business information are expected. The same professional care is applied to Video Rescue work.

- If AI-assisted enhancement or idea generation is discussed, confidential customer footage will not be intentionally uploaded to AI tools without agreement.

8. Quick customer checklist

Before sending files	Project brief	Final checks
Collect original footage, not compressed copies.	State the audience, platform and purpose.	Check spellings, titles, claims and URLs.
Put files in one clearly named folder.	Specify target length and video format.	Confirm whether captions are correct.
Provide logo and brand assets.	List must-use and must-remove moments.	Confirm the final file size/format suits the platform.
Check you have permission to use footage, people, music and images.	Mention any confidential or sensitive content.	Keep the final approved video safely stored.

9. Legal Liability

The customer is responsible for ensuring that all footage, images, music, voice-over, logos, trademarks, product claims, captions, scripts and other materials supplied for editing are lawful to use and have the necessary permissions, licences, releases and approvals.

Video Rescue is an editing and enhancement service. It does not provide legal advice, copyright clearance, advertising approval, product-compliance checking, medical/financial/legal claims verification, or formal sign-off for regulated content. If a video includes product claims, health claims, financial claims, testimonials, safety information, staff/customer footage, copyrighted material, branded content or third-party assets, the customer is responsible for checking that the final video is accurate, lawful and suitable for its intended use.

Where the customer states or implies that copyright, licensing, model releases, location permissions, music rights or other usage rights are covered, Video Rescue will proceed on that basis. Any legal issue, copyright claim, takedown request, complaint, loss, dispute or liability arising from the customer's supplied material, requested edits, published video, product claims or use of the final video remains solely the responsibility of the customer.

The customer must carefully review the final video before publishing or distributing it, including names, titles, captions, dates, prices, URLs, product information, claims, logos, permissions and any sensitive or confidential content. Final approval by the customer confirms that they accept responsibility for the content and its use.

Note: This guide helps customers prepare for a practical short video edit. It is not a legal contract, rights-clearance service or replacement for formal approval processes where they are required.