



Design Group

OCHS - Video Project

Contract 1057-1

This portion covers the professional production of final digital deliverables, including career pathway videos, a custom animated logo, and reusable communication templates.

Prepared By

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Prepared For

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DESCRIPTION	QTY	TOTAL
Digital Products		\$8,000.00
This portion of the product cost covers the final creative products provided to the school, including:		
<ul style="list-style-type: none">• Career pathway video content introducing programs to students and parents. The first video will be fully created by us. Based on the model provided by the first video, students will repeat editing and filming patterns, under professional supervision, on remaining videos to maintain consistency.• A custom animated logo for use across digital and promotional materials.• Reusable email and flyer templates to support pathway communication.• The scope and structure of video content may vary by pathway depending on the program breadth.		
This portion covers the professional effort required to produce the deliverable, including:		
<ul style="list-style-type: none">• Strategizing, coordination and creative direction.• Filming, editing, and production labor.• On-site and remote work time.• Travel associated with project execution.• This amount reflects the time and expertise required to reach the final products, separate from ownership of the deliverables themselves.		
	SUBTOTAL	\$8,000.00
	TAX	\$0.00
	TOTAL	\$8,000.00

PAYMENT SCHEDULE

Name	Amount
Deposit (50%)	\$4,000.00
Core Deliverables (First Pathway Video + Templates) (25%)	\$2,000.00
Project Conclusion	\$2,000.00

Scope of Services, Estimated Hours & Delivery

This project includes an estimated number of production and instructional hours (approximately 40) based on the anticipated scope of work, educational objectives, and expected level of student participation. These hours are estimates only and are not guarantees of total effort, production volume, delivery frequency, or completion timeframe.

Apex Media will use commercially reasonable efforts to perform the agreed services and deliver the agreed-upon content within the estimated framework; however, actual time requirements and delivery timelines may vary based on instructional needs, revisions, student progress, Client feedback, and production complexity.

If project requirements, revisions, or instructional demands materially exceed the original scope or estimated hours, Apex Media reserves the right to adjust delivery cadence, timelines, or scope, subject to coordination with the Client, in order to preserve project feasibility, educational value, and quality standards.

Client Dependencies & Collaboration

The Client acknowledges that project timelines and delivery schedules are dependent upon timely Client participation, including but not limited to access to facilities, availability of students and staff, provision of required materials, approvals, feedback, and decision-making.

Delays or changes resulting from Client availability, feedback cycles, or requested modifications may result in corresponding adjustments to delivery timelines without penalty to Apex Media. Apex Media shall not be responsible for delays caused by factors

outside its reasonable control.

Student Participation & Educational Production Model

This project incorporates student participation as part of an applied educational and instructional experience. Apex Media will provide professional instruction, supervision, mentorship, and oversight to support student development and successful project outcomes.

The Client acknowledges that production timelines, workflow efficiency, and intermediate outputs may be influenced by student availability, learning progression, and skill development. While Apex Media maintains internal quality standards and professional oversight, student-led production inherently differs from traditional agency-only production models.

If student output does not meet Apex Media's quality standards within the originally anticipated timeline, Apex Media may extend production schedules or adjust delivery sequencing as reasonably necessary to ensure final deliverables align with agreed quality expectations. Any such adjustments will be communicated promptly and coordinated with the Client.

Revisions & Scope Adjustments

The project includes a reasonable number of revisions consistent with the agreed scope and educational objectives. Revisions are intended to support instructional outcomes and refinement of deliverables, not to introduce new creative directions or additional deliverables beyond the original scope.

Requests for additional revisions, changes in creative direction, or expanded deliverables beyond the agreed scope may require adjustments to timelines, scope, or fees, subject to mutual written agreement by both parties prior to implementation.

Good Faith Execution

Apex Media shall perform all services in good faith, exercising professional diligence, transparency, and reasonable care. Apex Media commits to maintaining open communication regarding project progress, instructional considerations, and any required adjustments.

Any modifications to scope, delivery cadence, or timelines will be made with the intent of preserving quality, educational value, and overall project success, while maintaining alignment with the agreed contractual framework.

The above specifications, costs, and terms are hereby accepted.

NATALIE BROWN

DATE

Claudette G. Herald

January 21, 2026

Claudette Herald, Superintendent