

TREASURED MEMORIES

Guide To Planning Your DVD

Introduction

You're about to embark on a rewarding and fun journey...that will result in a priceless gift that will be viewed and enjoyed for a long, long time to come.

A DVD Show tells a very personal story, combining two emotionally powerful media – photographs and sound – into a third evocative medium, a video program. The result, on DVD, will not only celebrate a special occasion, but will be an enduring portrait of a person, a couple, a family, a trip, or even an important moment in time.



Moreover, you are the creator of this special program, the storyteller or author. It's our job to take the photos you choose, the music you choose, the mood you want to create, and the story you want to tell and weave it together into a professional video production that will fully realize your vision into a treasure that will be the highlight of any occasion. We use state-of-the-art technology to capture your photos, and even souvenirs and artifacts. We then edit them into a riveting visual presentation, packaged in a keepsake edition that will be enjoyed time and again.

The purpose of this guide is to help you plan your DVD Show in a way that helps us fully realize your vision -- while giving you all the fun and fascination that playing "producer" on one of these projects involves. The more you know about how we create these programs, the better we can communicate so you're delighted with the outcome.

Introduction

DVD Shows can be created for a wide variety of occasions, such as:

- ◆ Milestone Birthdays or Anniversaries ◆ Graduations ◆
- Wedding Receptions or Rehearsal Dinners ◆ Retirements ◆
- Mother's Day or Father's Day ◆ Family Reunions ◆ Baby's
- First Year ◆ Prom Night ◆ Memorial Services ◆ Vacations ◆
- End of a Sports Season ◆ Bar/Bat Mitzvahs ◆ Class Reunions ◆
- Roasts ◆ And Much More

For some of these occasions, the tribute will be shown at a special gathering, often on a large-screen TV or projection system. For this reason, we produce DVD Show to eye-catching video and audio quality standards so that they'll look and sound great on any screen or sound system.

Structure and Components of the Program

A typical DVD Show lasts from 3 to 20 minutes, and contains between 25 and 300 photographic images, 1 to 7 pieces of music, and a number of titles and/or captions. Normally, the structure of the program is as follows:

- ◆ A title for the tribute, with music (usually the instrumental lead-in from the first piece of music). ◆
- One to five “chapters” — each covering a different theme or time period, consisting of a chapter title, 20-25 photographic images, and a piece of music. ◆
- End credit titles and/or message (e.g. “with love from Susan on your 50th Birthday”).



Before You Start

There's a little bit of homework you should do before you dive in:

- ◆ Take a few moments to think about what story you would like to tell. Is this a chronicle that covers periods of time, or are you presenting a montage of impressions grouped together on thematic lines? What moods would you like to create? What do you want the audience to feel when it's over? If you like, write down your thoughts on these things so that your Treasured Memories DVD editor will know what effect(s) you're looking to create.

- ◆ Think about the length of program that is appropriate to an occasion. In some cases, such as a wedding rehearsal dinner (where a DVD might be used to introduce the toasts), you may wish to limit the program to 7 to 9 minutes. In more intimate family settings, you may be able to go longer.

- ◆ Take a look at the raw materials you have at hand to tell that story. In our experience, about 10 images per minute provides the best pacing for this type of program. Think not just about photographs in your own albums or shoeboxes, artifacts and souvenirs. Just about anything that can be photographed or scanned. Don't be overly concerned about faded, or off-color photographs; with the magic of digital photo processing, we can restore many flawed photos and make them a part of your program. Think about who else might be able to contribute material, and contact them. Many people are happy to contribute material to a special project like this.

- ◆ In your mind, organize these raw materials by theme or time period, which will become the basis for the chapters in your story.

- ◆ Give some thought to music. Are there songs or artists who are especially meaningful to the subject of the tribute? Do you know of lyrics that fit especially well?

For more ideas on music selections, log on to our website at www.starzz.netfirms.com

STATIC or ANIMATED Photographs

In a DVD Show, the photographs may be either ANIMATED or STATIC.

- ◆ In an ANIMATED (a.k.a. Pan & Zoom Effects) DVD Show, each photograph is custom framed and animated for special effect and to bring out the details of the photograph. For example, we might dwell on the photograph of a young boy, and then zoom out to reveal that he's among 20 other members of his second grade class. This

movement, elevated to high art by the filmmaker Ken Burns (“Civil War”, “Jazz”, “Baseball”), greatly enhances the dramatic interest and emotional impact of each photograph.

◆ In a STATIC DVD Photo Slideshow, we find a framing of the photograph that best presents it in the proportions of the television screen, and the photo does not move.

We **highly recommend** the ANIMATED DVD Show because of the way it sustains interest and brings out intriguing detail in each photo, but we offer the more basic STATIC format for instances where the budget is very tight.

If you’re having us do an Animated Show for you, you may want to write notes on Post-It notes specifying which person(s), if any, we should focus on if we do “zooms” or “pans”, or build in an animation move which focuses on a particular person.

A Word About Music

In a DVD Show, the music is in many ways an equal partner with the photographs in creating a special experience. The music may come from our general music collections for which we have acquired rights, or we may incorporate popular music from CD’s which you already own. If you do not own the music we can purchase the songs on your behalf to use in your DVD. We regret that, because of our respect for copyright law and ethics, we cannot simply incorporate popular music into your production other than from a CD which you own or which we buy on your behalf.

In most cases it is necessary to edit your music selections to fit the number of photographs in a chapter or the ideal length for a chapter (in most cases, a chapter should last from 2 to 3 minutes, meaning it will include 20-30 images or photos). Usually these edits cut material from the middle of a song in such a way that the edits are not at all discernable. If you wish a song not to be edited, you should specify that to us.

If there are sections of your DVD Photo Slideshow that you would like us to select the music for (you’re stumped, or would just like to defer to our editors’ choices) just write “Editor’s choice” in the Music notes of the relevant Chapter Planning Sheet.

Using the DVD Show Project Planner

When you're ready to get started, you should have this Planning Guide and the Project Planner in hand. If you haven't downloaded and printed this guide yet go to www.starzz.netfirms.com and do so. The planner is a great way to share your vision for your project with our editors in order to create the piece that you want. Here are the steps we recommend:

- ◆ Select your photos, video clips newspaper clips, mementos and put them in order. Divide into chapters if so desired. With a dull #2 pencil, start numbering them on the back of the image, or use post-it notes. Be careful not to press hard. Place images for each chapter in separate plastic baggies.
- ◆ Put the photographs in the see-through sleeves in each chapter **in the order you'd like them to appear in the video.**
- ◆ Use sticky notes to add sequencing numbers to your photos, especially if all your photos can't be included in your envelope.
- ◆ Also use sticky notes to create any captions you may want on your photos. (Make a note to us: "*Caption: Mom and Dad do their crazy dance AGAIN!*") These will be superimposed on the photos or items you specify.
- ◆ Finally, think about what you'd like to put on the full-screen title pages which could introduce each chapter. This could be a simple description of the theme (e.g. "The Seventies", "Sally Before Harry", "New Orleans 1973") or a quotation which is appropriate to the theme. Write these titles on the Chapter Planning Sheets which you insert at the start of each group of chapter photographs.

We'll Take it from There!

Once we've received your completed & signed Order Form, DVD Show Project Planner and all your images and you tell us "*all set to go!*"-- we have everything we need to get started. Make sure we know how to reach you if we have any questions along the way. We may contact you to review the work mid-way so that you can give us feedback.

An important note: once you've sent us your program's materials and given us the green light to begin your project, each mid-course editorial change you make will result in a \$10 fee per change (for each photo, title page, caption, or video clip added, deleted, changed, or re-animated due to a "change of mind" on your part). Any errors we make are always fixed at no cost.

For example, you may realize after we've started your job that you have 6 additional pictures you'd LOVE to add in. Or that there's an even *better* song than the one you

first gave us to capture the mood of a particular chapter.

If you make those 7 changes between when you first give us your materials , each change will be subject to a \$10 fee. Your editor will let you know if any editorial changes from you so late in the project, will affect our ability to meet your project deadlines. Note that once we've incorporated music selections into your program, it can be extremely time-consuming to change those music pieces.

When it's Done

When your program is complete, it will be delivered on DVD along with all your materials that you originally sent us.

If you haven't purchased a DVD player yet, now is the time to do so. Players nowadays run as little as \$39. If you're showing your finished program to a large audience, you may wish to think about projecting it on a large screen with a good sound system for the best possible impact.

We keep the masters of each program for at least one year, so you can purchase additional copies, although the most cost-effective way to get extra copies is to order them as part of the original project. They make the perfect gift!

We hope you enjoy both the process of creating your DVD Show and the enduring keepsake you'll have when we're both finished. And please let us know if there is anything we can do to make your experience even more fulfilling.

Your Treasured Memories Team

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