

## HOW TO PLAN AND ORGANIZE SOURCES FOR A DVD TRIBUTE

Whether you hire a video editor or produce your own DVD tribute, you need to apply a process in planning for your photo/video-to-dvd montage. This is an important and fulfilling role *you* will enjoy performing in anticipation of your DVD production. I've prepared the following guidelines to help you organize your project for Welch Productions:

**SELECT YOUR THEME** - Mark and Susan's Wedding, Mom and Dad's 50th Wedding Anniversary, A Tribute to Grandma's Life, Kevin's High School Graduation, Johnny's Baseball Season, etc.

**DETERMINE GROUPS (if applicable)** - For example, if the theme is Mark and Susan's Anniversary, the groups might be:

- A. Mark and Susan meet/date;
- B. The Courtship
- C. The Wedding Day/Reception
- D. First Home
- E. Early Years of Marriage
- F. Becoming a Family (having children, etc.)
- G. Through the Years to Now

**SELECT SONG/BACKGROUND MUSIC** - Music is such a personal preference, and the process of determining that 'perfect' song or music track can be fun, but challenging because of the millions of music selections, artists, renditions, etc. Select *appropriate* music with or without lyrics and consider how the music will evoke the mood, emotion, etc. you desire for the montage. Your music selections can be provided on CD or flash drive, or Welch Productions can purchase/provide your music at a nominal charge. Music used in your project may or may not be incorporated as full tracks. This will depend on how the quantity of source materials and music synchronize, and/or how you prefer the music for your project be tailored. I offer a Song Suggestions List on my website you may find helpful.

**SELECTING PHOTOS** - Consider your project results based on the following considerations:

- Submit unframed photos up to 8 x 10 in color or B/W. All photos will be returned.
- This transfer process does not enhance the existing picture, so make sure pictures are in focus, peoples faces are not washed out, and the picture is in good condition. Photo Restoration is available to the degree available that maintains the integrity of the original photo. Since editing your photos is time consuming, additional charges will apply that are costly and non-refundable. So, please consider your photo choices carefully to keep your project costs to a minimum.
- Higher megapixel digital cameras produce better resolution, especially for pictures used for close-up pans and zooms. Optical vs Digital zoom is also a key factor in picture clarity for close-ups.
- Horizontal pictures fit naturally to the size of a television screen. Vertical pictures may have to be cropped or have black or white bars on each side to fill the screen, but this is okay. It's better to have a mix of both vertical and horizontal pictures for a project, preferably with more of them horizontal.
- Pictures on CD should be cropped and sized to fit 720 horizontal x 480 vertical pixels. The higher the resolution the better up to 300 pixels/inch. Less than 72 pixels/inch will be very grainy.
- Pay closest attention to the pictures you are selecting at the very beginning and ending of the project as well as the first picture within each group as these may well be on the screen the longest.
- **Selecting your music before numbering the pictures is a good plan. *A good standard for per picture duration is not to exceed 10 pictures per minute of music, including the transition time.*** Here's a guide:
  - 4 min. song = 240 seconds @ 6 seconds per picture = 40 pictures (10 pics per min)
  - 3 min. song = 180 seconds @ 6 seconds per picture = 30 pictures (10 pics per min)

**EXAMPLE PROJECT - USING GROUPINGS ABOVE:**

Group A: 10 pictures

Group B: 10 pictures

Group C: 10 pictures

Group D: 5 pictures

Group E: 5 pictures

Total Pictures from Groups A-E: 40

Music Track for Groups A-E: Simply The Best by Tina Turner

Song Length: 4:50 (290 seconds)

Approx. cadence per picture: 6 seconds (10 pictures per minute of music)

Transition time between pictures: 1 second

Group F: 20 pictures

Group G: 15 pictures

Total Pictures from Groups F-G: 35

Music Track for Groups F-G: Happy Anniversary by Little River Band

Song Length: 4:00 (240 seconds)

Approx. cadence per picture: 5 seconds (10 pictures per minute of music)

Transition time between pictures: 1 second

**NOTE:** Keep in mind that transitions will be applied between each picture and must be considered in the overall time calculation with your music. Adjustments may need to be made to the quantity of pictures used, or incorporate lead-in/lead-out music for a nominal fee to stretch out the music, or consider including additional music tracks.

**DETERMINE TITLES AND CAPTIONS** - Your montage will always include an opening and closing title. You may also choose to include other titles or captions over photos as well for a small fee.

**IMPORTANT! NUMBER YOUR SOURCE MATERIALS IN THE ORDER THAT THEY SHOULD BE USED** – by writing #1, #2, etc. on the back of the photos very lightly in pen/pencil. Using a sticky note will minimize any risk of damaging your photos caused by bearing down too hard with a pen/pencil. If you have groupings, please number your photos within each group accordingly, **but do not re-start the numbering.** Example: A project with 3 groupings, A, B, & C should be numbered in the following pattern: A-1, A-2, A-3; B-4, B-5, B-6; C-7, C-8, etc.

**USE OF OTHER MEDIA** – Photo montages may also include home video, audiotapes, etc. in your DVD production at an additional cost. The quality and/or subject matter of your video will prove whether it is compatible or appropriate for inclusion. You use the same chronological approach for placement of video in your production as you do with your photos, and you will also need to review and mark each tape with the in and out meter points you want included from the tape(s).

**SYNCHRONIZING** – This is an additional option you may desire with certain photos or video footage. Of course, you will have to tell me that you specifically want the “picture of grandpa in his tuxedo” to be in sync with the lyrics “Sharp Dressed Man” in the song track. In requesting this feature, you acknowledge and accept that I may need to adjust the chronological order of your photos/video to accomplish the effect

## DVD Project Planner – PHOTOS, VIDEO, MUSIC

**PHOTOS (Music/Special Effects/Ch. Markers)** Provide your music info for photos here. Use the boxes labeled photo group #, picture #, and comments to convey synchronizing info – otherwise, you can leave these boxes blank. However, be sure to include the song length info for each song you wish to use. **Duplicate sheets as necessary.**

Photo Group #	Music (Song/Artist/Album) S = Supplied by Customer NS = Not Supplied by Customer	Song Length (min/sec)	Picture #'s	Comments (Special Effects and Custom chapter marks should also be noted here)
<b>EXAMPLE</b>				
A - E	Simply The Best by Tina Turner S <input checked="" type="checkbox"/> NS <input type="checkbox"/>	4:50	A1-E40	Create chapter mark at 1 <sup>st</sup> picture in Group C (#C21) and 1 <sup>st</sup> picture in Group E (#E36)
F-G	Happy Anniversary by Little River Band S <input type="checkbox"/> NS <input checked="" type="checkbox"/>	4:00	F41 – G75	Blend the end of Simply the Best into start of Happy Anniversary
	S <input type="checkbox"/> NS <input type="checkbox"/>			
	S <input type="checkbox"/> NS <input type="checkbox"/>			
	S <input type="checkbox"/> NS <input type="checkbox"/>			

**VIDEO CLIPS** (below is an example of how to convey information on video you submit) Acceptable formats: DV, 8mm Analog, VHS, VHS-C  
**If submitting more than 1 video clip, clearly number each tape/cassette.** Reset your counter on your camcorder or VCR to “0” when determining the start and stop points on the video It is only necessary to write down the hour, minute and seconds on the project planner.

Time code Example: 01:23:33:12 (one hour 23 minutes 33 seconds and 12 frames)

If these video segments are to be inserted between photo or other materials in a collage, please write the necessary information in the comments field so that we place it correctly into the project

Clip #	Cass. #	Start Time Code	End Time Code	Video Clip Description	Use audio on tape (Yes/No)	If using different audio, please describe what audio will be used here (song/artist/album, voice over, etc.)	Video and/or Music Comments
3	Tape 4	15:12	15:45	Baby walking	N	Walk Like an Egyptian S <input type="checkbox"/> NS <input type="checkbox"/>	
4	Tape 7	46:08	47:18	Michael's game winning hit	Y	S <input type="checkbox"/> NS <input type="checkbox"/>	Insert between pictures 110 and 111

# DVD Project Planner - Titling

Duplicate sheets as necessary

Customer Name:	Phone Number:
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**Define EXACTLY how the DVD label should read: eg. Happy 50th Anniversary Mom & Dad November 21, 2002**

Note: If you are filling out this form by hand, print your titles clearly and as large as possible, **exactly** as you would like the titles to read, including capitalization. Use back of form or separate sheet if necessary.

TITLES		
<b>Intro Title</b>	<b>Extra Title/Caption #1</b>	<b>Extra Title/Caption #2</b>
<input type="checkbox"/> On black background before 1 <sup>st</sup> picture <input type="checkbox"/> Overlaid on top of 1 <sup>st</sup> picture	<input type="checkbox"/> On black background after picture or clip # <input type="checkbox"/> Overlaid on top of picture or clip #	<input type="checkbox"/> On black background after picture # or clip # <input type="checkbox"/> Overlaid on top of picture or clip #
<input type="checkbox"/> Other Instructions (colors, placement, etc.)	<input type="checkbox"/> Other Instructions (colors, placement, etc.)	<input type="checkbox"/> Other Instructions (colors, placement, etc.)
<b>End Title</b>	<b>Extra Title/Caption #3</b>	<b>Extra Title/Caption #4</b>
<input type="checkbox"/> On black background before 1 <sup>st</sup> picture <input type="checkbox"/> Overlaid on top of 1 <sup>st</sup> picture	<input type="checkbox"/> On black background after picture # or clip # <input type="checkbox"/> Overlaid on top of picture or clip #	<input type="checkbox"/> On black background after picture # or clip # <input type="checkbox"/> Overlaid on top of picture or clip #
<input type="checkbox"/> Other Instructions (colors, placement, etc.)	<input type="checkbox"/> Other Instructions (colors, placement, etc.)	<input type="checkbox"/> Other Instructions (colors, placement, etc.)

**ORDER AND BUDGET FORM**

Please submit this order form along with your source materials and project planner forms

<b>Customer Name:</b>			
<b>Address/City/St/Zip:</b>			
<b>Day Phone:</b>		<b>Cell:</b>	
<b>Email:</b>			
<b>TYPE OF TRIBUTE</b>	<input type="radio"/> Graduate	<input type="radio"/> Birthday	<input type="radio"/> Anniversary
	<input type="radio"/> Memorial	<input type="radio"/> Vacation	<input type="radio"/> Sports
	<input type="radio"/> Reunion	<input type="radio"/> Wedding	<input type="radio"/> Other Special Event <i>(pls. describe below)</i>
<b>Name of Person(s) Being Honored:</b> <small>(and specifics, i.e. 75<sup>th</sup> Birthday, 25<sup>th</sup> Anniversary, etc.)</small>		<i>(describe – use back also)</i>	
<b>Is this a surprise for anyone who might answer any of the above ph #'s or email?</b>		<b>YES</b> <input type="checkbox"/>	<b>NO</b> <input type="checkbox"/>
<b>If yes, please list name(s) we should not discuss project with :</b>			

<b>Date Submitted</b>	
<b>Requested Completion Date:</b> <small><i>(excluding memorials, anticipate a two week turn-around-time after receipt of ALL materials)</i></small>	

<b>BASE PROJECT COST:</b> <i>Includes one music track, beginning/ending title pages and captions, animated motion of stills, basic dvd menu, one project dvd with packaging</i>	<b>\$75.00</b>
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<b>Number of Pictures</b>		x	\$2 ea	=	
Maximum length per clip not to exceed 1 min. <b>Number of Video Clips*</b>		x	\$5 ea	=	
<b>Number of Audio Tapes/Voice Over</b>		x	\$5 ea.	=	
<b>Additional Music Tracks</b>		x	\$3 ea	=	
<b>Number of Photos to Synchronize with Music</b>		x	\$5 ea	=	
<b>Number of additional DVD's</b>		x	\$10 ea	=	

<b>EXTRAS</b>					
<b>Customized DVD Menu</b> <small>(i.e. layering, compositing, PIP, special effects)</small>			<b>Add \$10</b>		
<b>Advanced Editing</b>			<b>Add \$30</b>		
<b>Use of Welch Production Stock Footage Clips</b>		x	\$10 ea	=	
<b>Number of Photos Requiring Restoration</b>		x	\$15 ea	=	
<b>Number of Photos Requiring Editing</b> <small>(i.e. cropping subjects, coloring, re-sizing, etc.)</small>		x	\$2 ea	=	
<b>Prices for Staging, Graphic Design Elements, etc. quoted on a per project basis</b>				+	
<b>Shipping Charges</b> <small>(determined by weight, delivery method and destination, etc.)</small>				+	

<b>SUB TOTAL:</b>		
<b>*****OPTIONAL DISCOUNT*****</b> By allowing Welch Productions to show this project in whole or part for marketing or promotional purposes, you may deduct 5% off the total cost. <small>(does not apply to discounts in effect through joint marketing promotions or memberships)</small>	<input type="checkbox"/> Accept	
	<input type="checkbox"/> Decline	
<b>NOTES:</b>	<b>TOTAL:</b>	
	<b>DEPOSIT PAID:</b>	
	<b>BALANCE DUE:</b>	

**NOTE: Re-Edits** Understandably, clients may request changes and adjustments be made before a project is considered final. Allowances for basic revisions, but with limit to freewill changes, are considered at no charge. However, larger revisions requiring many extra hours of editing time or excessive freewill changes will incur surcharges at an hourly rate of \$25. **\*Video Clips:** Video montages/commercials are priced by either the hour or the project. Incorporating video clips into a photo montage is priced by the clip with a limit of 1 minute per clip.