

J & E Designs, Inc.

An Imaging/Technology Company

How to Prepare Your Video Heirloom

Step 1 – Decide how you will organize your elements. You can organize your Video Heirloom in **chronological order**, continuous through the years, or **in segments**, relating to various subjects or events. You may want to consider for each segment, allocating a certain number of photos per person or occasion, such as Family History, Mom and Dad, Brothers and Sisters, Grandchildren, Special Events or Vacations, etc.

You can use color or black and white photos, clips from home videos, newspaper/magazine articles, etc. You can even give us things like trophies, baseballs, small stuffed animals, etc...just about anything we can get in front of our camera. Your pictures can be as small as one inch and as large as eight inches by ten inches. They should be removed from scrapbooks and frames whenever possible. We cannot correct out of focus pictures or pictures that have been whitened out by a flash. Avoid using these.

Step 2 – Number your elements. Using Post-It notes, number each element in the order you want them to appear in your Video Heirloom. Post-It notes won't hurt your pictures. Start with the number one and progress through the end. **The elements must be numbered in exact numerical order so our computer can properly sequence them.** **Do not** use A's or B's. Number your video clips or objects just as you would your photos, using the counter times from your VCR.

Step 3 – Select your titles. Decide on your Opening and Closing Titles. For example an Opening Title might be "Ben and Kelly, Starting a Wonderful Life" with a Closing Title of "May Our Love Never End". Titles can be as creative or simple as you like. You might want to use Picture Titles (PT) to identify a specific picture or item, or a Segment Title (ST) to start each segment of your production. Use the attached **Information Sheet** to give details about your titles.

Step 4 – Select your music. Remember that music is used to compliment and enhance your photos. Try not to overwhelm your production with too many different musical changes. A good rule of thumb is one song for every 25 or 30 pictures. We can only accept music in CD format. Remember, each photo will be on screen for approximately six seconds, so:

- 25 pictures will produce a three minute video and requires one song
- 50 pictures.....6 minutes...two songs
- 100 pictures...12 minutes...four songs
- 200 pictures...24 minutes...eight songs
- 300 pictures...36 minutes...twelve songs
- 400 pictures...48 minutes...sixteen songs
- 500 pictures...60 minutes...twenty songs

Once you have chosen your music, complete the **Music Selection area on your Production Order Sheet.**