

VIDEO LIFESCAPES

Keep Memories Alive

Estimate - Work Order - Storyboard

Customer Information

NAME

ADDRESS

CITY

STATE

ZIP

HOME PHONE

CELL PHONE

WORK PHONE

EMAIL ADDRESS

Is this a gift for anyone who might answer the phone? YES NO

If so, please indicate who we should not leave a message with: _____

Project Name: _____

Instructions

- Gather Photos and/or videos:** If using printed photos, try to avoid those that have been damaged or are blurry (if possible). Minor color, brightness and contrast adjustments will be made as required, as well as cropping and zooming of your photos for better viewing. You can supply either digital photos (on CD) or hard-copy photographs, or both. Videos must be on VHS, 8mm tape, mini-DV, .avi or .mpg on disk, or DVD.
- Gather Memorabilia:** Memorabilia can include items such as birth certificates, diplomas, awards and just about anything that can be scanned.
- Identify Events:** In order to properly present the sequence of photos and or video scenes in your video scrapbook (especially for complicated projects) you'll need to layout a timeline of events (storyboard). This becomes the plan on how your video will be arranged. Think of the video as a collection of chapters in a book, each chapter representing an event. Select titles for each chapter.
- Organize:** Using your storyboard, and assemble your photos, memorabilia and videos into piles that correspond to the chapters. Arrange your chapters in the order that you want them to appear and then within each chapter, organize and arrange your photos in the sequence you want them to appear.
- Think About Your Music:** Music sets the mood. We can choose the music or if you prefer, you can chose your own music to be used in your video scrapbook. It's important to note even though songs may sound emotionally moving, the words may convey a meaning that's irrelevant or even opposite to the visual image that you're trying to present. So, think about your music selection carefully. Select songs that have significant meaning with lyrics and match the occasion. If you own the songs that you want to use, please provide us with your CD or .mp3 file. If you do not own the song, a selected song can be legally purchased for you if you wish. One to two songs per 30 photos is appropriate considering the display timing for each photo.
- Continue On To "Let's Get Started":** Complete the "Let's Get Started" section of this work order to identify what images and sounds should in what location in the movie.

Phone: (904) 347-1622 ● email: info@videolifescapes.com

Estimating Worksheet

Photo Slide Show Packages <i>(Additional songs, photos, captions, etc. can be added to any package - see pricing below)</i>	Songs (Max.)	Titles/ Captions (Max.)	Cost	Qty	Estimate
Pkg 1 - up to 100 photos Final video length: 5 to 10 minutes	3	5	\$150		\$
Pkg 2 - up to 150 photos Final video length: 10 to 13 minutes	4	5	\$200		\$
Pkg 3 - up to 200 photos Final video length: 14 to 19 minutes	6	10	\$225		\$
Pkg 4 - up to 250 photos Final video length: 14 to 19 minutes	7	10	\$300		\$

Photo and Document Scanning					
<i>Cost of scanning photos and or documents to be used in your DVD.</i>			\$.60/item		\$

Captions and Titles					
<i>Cost to create titles and captions to be included as part of your DVD. (Included with packages)</i>			\$2.00 each		\$

Text					
<i>Cost of creating of lengthy text to be included as part of your DVD (e.g. statistics, poems, vows, lyrics, etc)</i>			\$3.00 each		\$

Photographs					
<i>Cost per photo to be included in your video. (Included with packages)</i>			\$2.00 each		\$

Songs					
<i>This is the cost of adding songs as a music track to your video (Included with packages) (Note: Cost to purchase music not included.)</i>			\$3.00/song		\$

Video Clips (30 seconds of less)					
<i>This is the cost to add a video clip to a photo slide show.</i>			\$15.00/clip		\$

Music Purchase					
<i>If you do not own the songs you'd like to use, we can purchase them for you.</i>			\$1.50/song		\$

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Video Editing <i>(This is the cost that applies to transform your videos and photos and film into a professional-looking DVD.)</i>			
Service	Cost	Qty	Estimate
Include transitions, video effects, swipes, sound effects, sound tracks, titles, captions, motion to stills, consultation, DVD production, etc.	\$40/hour		\$

Movie Film (8mm & Super 8) Conversion To Digital Files <i>(These are the costs associated with converting your old home movies film into files <u>for you to edit</u> and produce your own DVDs)</i>			
Item	Unit Price	Quantity	Estimate
Transfer Film To Mini DV <i>(Process of converting film into digital video (DV) data.)</i>	\$1.80 per minute (\$5.40/roll)		
Mini DV (Master) (60 minute capacity) <i>(Storage media for DV data - must be "captured" onto computer in order to edit.)</i>	\$10.00/Tape		
Capture DV data from mini-DV <i>(Transfer of DV data from Mini-DV tape to computer & conversion to editable "Quicktime" file format.)</i>	\$.20 per minute (\$.60/roll)		
Write "Quicktime" file(s) to disk <i>(max. 4.7GB DVD)</i>	\$10.00 per disk/DVD		
Printed disk label <i>(Otherwise handwritten)</i>	6.50 per label		
Additional disk copies <i>(Not necessary - only for backup)</i>	\$10 per copy		

Movie Film (8mm & Super 8) Conversion To DVD <i>(These are the costs associated with converting your old home movie film to <u>DVD ready to view</u>. This does <u>NOT</u> include editing or music which can be added for the appropriate cost.)</i>			
Item	Unit Price	Quantity	Estimate
Transfer Film To Mini DV <i>(Process of converting film images into digital video (DV) data)</i>	\$1.80/min. (\$5.40/roll)		
Produce DVD (60 min.)	\$30.00		
Produce DVD (90 min.)	\$35.00		
Produce DVD (120 min.)	\$38.00		
Printed DVD label	6.50/label		
Additional DVD Copies	\$10/copy		

Video (VHS) - to - DVD Transfer			
Item	Unit Price	Quantity	Estimate
Capture VHS or 8mm camcorder tapes to "Quicktime" file format. <i>(This is required if source video is to be edited).</i>	\$.75 per recorded minute		\$
Direct transfer of video from tape to DVD (no-editing)	\$.35 per recorded minute		\$

Estimated total: \$ _____

Deposit (required 50% of estimate): \$ _____

VIDEO LIFESCAPES / Client Agreement

1. The client certifies that all media submitted to VIDEO LIFESCAPES is free of copyright protection, either directly or via a third-party, or that the client has obtained written permission from any third-party copyright holder to use the materials as the client wishes. The client also understands and agrees that all copyrighted music submitted for inclusion into the video scrapbook must be purchased legally or on the original CD. The undersigned will hold VIDEO LIFESCAPES harmless for any judgment costs, legal fees, or other expenses that might arise by the reason of any infringement of copyright related to this order.
2. The client also understands, and agrees, that VIDEO LIFESCAPES ' video scrapbooks are designed and intended for personal, non-commercial use and that no admission fee is to be charged for viewing.
3. The client further understands and agrees that all final materials produced by VIDEO LIFESCAPES are copyright-protected and may not be duplicated for any reason without express written permission from VIDEO LIFESCAPES.
4. Unless otherwise notified, the client is advised that VIDEO LIFESCAPES uses DVD-R media. Although we don't anticipate a problem, we cannot guarantee that the DVD we produce for you will play on EVERY DVD player. Please ensure that your DVD player is compatible with this media. There are no refunds.
5. The client understands and agrees that the estimate provided in this agreement is an approximation of the total cost based on this particular moment in time, and is subject to change do to scope changes (e.g. the addition of clips, photos, music, etc.) after the date below.
6. Depending on the size of the video package you order, most videos should be completed within 3 weeks and the client agrees to pay the balance due at time of delivery.

Customer Signature and Date: _____

Let's Get Organized

Please follow the guidelines below and fill in the information required.

If you'd like, create a storyboard to accompany each group of pictures/videos, to help organize your items.

Step 1 - Decide On The Main Title For Your Video

Indicate the title of your movie. This will appear in the main menu and on the label of your DVD.

e.g.

"Karen's 50th"

"Our Vacation To Asheville, N.C. October, 2004"

MAIN TITLE: _____

Step 2 - Gather and Arrange Your Photographs.

Hard-Copy Photographs: First, organize your photographs into categories or events (chapters) and decide on an event name (e.g. *Setting Sail, Around The Ship*, etc.). Label envelopes (or similar) with the event names (one envelope per event) (e.g. *#1-Setting Sail, #2-Around The Ship, #3-St. Thomas, #4-Island Party*, etc). These will become your chapters in the video. Arrange the envelopes in the order that they should appear in the video finished. Next, number each photograph on the back with a pencil indicating the event and order in which you want them to appear in your video. Place the photographs in the appropriate labeled envelopes.

Digital photographs: Organize your digital photos by event and sequence. Include the event and sequence in the file name (e.g. *setsail-001.jpg, setsail-002.jpg, stthomas-001.jpg, stthomas-002.jpg*, etc.)

Step 3 - Organize Your Video Clips

Add video to any photo slide show package. (Limit clips to 30 seconds or less.) Specify where you would like your video clip(s) inserted.

Clip#	Tape# or file name	Tape Counter		Locate Video Clip AFTER (Photo # or Video Clip)
		Start	Stop	
1				
2				
3				

Step 4 - Select and Organize Memorabilia To Be Scanned

(\$0 .60 each)

List any items that you'd like to have scanned and included in your vide. These items can include just about anything flat but no larger than 8x10. (e.g. tickets, certificates, postcards, love letters, birth announcements, brochures, children's artwork, etc...)

Item to include	Location

Step 5 - Write Out The Text You Would Like Added To Your Video

(\$3.00 each)

Additional text would be such things as poems, vows, lyrics, quotes, special information, birth statistics, historical information, etc. (If you need more room, just attach it.)

Text	Location

Step 6 - Choose Your Music

List the songs that you want included in your video and in the order in which you want them to be played. Music on CD's or in MP3 format can be used.

If you're purchasing a photo slide show package, list the number of songs that you're entitled to as part of your package.

We will do our best to match the music with your pictures; however, sometimes songs are too long or too short. In those cases, we will do our best to fade songs in and out.

(If you'd like to add an additional song for \$3.00 each, please list it on the next available line.)

Photo Slide Show Package #1		Choose 1 - 3 songs		Client - Supplied	Purchase
Title	Artist				

Photo Slide Show Package #2		Choose 3 - 4 songs		Client - Supplied	Purchase
Title	Artist				

Photo Slide Show Package #3		Choose 4 - 6 songs		Client - Supplied	Purchase
Title	Artist				

Photo Slide Show Package #4		Choose 4 - 7 songs		Client - Supplied	Purchase
Title	Artist				

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A Note About Opening / Closing Messages, Titles and Captions

Titles appear as a solid screen shot with text. Titles are used to explain an event or an opening or closing message (e.g. "Happy Birthday Mary", "Love, Fred & Wilma")

Captions appear as overlays on top of photos or video clips. They're used to convey sentiment, add humor, provide an explanation, etc.

Use the following to indicate the desired captions and titles (including opening and closing messages) that you'd like to add and indicate where each should be located.

Please refer to your package for the quantity given per package (e.g. Package #1 allows for 5 captions/titles.)

Additional titles can be added for \$2.00 each.

Step 7 - List Your Video Titles & Captions and Indicate Which You Prefer. (Include opening/closing messages here).	
Title/Caption:	Check Box & Indicate Photo #
	<input type="checkbox"/> Title <u>before</u> photo #: <input type="checkbox"/> Caption <u>on</u> photo #:
	<input type="checkbox"/> Title <u>before</u> photo #: <input type="checkbox"/> Caption <u>on</u> photo #:
	<input type="checkbox"/> Title <u>before</u> photo #: <input type="checkbox"/> Caption <u>on</u> photo #:
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	<input type="checkbox"/> Title <u>before</u> photo #: <input type="checkbox"/> Caption <u>on</u> photo #:

Step 8 - Label Your DVD Chapters (Included with each package if desired)

A DVD menu includes buttons with titles which link to the chapters in your video. There could be as few as one or as many as ten or more chapters (events) to a video.
 List the names of the chapters (events) as you'd like them to appear on the main menu of the DVD.
TIP: You've already identified the events in step 2, now you just have to name them.

Chapter #	Chapter Title (limit of 20 characters)
1	<p style="text-align: center;"><u>Example:</u> <i>Let's Set Sail</i></p>
2	<p style="text-align: center;"><i>Onboard The Ship</i></p>
3	<p style="text-align: center;"><i>Fun In St. Thomas</i></p>
4	
5	
6	
7	
8	
9	

Frequently Asked Questions

Q. Where do I start?

A. Think of your new video as a collection of chapters in a book; select chapter titles first (birthday, anniversary, graduation, vacation, baby's firsts, etc) then put your photos into piles that correspond to the chapters. For instance, you can have newborn or childhood photos (or videos) followed by special events from then on up to their current. For each chapter, organize your photos in the sequence that you'd like see them to appear. Next, select the music that you think best fits that chapter.

Q. Do I really have to do all this work?

A. You could certainly leave it all up to us and we'll do the best that we can with what you give us. Obviously, there are some projects that are self explanatory and all you'll need to do is hand over the pictures so we can add the magic. But there are the other more complex projects where guessing on our part just won't work. There are so many ways to organize a movie and who knows better about what you want to show, who the "actors" are, when things occurred, etc. But don't worry, we'll work with you to help sort things out and make your movie a great experience. We want you to enjoy your movie as much we enjoy the ones we produce for ourselves.

Q. I have some digital images and some prints I want to use. Can I use both in my video scrapbook?

A. You sure can. Ultimately every image needs to be in digital form so hard-copies have to be converted by scanning them. We can scan your prints or hard-copy documents for you. Or if you so choose, you can scan them yourself or even have them scanned elsewhere, then provide them to us on a CD or DVD that they'll have to be numbered in the file name to reflect the order of appearance in the video scrapbook.

Q. If I choose to scan my own photos, is there a certain resolution I should use?

A. Scan your photos at a minimum of 300dpi for best results. If you question the quality of your home scanner, then we suggest you let Walgreens or your local photo lab scan them for you saving the files on a CD or DVD.

Q. Should I crop or cut the edges of my photographs that you'll be scanning for me?

A. No. That isn't necessary. We'll be cropping them electronically while leaving your originals untouched.

Q. How do you edit my photos?

A. Some minor adjustments may be made to the digital image to correct color, brightness, contrast, alignment, etc. Some color photo images may be made into black and white to fit the style of the video. Since the purpose of the photos is for them to be included in the video scrapbook, the original images will remain untouched.

Q. What are transitions, captions and titles?

A. A transition is the way a photo or video moves from one to the next. Transitions can vary depending on the mood being conveyed. Titles appear as text over a solid screen color or texture. Titles are used to explain an event or an opening or closing message. Captions on the other hand, appear as text overlays on top of photos or video clips. They're used to convey sentiment, add humor, provide an explanation, etc.

Q. How long will each photo appear on the screen?

A. Typically, each photo will appear for between 6 - 7 seconds but that also depends on the transition being used and other video effects that may be incorporated. It also depends on the music tempo and text overlays.

Q. Can I add video clips to my project?

A. You certainly can. Just provide your clips (.avi file-type preferred) on a CD or DVD and we'll integrate them into the video scrapbook at the place you designate. Limit the length of video clips to 30 seconds.

Q. How do I choose songs?

A. Music is one of the most important elements of your movie. It sets the emotion by adding another dimension to what you see. It add feelings from humor to melancholy. You can choose your own music or we can select it for you. If you chose some or all of your own music, think about your selection carefully. A common mistake in selecting music is choosing a song based only on it melody. Although many songs sound emotionally moving, the words may convey a meaning that's irrelevant or even opposite to the visual image you're trying to present. Select songs that have significant meaning with lyrics that match the occasion.

Q. Can I order additional copies of my DVD?

A. Yes. At any time before your DVD is completed, you can order as many copies as you'd like. We also keep a master on file for six months in case you'd like to order more copies later.

Q. Will my DVD play on my DVD player at home?

A. We produce our videos on DVD-R disks. Although there are always compatibility issues, 90% of the DVD players on the market today will play that format. You can check to see if your DVD player will support DVD-R disks on line at: www.videohelp.com/dvdplayers.

Q. How long will it take to complete my video?

A. The process involved in producing a customized video from photographs, video files, and hardcopy memorabilia is time intensive and how long it takes to produce depends on the size of the project. We try our best to complete the project within three weeks but we don't believe in rushing just to get it done. It's important to us that you like what we do for you.