

Step Three	Additional Resources
<p>The client collects resources that will aid in producing your ad. For example: Pictures of the building/ employees, LOGOS , (in GIF or JPEG form please) and address/contact information. If you have any slogans, offers, specials, or anything you would like written on your add please feel free to write them down.</p>	
<p>Contact Information & Additional Verb-age:</p>	

Step Four	Prepare your location
<p>Both motion image and still image capture will take place on your premises, or at some other appropriate location as called for in the approved script. Expect to see a variety of video production equipment used: lighting equipment, video monitors for playback of recorded footage, microphones and recorders, teleprompters, and so forth. Your input during this step is important: is the camera crew capturing the image to its best advantage? Is an important visual image or audio resource being overlooked? Do you have any extras you would like to be apart of your commercials? (Family members, friends, employees) These are some of the aspects you will want to pay attention to during the taping process.</p>	

Final Step	Editing and Approval
<p>Finally all the elements of the video project come together: video images, voice-over narration, titles, graphics, background music. This is a tedious process of carefully assembling the video program one piece at a time. While changes can be made to a video program after editing is completed, it's a difficult and sometimes compromising effort. Filling out this form with as much detail as possible can prevent both time loss and additional charges.</p>	