



Reassuring Residents

A not-profit-motivated video intended to educate and remind residents at seniors' homes and long-term care facilities in Canada.

Cell: 705-828-5605 / jironside@fivepointsmedia.ca

Thank you for your interest in helping your residents by using our educational video, **Reassuring Residents**. This guide will help ensure that we receive from you the files required to finish your project. Our goal is to output a custom version of the program for your retirement residence or long-term care facility in less than 24 hours. That goal is fully dependent upon both the speed at which we receive the files from you and the number of customized versions that were ordered before yours.

01. YOUR LOGO IN THE INTRO

- We will be using your logo in several places including in the cover of the introductory book animation.
- Vector format is very much preferred i.e.: EPS, SVG, AI, and some PDF.
- If Vector is not available, please send the largest bitmap you have i.e.: JPG, TIF, PSD, PNG.
- The higher quality (size) image the better the result.
- We can reduce the size of any graphic and maintain quality, but we cannot increase size without quality loss.

02. YOUR LOGO IN THE LOBBY

- This is the same file sent to us in line 1.
- We will modify it as needed to appear the cleanest and clearest possible.
- In the case shown, we added a white background to make it stand out.
- Please advise our crew if you do not want that or any similar effect added.
- We respect the importance of brand control.

03. YOUR LOBBY PHOTO GOES HERE

- We recorded this segment against a green screen background.
- This enables us to seamlessly insert your picture behind the host.
- We digitally blur the background image just enough to make it look exactly like she is standing in your lobby.
- We require one straight on shot showing your lobby or the room in which you want the host to be standing.
- Angled shots will not work as we cannot move the pre-recorded host.
- This technique allows us to personalize the video to your facility without ever stepping inside.
- The file should be the camera original if shot from a cell phone or a professionally shot image.
- Your marketing department would most likely have any professional images shot in the facility.
- The picture must be at least 2000 pixels across and 1100 high.
- The bigger the image the better so we can crop, tweak and improve the framing to match the host.

04. YOUR LOGO GOES ON THE COVER

- Here we use the same logo file used in Line 01 and Line 02 above.
- Our crew will modify the original file as needed.

05. YOUR PICTURES ARE IN THE ALBUM

- One of our goals is to personalize the video as much as possible to your facility.
- The content will be better accepted by residents if it is about something they know.
- Direct association with your facility will also show families of your residents that you are proactive.
- We require at least six images showing your staff interacting with residents.
- This again builds familiarity.
- Using special effects, those images will be included in the photo album section as if shot by a camera.
- All pictures must be oriented horizontally (sideways), NOT vertically, as televisions do not turn.
- We want at all cost to avoid having to use side bars.
- We crop the images to 2048 wide by 1479 high, so we need the largest and best quality image you have available.
- It is best to use photos taken by a professional.
- The best quality pictures are likely accessible through your marketing department.
- High quality cell phone pictures will work but may not look as good.
- When sending pictures, especially from a phone, be sure to use top or best quality when transferring.
- Cell phones often reduce the quality of images when sending.

06. YOUR LOGO GOES HERE

- This is the same file sent to us in line 1.
- We will modify it as needed to appear the cleanest and clearest possible.
- In the case shown, we added a white background to make it stand out.
- Please advise our crew if you do not want that or any similar effect added.
- We respect the importance of brand control.

07. YOUR LOGO GOES HERE

- This is the same file sent to us in line 1.
- We will modify it as needed to appear the cleanest and clearest possible.
- In the case shown, we added a white background to make it stand out.
- Please advise our crew if you do not want that or any similar effect added.
- We respect the importance of brand control.

08. YOUR EXTERIOR PHOTO GOES HERE

- The file should be the camera original if shot from a cell phone or a professionally shot image.
- Your marketing department would most likely have any professional images shot in the facility.
- The picture must be at least 2000 pixels across and 1100 high.
- The bigger the image the better so we can crop, tweak and improve the framing to match the host.

09. YOUR FACILITY IS CREDITED

- The final credit identifies your facility as being the producer of the program.
- This further establishes that your seniors' home or long-term care facility is very proactive in health care for residents.