

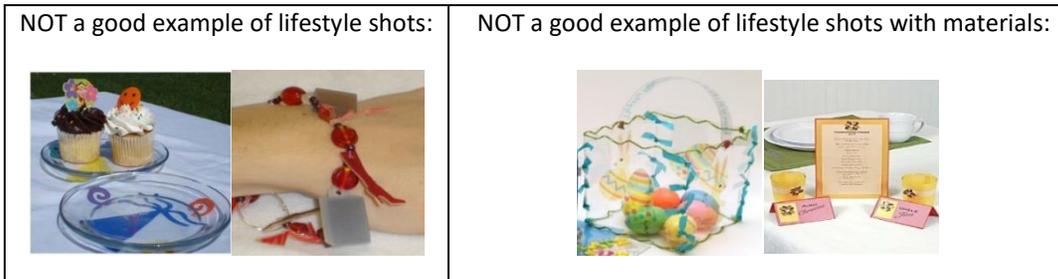


Video Outline Guide

1. Videos should preferably be shot overhead to focus on the materials used and technique. EX.
 - <https://youtu.be/Xz5dKuw3H3Y>
 - <https://youtu.be/jBtyxBEa7LM>
 - <https://youtu.be/neEvYrRyrW8>
2. Videos must have an opening introduction shot.
 - The introduction should specify your company name, Grafix, & the Grafix featured materials (by brand name). Also, it's good to show our product itself and Grafix packaging if applicable. (If you require an image of the Grafix product(s) being used please email katelyn@grafixarts.com).
3. During the video, it is beneficial if you cover the following topics:
 - Features and benefits of using Grafix materials.
 - Other tips or tricks, that are helpful for using the materials.
 - Possible added uses for the materials.
4. When listing additional materials used (depending on if you prefer to write out the materials and display them in the shot or verbally say the materials used, please state the full brand name and product type. (Ex. Grafix Metallic Shrink Film).
5. We are looking for an actual video and NOT a video slide show.
 - EX. Of what we don't want. <https://www.youtube.com/watch?v=idiGx9NtTfU>
6. The video length should be about 3-5 mins long. (If your previous videos are longer and that's what your audience enjoys/expects, please advise ahead of time for approval).
 - EX. <https://youtu.be/5UqpQkhgcGY>
 - The more time-consuming portions of a project like cutting or painting a large section please increase the time-lapse or edit part out. EX. https://youtu.be/SKofSh_DMPQ
7. Video lighting is to be bright enough to show the process without causing a lot of shadows or too bright to see the project.
 - EX. What we do want. <https://youtu.be/jBtyxBEa7LM>
8. The background of the shot needs to be on a cleared working space. (No distracting items in the shot that will take away from the project).
9. The ending shots should feature the finished project along with mentioning Grafix featured products with Grafix logo and Grafix website www.grafixarts.com. (If you require an updated logo please email katelyn@grafixarts.com).
10. If music is used in your videos, please make sure to include credit in the video at the end.
11. When submitting your videos for posting and/or sharing on your own channel, it's important to list out all the materials used. See example below:
 - Grafix Opaque White Graft Plastic (if you are an influencer for a retail store, you can include your link next each product mentioned)
 - 12x12" - pack of 25 sheets
 - Jacquard Piñata Inks
 - Pearl: 1/2 ounce (14 ml)
 - Faber Castell Pitt Artist Pen
 - White
 - ETC.
12. We need to have high-resolution images (300 DPI) of the final project submitted with the video for sharing on social media.
 - We'd like a lifestyle shot and a lifestyle shot with the material used for the project. See the following images for examples:

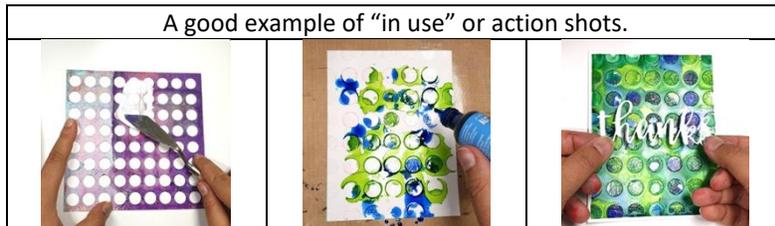


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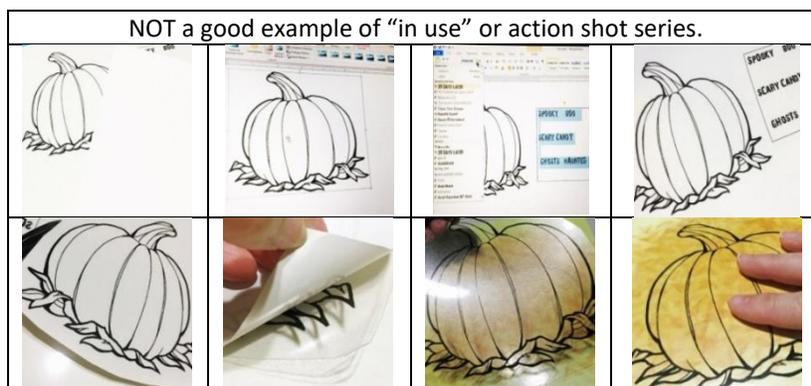


13. We would need “in use” or action shots, of about 2-4 images. (These images will be used for advertising, social media, and packaging). The quantity of these images depends on the steps per project.

- We are looking for only the essential images, for example, if several steps mention coloring or cutting different shapes we only need 1 coloring image and 1 cutting image.



- <https://www.grafixarts.com/projects/grafix-opaque-white-craft-plastic-textured-card/>





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14. Videos are to be submitted for a review on the 3rd week of the scheduled month. (EX: If you are scheduled for June we'd need your video for a review on the 3rd week of June.)
 - Keep in mind there might be changes to be made before the video finalizes.
 - Once approved – all parties will agree to a publishing schedule.
15. If you are sending a physical project to us, please add a label to the back of the artwork with the Grafix materials used. If there is space on the label please include the other materials used.