

### BASIC TERMS

main communication via email only; customer & contractor communicate via one contact person each (to be specified at project kick-off); approx. duration of project: max. 5 weeks (to be specified at project kick-off); 3 briefings: kick-off, mid-concept & final presentation.



### COMMON PROCEDURE

viewing of film, marketing strategy, brainstorm, gathering of materials, feedback to and from producer, briefing to graphic- & webdesigners, elaboration & implementation of film identity tools, review of results, delivery to client.

### BASIC CONDITIONS

all film identity tools will be implemented with material delivered by the customer (data delivery via dropbox.com account). print-ready files will be provided via dropbox.com account; rights of use for the film identity tools (such as: artwork, etc.) are cleared for the region of origin only!

**website:** state of the art technology (html, xml, css, javascript, etc. - all web 2.0 compatible) and basic, dynamic barrier free design (for detailed design and structure specs see FILMcms design & structure fact sheet), open source, easy to use cms (content management system - for detailed specs see FILMcms fact sheet), hosting on django & python capable server (suggested: django hosting.ch), possibility to link with: facebook, twitter, etc.; domainname is provided by client; checklist for data delivery see requirements below and FILMcms fact sheet.

**please note: FILMad can't be held responsible for any delay of content delivery from client. this will affect the estimated time schedule!**



### REQUIREMENTS

**logos:** all logo-data in vector format such as: eps or adobe illustrator; if not available: photoshop (max. dpi-resolution); please avoid: png, jpg, gif and low resolution psd formats! attach specs how to use logos of third parties (colour, positioning, etc.) if provided.

**pictures / images:** preferred formats are: tiff, psd or high resolution jpg. min resolution for print: 300 dpi - or name contact of photographer; please avoid: png, gif and low resolution jpg/psd formats!

**fonts:** provide used fonts in ttf or otf format or the name of font, rights of use must be cleared by customer!

**texts:** preferred formats are: rtf, txt, apple pages and ms word; please avoid extensive formatting of text