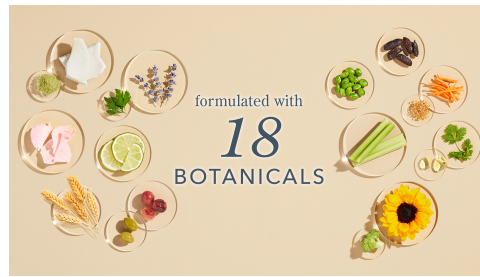




VIDEO: MODEL HOLD UP BOTTLE TO CAMERA
(color correct and warm up to match the other footage)
make sure skin is not pink

LINK 2:23-2:26



STILL



VIDEO 0:09



**Lighten background so text is more contrasting.
Animate text in, have + spin**

LINK STARTING AT 2:09

TEXT: (RGB 74 87 97) WITH GLOW



Lighten background so text is more contrasting

LINK 2:49-2:51



LEFT: LINK 2:20

MIDDLE: LINK 5:54
(Warm this footage up so it matches the others a little better) but avoid her looking red

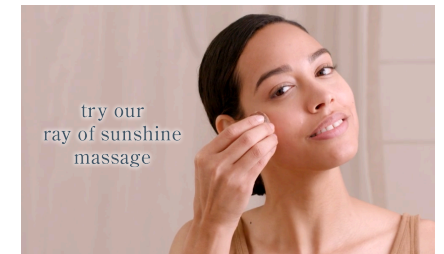
RIGHT: LINK 4:26

TRANSITION: right frame slides to the left becoming full frame for a second, then the next frame slides in from the right to replace it



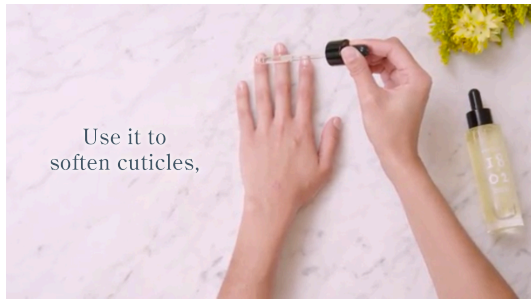
Lighten background so text is more contrasting

LINK 3:19



Lighten background so text is more contrasting

LINK START AT 4:35



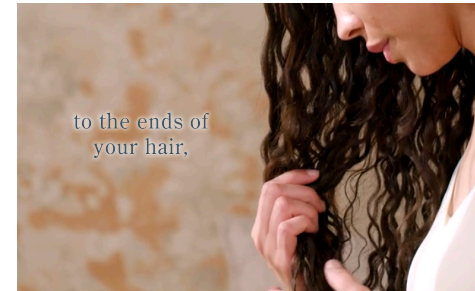
Use it to
soften cuticles,

[LINK](#) start at 0:00



add a few drops
to your bath,

[LINK](#) start at 1:21



to the ends of
your hair,

Background isnt the greatest can you add a
white gradient from left that fades to right

[LINK](#) start at 1:37-1:41



and all over
your body

Background isnt the greatest can you add a
white gradient from left that fades to right

[LINK](#) start at 4:08-4:12



[LINK](#) start at 4:36



[LINK](#) start at 6:19-6:22



[LINK](#) start at 7:11



Center Bottle in the frame

[LINK](#) STARTING AT 2:09
Crop in close to cut out hand and lighten overall frame
slightly

[ENDCARD](#) – Gingham Full Frame overlap + Beekman
1802 logo

FACIAL OIL – HSN VIDEOS

VIDEO SPECS:

- 16:9 Crop Only needed
- See HSN specs on slide 2- needed for all videos

DELIVERABLES:

1. How to use raindrop tool (slide 3-4)- 30 seconds-without music
 1. ATL with Music
2. How to use Facial Oil (slide 5-7)-30 seconds-without music
 1. ATL with Music
3. 02 Milk + 18 Botanicals (Slides 8-9)
4. No Fillers (slides 10-11)
5. 20 Uses Video (slides 12-13)

TENTATIVE PRODUCTION SCHEDULE:

1. Round 1 Revision: 12/17
2. Round 2 revision: 12/18
3. FINALS: 12/21

EDITING NOTES:

1. The footage is very very dark in some areas due to limited lighting that day, we need to lighten up some backgrounds and generally push the lighting much brighter, less dark and dull overall. In this case we want a lightness/ almost a nice wash of light.
2. We want these to look visually stunning and if lighting effects like sunflares are needed please add.
3. Final exports need to meet all HSN specs for videos to be accepted



HSN PRODUCTION GUIDELINES: VIDEO AND STILL DELIVERABLES

TECHNICAL SPECIFICATIONS

<p>VIDEO: PREFERRED: Apple ProRes 422 (HQ)</p> <ul style="list-style-type: none"> • 1920 x 1080 • 29.97 Drop Frame • 1.0 / Square Pixel (16:9) Aspect Ratio • Interlaced, Top/Upper Field First • Provide Both Final & Textless <p>Will also accept Apple ProRes 422, H.264, or MP4 (minimum 30 mbps, 50+ mbps preferred)</p> <p>Bitrates less than 30 mbps will be rejected.</p> <p>We reserve the right to reject material of poor quality/ video that has been "up-converted."</p>	<p>AUDIO:</p> <ul style="list-style-type: none"> • Split Audio Tracks/Stems for Every Project • RAW Audio with Handles for Dialogue Edits • OMF of Project • Do Not Apply Noise Reduction or Audio Filters • Submit WAV files at 24 bit 48 kHz <p>Will also accept AIF/AIFF if WAV is not available. MP3 is not an acceptable format and will be rejected.</p> <ul style="list-style-type: none"> • All music must include proof of license. 	<p>GRAPHICS/STILLSTORE:</p> <ul style="list-style-type: none"> • 1920 x 1080 pixels (minimum 72 DPI) • Larger size needed if HSN needs to rework or repurpose file • Layered Adobe Photoshop files: PSD • Adobe Illustrator vector files: AI & EPS • Uncompressed TIF or TGA
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VIDEO DELIVERY SPECIFICATIONS

- ONLY edited files, not raw footage.
- Send copies or clones, not masters.
- We accept files on the following:
 - USB Flash Drives
 - Blu-Ray Discs (data files only, not authored)
 - Hard Drives accepted for larger deliveries
 - HSN File Exchange <https://fts.hsn.net> (Address deliveries to your Producer AND PostFileDeliveries@hsn.net)

VIDEO SHOT FRAMING

- Video will air with HSN item graphics
- When shooting, frame the shot to avoid the on-air graphics (see below).
- Keep critical information in the center of the screen.
- Video that falls behind the on-air graphics may be obscured.
- ALL TEXT must be kept within the text-safe area (blue line).
- HSN can provide a keyable template of the framing image below.

