



LATOUR de FORCE
P R O D U C T I O N S

DEMO REELS / CUSTOM MONTAGES

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**Essential Tips for
Creating Your Heartfelt
Memory Montage.**

1 Tell a story.

Who is the montage for? Whether it's a montage that celebrates a birthday, anniversary, tribute, or whatever; rather than lining up pictures over music it's much more effective to tell a compelling story from the heart. Not only will your loved one(s) appreciate it, but so will your other viewers. Having a story in mind will also make it easier to assemble all of the photos, home movies, and meaningful music that you want to include. Remember, it's always best to have a goal in mind on how long you would like the montage to be...you can pack a punch in 10 minutes!

2 Match the style with each unique individual.

What special occasion is the montage for? Is for it a couple celebrating their engagement? Perhaps your parents are celebrating their 50th Wedding Anniversary. Or, is it for Grandma's 90th Birthday? These would definitely be all different style montages than, for example, your children celebrating their bar/bat mitzvah. Planning accordingly and making the effort to customize their story, as opposed to creating a 'cookie cutter' montage, will give everyone the 'warm and fuzzies' when viewing your custom montage.

3 Make it your own.

The creative possibilities are endless when it comes to creating a custom montage. Adding a voiceover can be an effective way to share your clients' story, as voice-overs can contribute to setting the mood and tone of the video. You can also add supporting clips and photos to match, or add interviews, have someone tell a story of an event, and then cut away to that particular footage or photos. Text can be very effective as well, if there is no voice over included. Always beware of 'over editing'...it might seem fun to add all kinds of effects, but too many 'flips and spins' can be distracting. It's best to use editing effects in moderation so that you don't take away from the narrative.

4 Try to include others.

If your montage is being shown at a party, and the guests are friends with the person who is being celebrated, chances are, the guests are going to be looking for themselves in the video! While the montage should focus on the guest of honor, it's also fun to try to include as many others as well. It will help keep them engaged and make the montage more fun for everyone to watch. One idea is to interview the guests and include them in the montage! You can do a lot with interviews, but one classic way to use them is to have someone tell a story of something that happened. Then, while they're telling the story, cut away to the footage (or sequence of photos) that shows what they're talking about. This can be a lot of fun for everyone!

5 Organization is key.

Organization can indeed be the most time-consume aspect. It takes a lot of time to go through old photo albums, and/or digital storage, videos/home movies, etc. Understandably, it's easy to get caught up in wanting to include every single photo of the loved one that the montage is for. You may even want to include every bit of video that was captured but, the truth is that audiences can get distracted very easily. Because of this, it's best to mix it up with different shots, footage and songs, all while telling their story. Once you have chosen all of the media you would like to use, if you are working with a professional editor, it's imperative to separate and label everything, as to how you would like them to appear in the video.

Make your loved one 'cry tears of joy' by gifting them a beautiful memory montage that will touch them deeply, and last a lifetime. Click [here](#) to get started on creating your custom montage NOW!

