

Evolution Design Concepts

Evolution Design Concepts is a creative and energetic website design company located in Warren County North Carolina. It is family owned and operated by the sister and brother Co-Owners, Gretta Shaw and Greg Thompson. Greg Thompson, a principle of this community centered website design company, has been studying and developing websites since 1991. Gretta Shaw, Co-Owner has been active in graphic design and visual media for more than 25 years and brings a dynamic visual energy to this small, but active web development company. Evolution Design Concepts also has a printing component of their diversified organization, which designs and prints 30 various products, which includes business cards 1000 glossy for \$27, brochures, post cards, posters, fliers and much more.

A few of the websites that Evolution Design Concepts has developed include: the [H. Leslie Perry Memorial Library of Henderson NC](#), the [Economic Development Commission of Warren County](#), [LawyerArrington.com](#) of Halifax County, [Saint James Missionary Baptist Church of Henderson](#), [Warren County Free Clinic](#), [United Shiloh Association](#), [Gary's Auto of Warren County](#), [Pine Grove Baptist Church](#) of Warren County, [Mitchell Baptist Church of Louisburg](#)..to name a few. The slogan of this company is "We Give Small Businesses a Big Image Presence on The Internet."

We thank all those providers participating in the video production and look forward to developing a visually appealing two to three minute presentation that can be included in your website or at an in person presentations. Another excellent use of this video is to have it running on your lap tops while attending community fairs, conventions, health symposiums and while waiting for audiences to assemble.

The total cost of the video is \$30 payable at the time of production. Please make all checks out to Evolution Design Concepts. The cost of the video will include (1) DVD which will have two versions of the video on it. The first version will have a format that will be Internet ready, and appropriate for placement in your website. A second video will be of HD quality and suitable to be run as a stand alone video on your desktop or laptop computer, through a projector or on a large format flat screen TV.

The first three days of video shooting will be on October 16th Tuesday, 17th Wednesday, and 18th Thursday from 10 to 2 pm at the Perry Memorial Library in Henderson.

What you should know about this video:

- we may shoot as much as 15 minutes of video, however when edited, this video will run 2 to 2 1/2 minutes in length
- the provider giving the presentation should prepare a comfortable script of approximately 200 to no more that 230 words depending on your speaking style and pace. This seems like a lot of words but it is actually only about 5 to 7 sentences per minute at an average of 15 to 20 words per sentence

- within this time period of more than 2 minutes you should be prepared to make 5 to 7 major points about your organization. These points are determined by you, however they can include the following
 1. your name, the name of your organization and where you are located at
 2. what does your organization do, why do you exist, tell the audience about all of the **most important** services you provide
 3. what are the eligibility qualifications to be serviced by your organization--what criteria must the customer meet to serviced by your organization
 4. who is not eligible
 5. how can the person watching this get in contact with your organization--contact form, email, telephone no
 6. what are the your hours of operation

- one of the most important ingredients of a successful on video presentation is to relax and create a tone of comfort. In this video you are having a conversation with the viewer, no different than the hundreds you have had in your office. This video is a conversation not a lecture.
- please allow 30 minutes from start to finish, there may be several practice takes
- ladies and gentlemen please wear attire that is not to busy, as it may be a distraction for the viewer and may not showcase as well on smaller monitors. Keep in mind that many people may only see this video over the Internet using their cell phones with a two to four inch screen (the less busy, the easier it is for the viewer to make out the detail in your clothing)
- do several takes of your talk in front of a mirror or a loved one
- most of the work will be done when editing your video so mistakes are permitted

For additional information and to schedule a time for your organization, please contact Greg Thompson at 252.257.2647

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