



## *Professional Titling on Film*

Titling on film is very simple: a 35mm black and white Hi-Con negative is shot from black-on-white typeset (each title card individually laid-out, horizontally with ample margins, on an 8 1/2" by 11" page), and then processed as negative.

To be sure that your titles are suitable for different aspect ratio requirements, compose the titles so they will not be cut off horizontally when projected at 1.85:1 or cut off vertically when viewed at 1.33:1 for television.

The titles can be matted or supered over action background, or stand-alone. If a background is required, the action scenes will be blown up to a 35mm 5244 CIP. The title Hi-Con will be used in combination with background CIP or alone, to create either a 16mm optical Dupe Negative (which can be cut into the regular 16mm original A & B rolls) or a 35mm optical Dupe Negative (that would cut into the resulting negative of a blowup from Super 16mm or regular 16mm A & B rolls).

Often a rolling crawl is necessary to display lengthy end credits. The same steps concerning Hi-Con and background are implemented. the crawl typeset however, needs to be on a seamless scroll (usually 8" or 9" type block width on 11" or 12" wide paper) sometimes up to 20 feet long!

Contact The Cinema Lab for more information about titling, 303-783-1020.