



**Dr. Daniel
Ward, DDS**

Assignment:

Write and detail content development for Keynote presentation at the annual American Society for Dental Aesthetics (ADSA) in Scottsdale, AZ.

Production facility:

Mills James Productions, Columbus, OH

Deliverable:

Written copy for voice over narration that sets the stage for PowerPoint presentation

Detail:

Dr. Ward is a nationally recognized dentist. He has spent his career advancing the aesthetic restoration of his patients mouths and their smiles. To further this endeavor, Dr. Ward has pioneered an approach to restorative dentistry that is based on science and the arts, notably the Golden Ratio formula. Before beginning his presentation that discusses the technical process, an introduction was necessary. This written copy was used as the script for the narrative for the multimedia introduction to his presentation.

Format:

Recorded in a sound booth with the presenter as narrator. Soundtrack file was exported and installed in the PowerPoint presentation file.

Project Director:

Dr. Daniel Ward., DDS,

Dr. Ward is a native of Columbus, Ohio. He attended Ohio University and received two degrees, a BS majoring in Zoology and a BA majoring in Music. He earned his Doctor of Dental Surgery (DDS) degree from The Ohio State University in 1979 and has practiced in Columbus since graduation.

Fellow Academy of General Dentistry
 Fellow American Society for Dental Aesthetics
 Fellow American College of Dentists
 Fellow Pierre Fauchard Academy
 Diplomat American Board of Aesthetic Dentistry

General Member American Academy of Cosmetic Dentistry
 Member American Dental Association
 Member Ohio Dental Association
 Member Columbus Dental Society



Introduction - Narrative

Through out history, beauty has fascinated nearly every culture.

The search for beauty has revealed a common fabric in nature, architecture, engineering and physics. The needle is mathematics and the thread is a formula known as the “golden proportion”.

In Greek times, Vitruvius created the Parthenon with ideal proportions.

In an effort to understand ideal proportions, DaVinci analyzed body ratios. He concluded that physical beauty is the harmonious relationships between shapes and forms.

Years later, Michelangelo created the ideal male from ideal proportions.

Today, our challenge is to design an ideal smile. However, we don't start with a blank canvas. We start with a person. If their beauty is to be enhanced, then an understanding of harmonious proportions between facial features is essential.

By analyzing the proportions which have been widely accepted through the centuries as aesthetic and incorporating an innovative computerized model known as the “red proportion”, you will be able to create the “ideal smile”, consistently enhance your patients' beauty and forever change their lives.

44.1 kHz stereo.