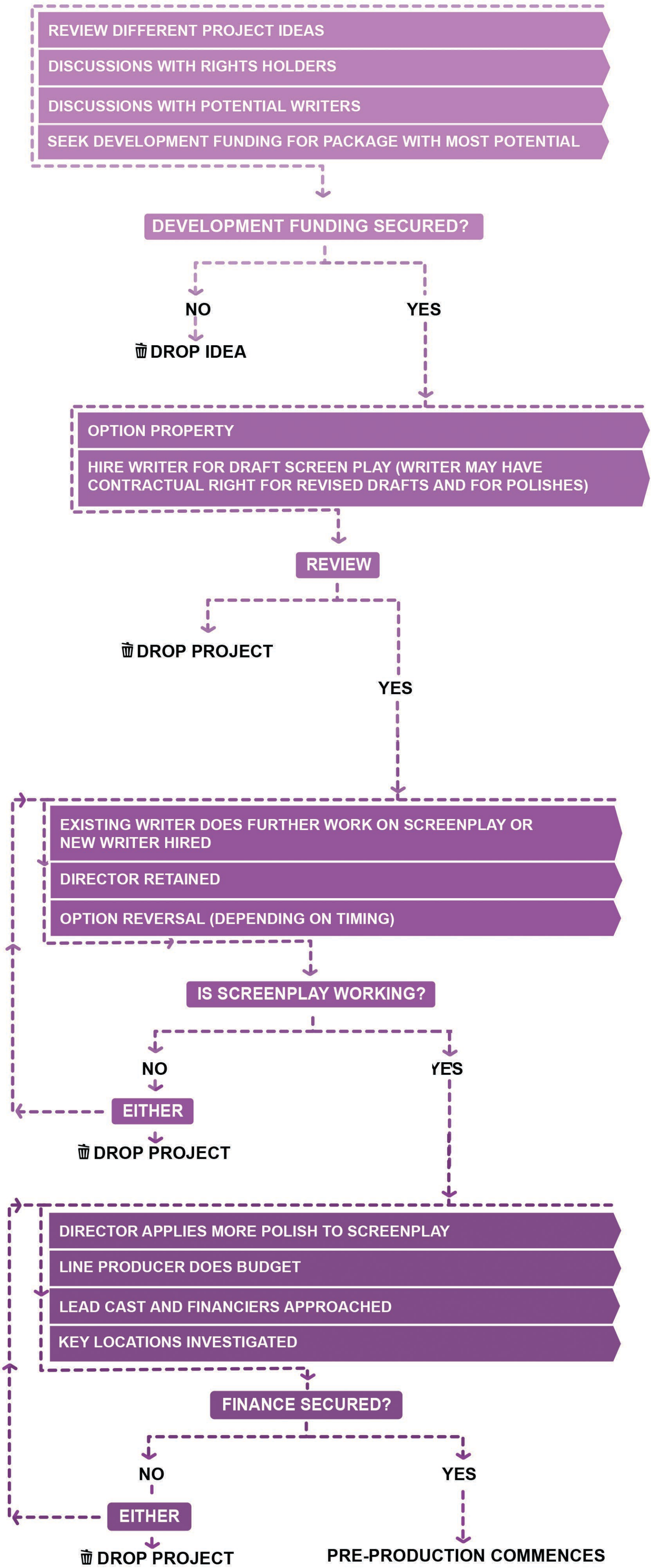THE FILM DEVELOPMENT PROCESS