

SPECIFICATION FOR GRAPHIC DESIGNER

MOVE TV – FITNESS CLUBS



VIDEO ADVERTISING:

File format – MOV, MP4, AVI

Codec – H264

Bitrate – 5000-9000 Kbps

Resolution – 1280x720 px, 1920x1080 px

Pixel Aspect Ratio – 1,00

Aspect Ratio – 16:9

Frame Rate – 25.00 FPS

No audio.

STATIC ADVERTISING:

File format – JPEG

Resolution – 1920 x1080 px

Color space – RGB

Broadcast time – **up to 6 minutes**
(depending on the contract/order signed)

Subtitles for video files:

- file format *.srt *.doc, *.docx, *.odt

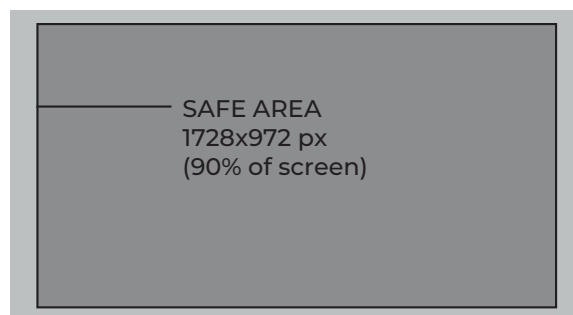
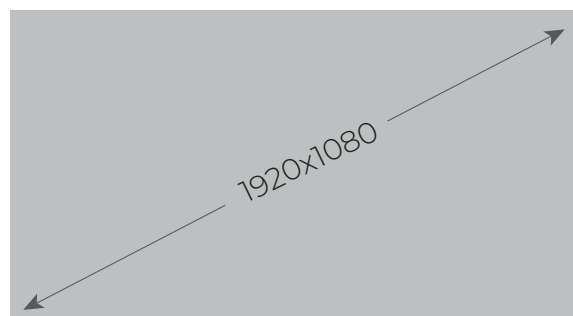
- or embedded video:

font: Encode Sans Medium

size – 56 px

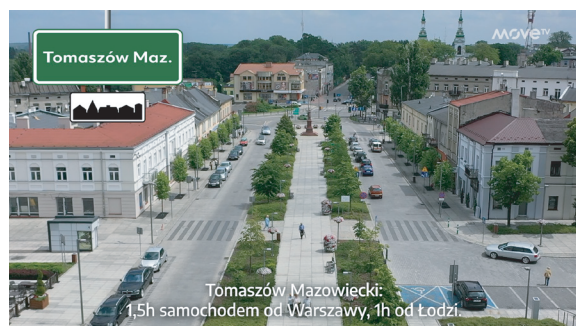
justification – central

- edge-to-edge lettering should be avoided
- maximum 2 lines
- lettering underlay: a soft gradient or blurred shadow
- do not use black bars / background underneath lettering



TOTAL AREA – should be free of important graphic (logo, text, products),
It perfectly suits backgrounds and fills

SAFE AREA – should be perfectly visible



blurred shadow underneath lettering



delicate gradient underneath lettering

File name must include the following information: campaign name, media name and spot length
(e.g. **EKO_MOVE TV_10s.mp4**)

Set of video files should contain:

- spot for broadcast
- screenshot of the spot: *.jpg lub *.png (preview) - max 1 Mb

Do don't accept files without a preview video.