

# SPECIFICATION FOR GRAPHIC DESIGNER

## ANIMATION for BL18 – DYNAMIC BACKLIGHT

ams

(media fitted with intelligent LED matrix)

### PREPARATION OF ANIMATION:

File format – GIF,  
Resolution – 240x120 px  
Colour Palette – grayscale  
Max. duration of animation – 3.5 min  
Max. frame rate – 20 fps

- output brightness (standard) is 40% – element is backlit and well visible – standard backlights illuminate at this level
- brightness at the level of 100% only for smaller areas, e.g. inscriptions, logotype, characteristic small elements
- light background should be backlit to minimum extent, the darker one may be backlit little more

### PREPARATION OF CREATION TAKES PLACE ACCORDING TO STANDARD FACILITIES FOR BL18\_D MEDIA.

Format – AI, EPS, PDF, TIFF, PSD – with editable layers  
Colouring – CMYK (black colour C60 M50 Y40 K100 – applies to big uniform colour background)  
Fonts converted to curves  
Files should be prepared in 1:10 scale.  
File resolution in 1:10 scale – 360 dpi

Dimensions in 1:10 scale:

- printing area 60,8 cm x 30,8 cm + (3 mm bleed)
- animation area 60 cm x 30 cm
- safe area (for texts) 58 cm x 28 cm



printing area – 60.8 cm x 30.8 cm



safe area – 58 cm x 28 cm  
(for texts)

### WHAT TO BE TAKEN INTO ACCOUNT WHEN CREATING A DESIGN:

- black elements of the creation do not "backlight" – only area around them may be backlit
- creation has two exposures:  
DAILY – standard exposure  
NIGHTLY – dynamic illumination elements that may introduce the elements not present in the creation (e.g. snow falling, clouds etc., in general the objects smaller than 2.5 cm in media = 1 px in animation)
- backlighting is burdened with light diffusion effect (it is not possible to backlight the edges "as sharp")
- backlight of details is possible only for big elements of creation (light diffusion)
- animation is an effect of changing intensity of light in different areas of billboard, therefore it may be treated as monochromatic animation (from white – backlighting enabled (diode illuminates in 100%) to black – backlighting disabled (diode does not illuminate - 49% is media illumination)
- due to road traffic safety the animation CANNOT contain "reflective elements"