

SPECIFICATION FOR GRAPHIC DESIGNER

CREATION for BL18 – DYNAMIC BACKLIGHT

ams

(media fitted with intelligent LED matrix)

PREPARATION OF CREATION TAKES PLACE ACCORDING TO STANDARD FACILITIES FOR BL18_D MEDIA.

We encourage your billboard designer to consult AMS graphic designer already at the stage of layout. It will allow us preparing final effect to the satisfaction of your customer.

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)
- visible image 59 cm x 29 cm
- safe area (for texts) 58 cm x 28 cm



printing area – 608 cm x 308 cm



safe area – 580 cm x 280 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 on 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"