

# 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 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"