



# EFFECTS DESIGN GUIDELINES

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# CONTENT TYPE

Photography | Illustration | Video

## Do



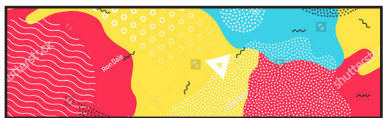
Using close-ups ensures more details



Use a variety of colors



Geometric shapes are strongly advised



Use high-contrast colors

## Don't



Avoid similar tones



Avoid populated compositions



Avoid highly detailed images

# CONTENT TYPE

## Typography

### Do



Letters of different colors stand out more



Use big lettering



Suggested to use bold characters

### Don't



Avoid overlapping text



Avoid overlay text



Keep tracking in mind



Avoid outline text



Avoid narrow fonts

# TECHNICAL SPECIFICATIONS

## Formats

<i>Image</i>	<b>JPG</b>
	<b>PNG</b>
	<b>TIFF</b>
	<b>GIF</b>

<i>Video</i>	<b>MP4</b>
	<b>AVI</b>
	<b>FLV</b>
	<b>MOV</b>
	<b>MPEG</b>

**File Weight** There is no limitation to file weight.

**File Weight** 100 MB

**FPS** 10

**Speed** Avoid high speed movement

## Resolution (Pixel Density)

The resolution of the image/video should always be the number of lamps of your installation, for example in a case with 1000 lamps in width and 250 in length, the image/video should be 1000x250 pixels. This is to ensure the highest fidelity between what you see on the screen and what you'll see on your installation.

## Ratio

When designing custom effects, it is highly advised to work on the layout of the installation, with a ratio of b:h (base : height) for best results. This is to avoid stretching and/or cropping of your content.