

DIGITAL DESIGN GUIDE

Outdoor Advertising is now on the forefront of technology with the introduction of digital displays. This new technology is changing the face of outdoor and offers a unique and powerful method of delivering advertisements.

Creating content for these displays presents new opportunities and challenges. The following concepts will help you create a great digital ad.

1

DESIGN ADS SPECIFICALLY FOR DIGITAL

Digital Displays use LED technology to display brightly lit static images like a computer monitor. Colors are not confined to CMYK as in print, now you can take advantage of trillions of colors. Fine details do not render well at small sizes on digital displays. If you use images displaying fine detail they should be as large as possible.

2

KEEP YOUR DESIGN BOLD AND CONCISE

Like traditional billboards, Digital display ads need to be read and understood quickly. Stick to one idea, and make it a simple bold statement. A simple ad will have greater retention. Take advantage of the grand size of the billboard and use larger than life images.

3

AVOID WHITE OR LIGHT BACKGROUNDS

Because of the brightness of LED displays it is most effective to use a darker background with lighter copy for the best contrast. Another benefit; rich dark colors use less power to display. Also, as with printing, always use professional quality photographs for the best results.

ART PREPARATION SPECIFICATIONS

All files should be saved as :

RGB, 96 ppi, jpeg at the highest quality setting (no compression)

Each Display size has a different pixel matrix or pixel dimensions. You must use the correct pixel dimensions for each display size

Some typical Display sizes:

- ▶ 20'x 60' 20mm Display = 576 pixels high x 1792 pixels wide
- ▶ 14'x 48' 20mm Display = 384 pixels high x 1408 pixels wide
- ▶ 10.6'x 36' 20mm Display = 288 pixels high x 1024 pixels wide

Be sure to check your display size before preparing artwork.

For additional pixel dimensions check with your Formetco representative.