



Requirements

- Files must be supplied as Flash artwork (FLA) and preview (SWF) files.
- All fonts must be broken-apart or the font file supplied as a separate file.
- The Main timeline (top level) must have the 600, 900, 1200 or 1800 frames on it, corresponding to the duration of the animation.
- Try to avoid using action Script to animate objects. Simpler to edit and quicker to animate using tweens on the main time line.
- Animation only needs to be created for one banner. This banner is repeated several times horizontally along the sideline. A single object can not move from one end of the sideline to the other.
- Dark background colours are the most effective, white should be avoided.

Tips for best results

- Use the total pixel height of the stage when creating the animation. Text and Logos should especially take up the full pixels in height.
- LED Banners are low resolution when compared with print, so landscape versions of logos work better than portrait to achieve maximum legibility.
- To ensure maximum exposure of your brand, it is best to have your logo displayed at all times.
- Please avoid using continuous fast movements, TV cameras will capture slow moving logos, slogans and images more effectively.
- 'Text eating itself'... each animation is repeated horizontally, so if text or an object animates out of the side of the banner, it will disappear into the side of the banner next to it. To give the appearance of an object scrolling across several banners, as it moves out on the left, it must loop in on the right at the exact same time.

Stadium layout preview



one banner repeated

Specifications

Dimensions should be:

- Stage size is 840 x 42 pixels - please use pixel area as there is no safe zone.
- Frame rate is always 30 fps (frames per second) and the animation duration is:
20 seconds = 600 frames long
30 seconds = 900 frames long
40 seconds = 1200 frames long
60 seconds = 1800 frames long
- Please confirm with your client or code, the duration for the animation you are creating.
- Physical banner dimensions: 7 banners across the 120.96 metres, the banner is 17.28 metres in length and 0.865 metres in height.

Checklist

- Artwork is the Flash FLA file
- Animation uses tweens on the main time line
- Main timeline has 600, 900, 1200 or 1800 frames on it
- All fonts are broken-apart or the font supplied
- Animation required for one banner only
- Background is not white

Enquiries

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