



VON BRAUN CENTER, PROPST ARENA
700 Monroe Street, Huntsville, AL 35801

VIDEO PRODUCTION REQUIREMENTS, MARQUEE SPECIFICATION

The slide will display for eight seconds approximately once every three minutes; that's 480 times each day, twenty four hours a day, seven days prior to your doors and all thru your event.

You may send me almost any graphics that you have and I will work with them... I can apply text and border colors.

At a minimum, I need a graphic and the text to display ten days before your event in order to publish on time..

Here are guidelines and specifications.

GUIDELINES:

Convey a simple message in 8 seconds

Simple graphics.

The objective is "buy tickets"

National surveys suggest 6 items or less that show what, when, where, how.

Don't over detail... all you need is a recognizable picture that triggers a user connection, the event name, date, location and web and/or phone to buy tickets.

SPECIFICATIONS:

You may send graphic components and allow me to add text (including scrolling or flashing, **OR** you may send a completed "slide."

Create animations, video or static graphic in RGB color space 286 pixels wide x 154 pixels high; 16:9 ratio hd format, ie it is ok to send a 1920x1080 graphic, just know it is going to be interpolated 286x154.

Easy Cheesy:

If you are real handy at powerpoint, create a Page Setup of 16:9, create your slide then Save As a type .png. Don't use animations, nor "frilly" type fonts,, nor fonts on this page size less than 24pt. Big and simple is good.

The Importable File Types are

- uncompressed .avi, .wmv, .mov, .mpg, .mp4 animation (video) files
- .psd, .png, .bmp, .gif, .jpg, .tif and .tiff graphic (still) files, note that I have to "convert" pdfs and that result is not often pretty, so don't send pdf unless you just absolutely don't have anything else.

I am collecting web links of content "do's and don'ts" to add to this document... for now call, text or email with questions.

Email your graphics to video@vonbrauncenter.com cc: lbroad@vonbrauncenter.com and cc your Event Coordinator.

Lynn Broad, Production Manager, 256-551-2285

Email: lbroad@vonbrauncenter.com. Content email: video@vonbrauncenter.com