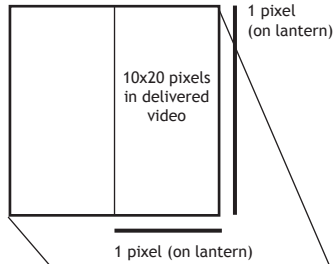


Content Guidelines and Video Delivery Requirements

Video Specifications

Dimensions: 680x420 pixels
Compression: Animation
Depth: Millions of colours+
Quality: Best
Frame rate: 25

Each Panel



Tips and Tricks

Use guides to indicate panels

When working at 680x420 pixels, make use of guides or grids in your software to indicate where the panel edges fall (diagram below). Align with these guides when you are looking for a sharp edge in your design. The edges between the two pixels of one panel are much softer than those between the panels.

Horizontal vs vertical movement

Animations which pan from left to right will look smoother than those between the top and bottom.

Horizontal lines heavier than vertical

Horizontal lines need to be twice the weight of vertical lines to be clearly defined.

Pixellated preview with Photoshop

You can get a rough preview of how a design will look by scaling the image down to 68x21 pixels before scaling it up again with nearest neighbour interpolation to 680x420.

Creating artwork at a smaller size

If you are creating artwork at a smaller size initially, don't put off previewing the video at 680x420. If the boundaries between the panels are too blurry this will affect the final result. Animations created frame-by-frame can be batch scaled with *nearest neighbour interpolation* before compiling them into video.

Respect the corner

Don't forget that the lantern wraps around a corner. Designs which make use of the corner look like they belong.

Key frames

Setting every frame as a key frame in the export settings make the resulting frame rate more reliable.

Correct colours

The lantern loves saturated colours so avoid soft pastels and too much black. White will reproduce as a pale pink and yellows tend to get washed out.

Name your piece

In order to be credited on the lantern, please supply the name of the artist(s) and the animation in 15 characters or less. Characters are limited to A-Z,0-9 and the symbols: + - & @ !

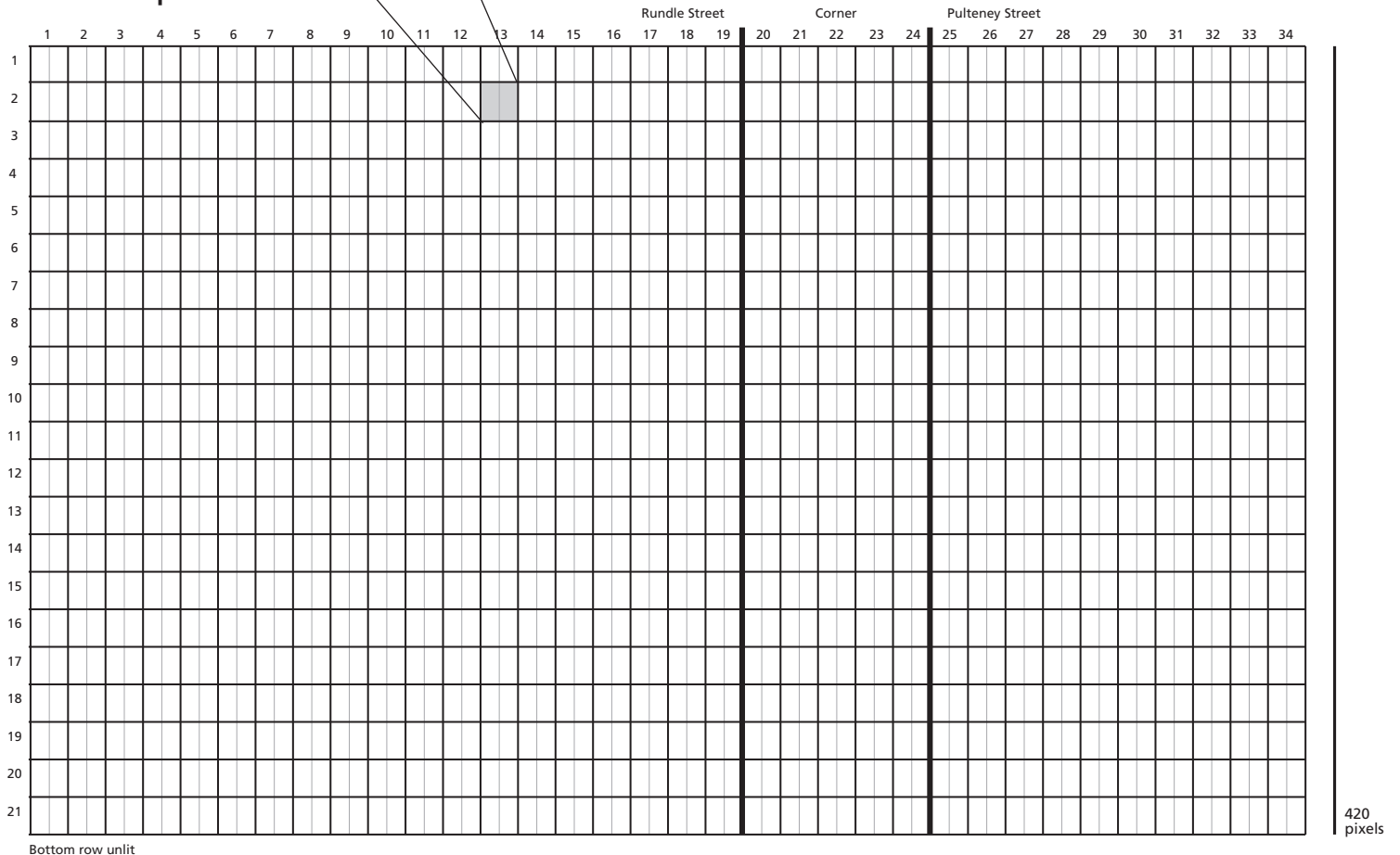
Final output

Files to be uploaded to the lantern should be converted to .MOV for delivery.

Viewing in the simulator

To import your animation in the simulator, convert the animation to .FLV format. Keep in mind the colours will be slightly different on the lantern.

Panel Map



Bottom row unlit

420 pixels