



**CREATING DISPLAY READY CONTENT**

All content must meet the following requirements:

- Composition Size: Create using the same pixel dimensions as the display the content is being designed for.
  - This ensures that images will not be distorted on you display. Remember, Daktronics displays are sized pixel height by width.
- Color Mode: Save as RGB
- Resolution: 72 dpi
- Animated File Formats: Daktronics recommends rendering animations out as uncompressed AVI files at 29.97 frames per second. Other supported file types are: MPG, MPEG, MP4, MOV, or WMV.
  - Compressions: Uncompressed, MPEG-4, H.264
  - Note: QuickTime/RLE (Often labeled as Lossless in Adobe AfterEffects) is not supported
- Pixel Aspect Ratio: Square Pixel Aspect Ratio

**CONTENT CONSIDERATIONS**

- Length: The optimal length for content is 5-8 seconds if animations are allowed. This allows for the message to be viewed effectively to the greatest number of people before they have to focus their attention elsewhere.
- Transitions - Most content provided by Daktronics either loops or transitions smoothly in time from the end, back to the beginning in case it runs multiple times consecutively. If you use transitions in your layouts, remember to keep transitions similar so you don't have too much movement, distracting from the main point of your message.
- Text - Messages should be concise and appear in bold, highly legible fonts such as Arial or Impact. Add a black outline to increase contrast.
- Backgrounds - Text and logos should appear in front of a contrasting background using a thick outline or shadow. Predominately white backgrounds should be avoided as they wash out the accompanying logos/images. Take advantage of color by using deep, rich jewel tones.
- Elements - The use of multiple overlapping elements and 3D logos or text add depth and interest to content; however, the amount of elements in 1 layout will vary on the size of your display. For more information, request our brochure "Creating Display Content That Sells."