



Design Tips - “Animation”

Careful planning of your design can significantly affect the final outcome of the printed piece. Here are a few guidelines for producing a magnificent piece:

- Avoid reverse white copy.
- Use type that is larger than 12 point.
- Unless full animation, we suggest no more than 3 images.
- We can create animations from video clips, photo sequences or animation artwork.

For animation from artwork (i.e. cartoons) or photo sequences, the more images we can get the better the results will be. Six images is minimum, but 20 or 30 is possible

File Preparation for “Animation”

- Animation can be defined as a succession of images that, when combined together, create a smooth flowing video effect, which may have a “stop” at the first and last images in the sequence. This is different than a flip, with only 2 or 3 distinct images that go from one to the other, and the viewer can easily “stop” on any image.
- Animations can be created from illustrated artwork or from photo sequences. In either case, provide a minimum of 6 images in the sequence. However, providing 20 to 30 images would give more flexibility as well as the ability to create a smoother animation.

Contact Us for Support

- Please feel free to contact us at any phase of your project for support. We will happy review anything from design considerations, photo shoots, and file preparation.