



Design Tips – Hi-Res Video

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.
- For Flips, avoid white backgrounds.
- Use busy images, or patterned backgrounds for flips to prevent “ghosting”. (Ghosting is when you are looking at one image on a flip piece, but you can still see the next, or previous, image showing through.) Busy images and patterned backgrounds will minimize or eliminate ghosting.

To get an idea of how your design might “ghost” on the printed piece, do the following: Create a layered Photoshop file of your final design. Merge each image into a single layer. (i.e. merge the type, image, logo and any other art into a single layer. Do this for each flip image.) With each image on its own layer, reduce the opacity of the top layer to 90%. You may be able to see the image on the layer below it very faintly. This is approximately what you will see on the printed piece. Then, put the other image on top and reduce the opacity of that layer to 90%. By “playing” with your design (i.e. changing colors, backgrounds, repositioning elements, etc.), you will be able to create files that will greatly minimize ghosting.

- 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 Video

- We can also extract animation from video. We can accept the following video formats:
 - QuickTime (.mov)
 - MPEG-4
 - Macromedia Flash (.swf)
 - Video for Windows (.avi AND .wav)
- We can also work with “high-definition” video. (Due to the high resolution, this is preferred.)
- Video files should be “non-interlaced” if possible.
- Video files should be shot high-res for best results.
- Video files should not exceed 2GB in size.

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.