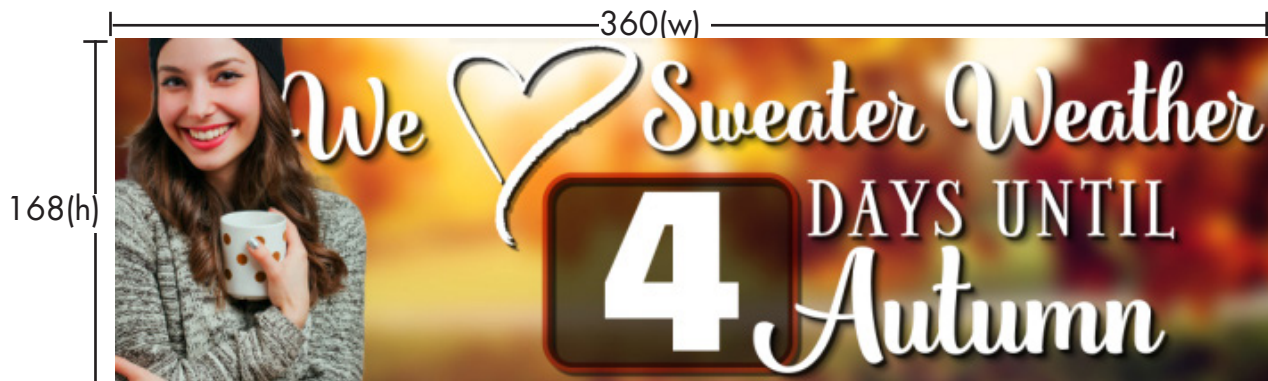# WALLER OUTDOOR 10X20

DISPLAY DIMENSIONS

360(w)

168(h)

CONTENT SPECIFICATIONS

- Composition size: 360 pixels by 168 pixels
- Color mode: RGB
- Final Resolution: 72 dpi
  (Use high-resolution assets and/or vector graphics. Do not scale any elements above 100% of their original size.)
- Static file formats: JPG or PNG
- Pixel aspect ratio: square pixels

CONTENT BEST PRACTICES FOR DAKTRONICS LED DISPLAYS

Like other advertising mediums, LED has it's own set of rules and best practices, just as print, web and broadcast have their own. Daktronics has developed tools, like this one, to assist you in creating a successful digital campaign that maintains your brand and wins the glance.

Getting Started:
It is best to create the content in the pixel by pixel dimensions of the display.

Colors:
We recommend using rich, saturated colors on the display and to make sure there is a great deal of contrast between the background and the message/image. Rich colors evoke a stronger emotional response from your viewers. Even though the display is capable of creating any color, lighter colors and low contrast messages can bloom and appear soft or blurry. Because this technology uses emitted light, use of too many pastel or white backgrounds can actually repel the viewers eye, especially in low-light conditions.

Text:
Simple. Bold. Brief. You have to remember that your audience is in motion and will be glancing up at the display so making your message concise and bold will be more easily understood in a glance. We recommend using the least amount of text possible and to use a graphic or image to tell a part of the story whenever possible. It also helps with contrast to place a drop shadow and/or dark stroke around text to separate it from the background.

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DAKTRONICS

SETTING UP YOUR FILES

ADOBE CREATIVE SUITE SOFTWARE RECOMMENDATIONS & FILE SET-UP

Setting Up Your File

- File >> New

- Set the pixel units of your display.
  Size: 360 pixels wide x 168 pixels high

- Color Mode: RGB

- Raster Effects: Screen (72 dpi)

Exporting Your File

- File >> Export

- Export as Type: JPEG

- Select the "Use Artboards" Checkbox

- EXPORT

- In the JPEG Options Dialog box, please use the following settings.
  - Color Mode: RGB
  - Quality: 10/Maximum
  - Resolution: Screen 72 dpi

Setting Up Your File

- File >> New

- Set the pixel units of your display.
  Size: 360 pixels wide x 168 pixels high

- Color Mode: RGB 8 bit

- Resolution: No Less than 72 pixels/inch

Saving Your File

- File >> Save As

- Format: JPEG

- SAVE

- In the JPEG Options Dialog box, please use the following settings.
  - Quality: 12/Maximum
  - Format: Baseline ("Standard")

Setting Up Your Composition

- File >> New >> New Project

- Composition >> New Composition

- Name Your Composition

- Set the pixel units of your display.
  Size: 360 pixels wide x 168 pixels high

- Pixel Aspect Ratio: Square Pixels

- Frame Rate: 30 frames per second

- Duration: 1 frame for stills. 7-10 seconds for Animations

Rendering Your File

- Composition >> Add to Render Queue

- Output Module: JPEG for Stills/AVI for Animations

- Output To: Select render location

- RENDER

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