



LED Art Work Specifications

Type of file to submit: Bmp is the preferred file type. We can (and in most cases gladly do) accept jpg's, png's, pdf's, psd's and others, but all of these require extra steps on our part to add them to the board. You can submit an avi file, but remember that the State of Tennessee severely restricts the amount of movement we can have on the board. We cannot post anything they consider to be a movie.

Size of the file to submit: It should be 256 pixels wide and 120 pixels tall. Since this is an electronic media, points are not accurate and inches or feet do not matter. You can make file size larger, but the ratio stays the same. The width is 2.133 times the height.

File resolution: The file resolution can be 72 dpi, but it is not significant. You are not producing inches of artwork, but pixels of artwork. (Each pixel is like a single color dot on the screen. The real resolution is much better than 256 pixels by 120 pixels, but that is the size the system uses to import files.)

Color mode: Use RGB. (CYMK is for print.)

How to tell what your artwork will look like:

Many designs that look great on a website or in print will not work on a billboard. While a billboard is much larger than newspaper or a website, the people are so far away from the actual billboard, that you must design for a different perspective.

There are two approaches:

- 1) View it on paper
 - a. Print the file
 - b. Post it on the wall
 - c. Walk away and look at your message
- 2) View it on your computer:
 - a. Create a file that is 256 pixels wide and 120 pixels tall
 - b. View it at a comfortable distance at 100% magnification on your computer monitor. (Do not zoom in.)
 - c. Anything that is fuzzy on your monitor will be fuzzy to people on the sidewalk. If you have good eyes, for instance if you are not yet wearing bifocals, then items that are close to fuzzy may appear fuzzy to people old enough to wear bifocals.

Examples that push the “small” limit



One board was designed at 512 by 240 pixels and used a red Bell Gothic Std font at 46 pt font on top of a picture (A deep shadow on green grass). The artist worked at that size to see what they were doing. Then the resized the picture to 256x120. The font was clearly visible, but it would not have been effective much less than that. I

probably used less than 25% of original picture in order to communicate the message.



The artist did another board in Flash in order rotate in 3 different messages with the same content at the top and bottom. (The file was submitted as an avi. Other types of movie files are not acceptable.) It used a 12pt Verdana font with 1pt letter spacing and 2pt line spacing. (The artist had trouble with this font being too narrow and

unreadable.) The smallest font used on that project was 9pt Trade Gothic LH (bolded)--but that part was very hard to read. The canvas was 256x120 pixels. In this example I used Red and Black on a pale yellow background.

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