



Page 1	raw material check list & requirements	
eyeDooH requirements		
client sources		

provide raw materials		all that is available for repurposing
provide quality		highest resolutions most appropriate content type (vector, raster, file format) high-quality edited copy
provide technology needs		eyeDooH mainly works within specific technologies (see our Core Service Document). Basic Core technologies are Flash, Photoshop, Illustrator. Depending on the long-term possibilities various alternatives can be explored. What are your needs and do you have the raw materials to support those needs?
provide playback capabilities		eyeDooH can provide a quality *.swf format. This can be played back through Flash Players. Quality of these software players vary, thus influencing the visual result of the content. The eyeDooH team gladly suggests freeware players. Other playback formats can be provided (*.mov or *.avi) but any conversion from *.swf inevitably results in quality reduction. For static formats we can provide all major variations (*.jpg, *.tif, etc). What are your playback capabilities and needs? Do you have the raw materials to support those needs?
provided copyrighted materials		copyright clearance of any provided materials is the sole responsibility of the Client. The Client or eyeDooH can buy stock materials at the expense of the Client (these matters should be discussed before commencing any production)

RAW MATERIAL	all raw materials are within our hands at least 10 business days before air date.
	raw materials include fonts, urls, storyboards/story lines, logos, copy, ad direction and any images (stills, vectors) you want us to use. This can also include guidelines on color schemes, Visual Identity / Corporate Identity / brand DNA guidelines or handbooks.
	digitized / digital storyboards with explanatory text can be provided
	filenames should be written in alphanumerically without any special characters (math, accents etc) and should include their file extension (e.g. *.doc, *.pdf, etc)

raw material check list	OK	raw material check list	OK
vector logo RGB		guidelines (design related e.g. color schemes, etc)	
vector logo CMYK (if for print)		guidelines for animation of text	
other logo materials		guidelines for graphic objects	
product picture high resolution		guidelines (brand related)	
anim / video high resolution		guidelines (company related)	
background high resolution		guidelines (product related)	
stills		other:	
other vector files			
copy (tag lines, text, etc)			
fonts			
storyboard			
story line			
contact info to be put on design			
urls			



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<p>COPY</p>	<p>all linguistic content must be provided; e.g.: any text—all slogans, tag lines, call for actions, key ingredients, prices, currency, key words, etc</p> <p>All text materials can be provided in the most common *.txt, *.doc, or *.xls (not *.docx, not *.xlsx) or in any common InDesign or Illustrator formats</p> <p>specific high-profile content such as phone numbers, names, etc should be provided in clearly organized documents so typos or misunderstandings can be avoided.</p> <p>any copy (slogan, tag line, etc) should be well readable by the target viewer within 5 to 10 seconds. The shorter the better. The less text the better.</p> <p>try to provide advertising materials that end with a “call for action” (it will be more effective)</p>
<p>ILLUSTRATIONS</p>	<p>as many graphic materials such as logos should preferably be scalable (vector) files.</p> <p>any logos must entirely be scalable (vector) files.</p> <p>self-contained Illustrator *.eps (*.svg and *.ai with linked fonts and other linked files might be approved as well). All Logo fonts must be supplied or “outlined” in the vector / scalable (*.eps) file.</p> <p>any background or graphic elements that can make up the overall template are welcome</p> <p>any graphic elements unique to the DooH screen's environment should be provided (e.g. digital price-tags in line with retail guidelines, etc)</p>
<p>FONTS</p>	<p>any required fonts shall be provided by the client</p> <p>if font-size is not fixed we do suggest a size around 20pt (of course depending on the font type and the viewing distance). Any size-related suggestion by you is useful and influences how the end-result affects the viewer.</p> <p>thin fonts are not advisable and will be evaluated for effectiveness.</p> <p>bold fonts are preferred</p> <p>non-serif, non-calligraphically unique and non-handwritten styled fonts might result in a higher contrasting visual message</p>
<p>STILLS</p>	<p>photographic materials shall have a high-resolution of at least 300dpi (e.g.: key visuals/features, product pack, corporate talent, etc)</p> <p>do not scale-up smaller sized image materials (because of pixelation and degradation lower quality will be the result)</p> <p>if the target is not for the web—and DooH is not—, try not to provide recycled web graphics, these could result in a poor quality.</p>



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VIDEO & ANIMATION	any guidelines on animation (direction, frequency, duration, speed, repetition, screen location, etc) should be provided
	video shall be submitted as 24/32 bit uncompressed QuickTime *.mov or *.avi files at 30/FPS and preferably no longer than 15 seconds.
	any raw Adobe Flash materials should be provided in both *.fla and *.swf format
	preferably flash shall be provided in 15fps (or maximum 24fps)
	preferably non-compressed MAC compatible (or cross-platform) files of a reasonably highest quality possible shall be provided
	If the target is not for the web, try not to provide recycled web video/animation, these could result in a poor quality.
OTHER	