

LOCATION: Republikas laukums2, Rīga.

Required: The background of the clip is black.

Length of the video: 15 seconds.

File format: mp4.

The simple solution:

File in horizontal size: 1080 (W) x 240 (h) px.

The professional solution:

File: 324 (w) x 240 (h) px.

Aspect ratio: 1 : 3,333.

NB. In this case, the video on the computer screen (Figure 1) will appear in a deformed (compressed) form, and on the screen (Figure 2) – according to how it should look.

 VISUAL
MEDIA

Figure 1

 VISUAL
MEDIA

Figure 2



RECOMMENDATIONS.

Video information should be as simple as possible! Ideally: one – two words, one logo at the same time.

All texts should be placed as close as possible to the edges of the design.

We also welcome creative solutions that make the most of this technology.

Visual Media Group SIA

LIELFORMĀTA SIENAS | DIGITĀLIE EKRĀNI | PĀRVADI | REKLĀMAS MATERIĀLU RAŽOŠANA