FILE STRUCTURE

SUGGESTED FILE STRUCTURE:

DescriptiveName_DisplayType_PromoPeriod_VersionNumber

ex. SpikedSlushies_BeerCoolerVW_June23_V2.mp4

ADDITIONAL RECOMMENDATIONS

- Make names descriptive, but keep them short and to the point.
- Do not use any special characters like %, &, #, etc. (underscores OK)
- If there is an update to the same file, use the next version number.
- Do not use any spaces.

EXPORT STRUCTURE

Consistent export structure will help to ensure maximum quality while compressing files to the smallest reasonable size. As the library becomes filled with content over time, compressed file structures will help to maintain upload speed and increase efficiency.

CANVA EXPORT SETTINGS:

Format: JPEG
Size: 1x (if using Abierto templates
Quality: 70
File Size: Medium

FILE STRUCTURE

InDesign Export Settings:

Format: JPEG
Quality: Medium
Format Method:Progressive
Resolution: 150 DPI
Color Space: RGB
Embed Color Profile: Check

Illustrator Export Settings: (Use 'Export As')

Format: JPEG
Color Model: RGB
Quality: 5 (Medium)
Compression Model: Baseline (Standard)
Resolution: Screen (72 ppi)
Anti-aliasing: Type Optimized (Hinted)

Key Adobe Media Encoder Settings:

Format: H.264
Field Order: Progressive
Render at Maximum Depth: Checked
Bitrate Encoding: VBR, 1 Pass (Target Bitrate <10Mbps)
Use Maximum Render Quality: Checked
Time Interpolation: Frame Sampling

FILE STRUCTURE

Display Type	Resolution
Single Screen HD	1920 x 1080
Single Screen 4K	3840 x 2160
Two-Screen Video Wall	3840 x 1080
Three Screen Video Wall	5760 x 1080
Five Screen Video Wall	9600 x 1080

CANVA TEMPLATES

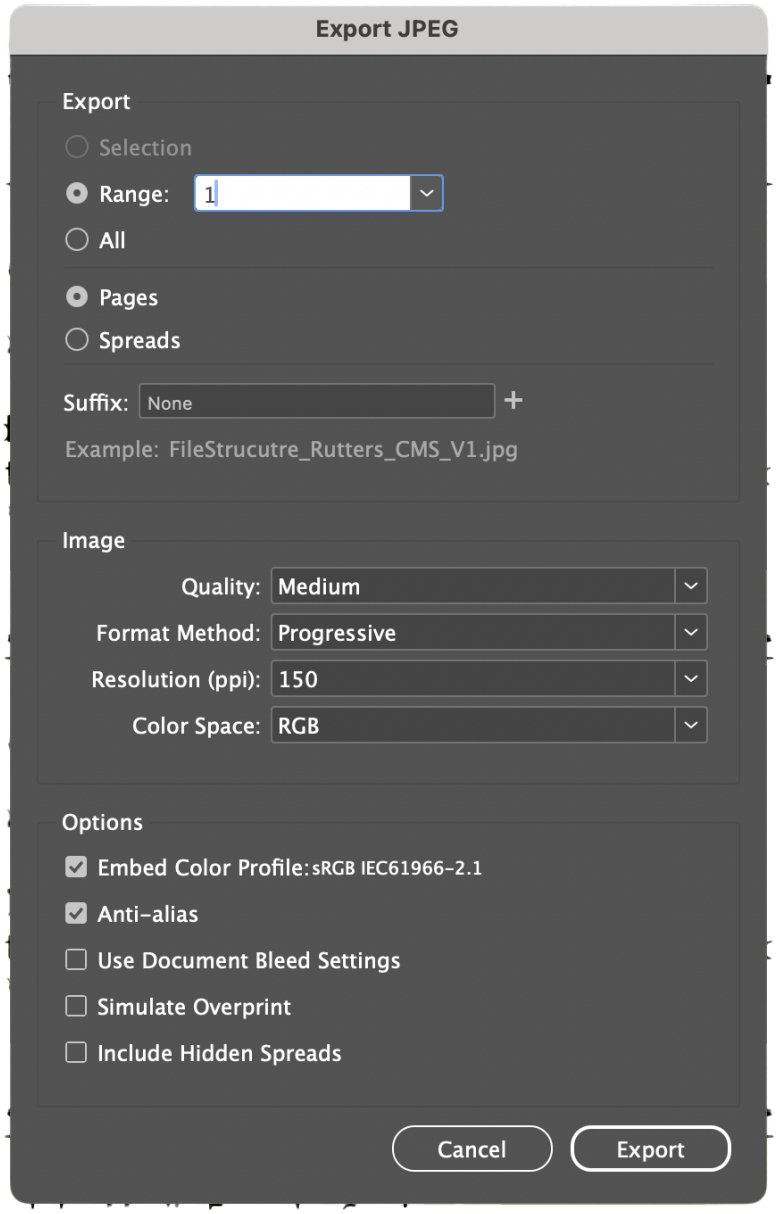
HD SINGLE SCREEN

TWO-SCREEN VIDEO WALL

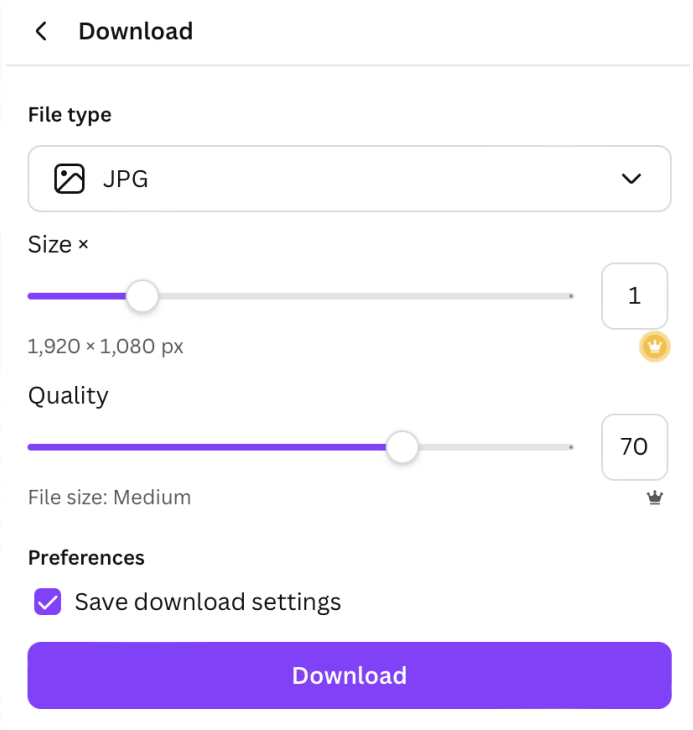
THREE-SCREEN VIDEO WALL

Shortcut: Shift + R to reveal rulers and guides.

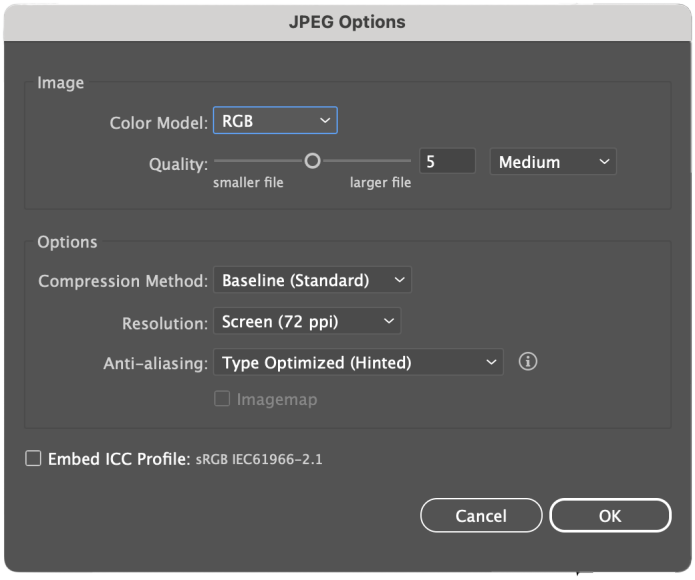
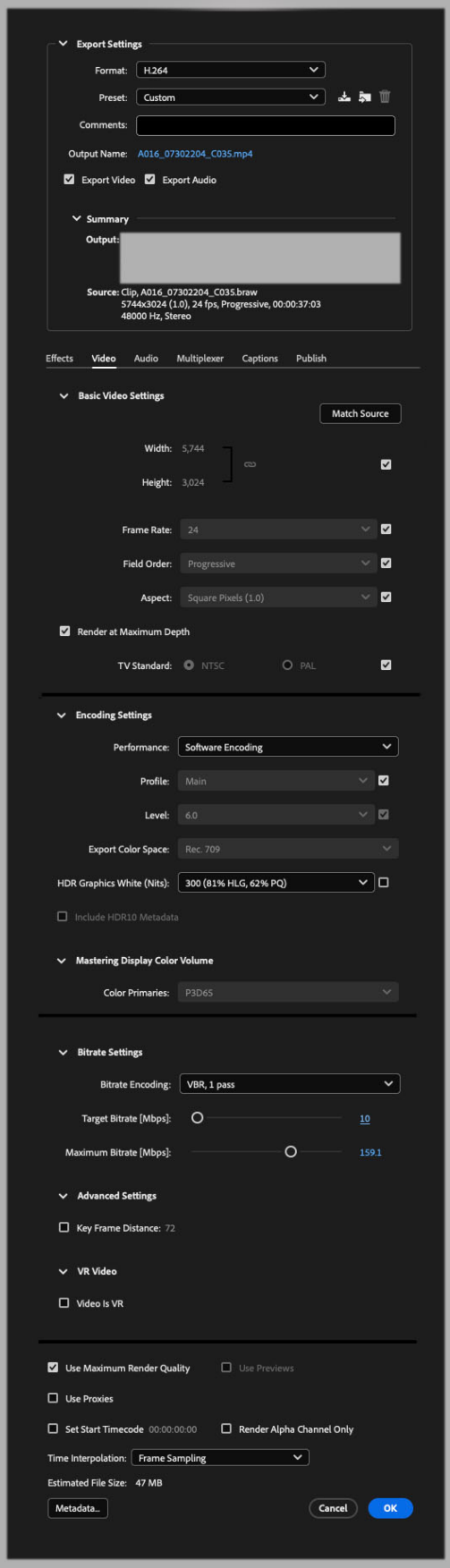
InDesign



Canva



Illustrator



Media Encoder