

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

Export JPEG

Export

☐ Selection

☒ Range:

☐ All

☒ Pages

☐ Spreads

Suffix:
Example: FileStrucutre_Rutters_CMS_V1.jpg

Image

Quality:

Format Method:

Resolution (ppi):

Color Space:

Options

☒ Embed Color Profile: sRGB IEC61966-2.1

☒ Anti-alias

☐ Use Document Bleed Settings

☐ Simulate Overprint

☐ Include Hidden Spreads

CANVA

< Download

File type

Size ×

1,920 × 1,080 px

Quality

File size: Medium

Preferences

☒ Save download settings

ILLUSTRATOR

JPEG Options

Image

Color Model:

Quality:

smaller file larger file

Options

Compression Method:

Resolution:

Anti-aliasing:

☐ Imagemap

☐ Embed ICC Profile: sRGB IEC61966-2.1

MEDIA ENCODER

▼ Export Settings

Format: H.264

Preset: Custom

Comments:

Output Name: A016_07302204_C035.mp4

☒ Export Video ☒ Export Audio

▼ Summary

Output:

Source: Clip: A016_07302204_C035.braw
5744x3024 (1.0), 24 fps, Progressive, 00:00:37.03
48000 Hz, Stereo

Effects Video Audio Multiplexer Captions Publish

▼ Basic Video Settings

Match Source

Width: 5,744

Height: 3,024

Frame Rate: 24

Field Order: Progressive

Aspect: Square Pixels (1.0)

☒ Render at Maximum Depth

TV Standard: ☒ NTSC ☐ PAL

▼ Encoding Settings

Performance: Software Encoding

Profile: Main

Level: 6.0

Export Color Space: Rec. 709

HDR Graphics White (Nits): 300 (81% HLG, 62% PQ)

☐ Include HDR10 Metadata

▼ Mastering Display Color Volume

Color Primaries: P3D65

▼ Bitrate Settings

Bitrate Encoding: VBR, 1 pass

Target Bitrate [Mbps]: 10

Maximum Bitrate [Mbps]: 159.1

▼ Advanced Settings

☐ Key Frame Distance: 72

▼ VR Video

☐ Video is VR

☒ Use Maximum Render Quality ☐ Use Previews

☐ Use Proxies

☐ Set Start Timecode 00:00:00:00 ☐ Render Alpha Channel Only

Time Interpolation: Frame Sampling

Estimated File Size: 47 MB

Metadata... Cancel OK