



## Production Specifications

For the best quality result in the production of your Cinema Commercial, please refer to the production specifications and instructions listed below.

Finished artwork is not required as CINEads production staff assemble each commercial before they go to screen.

## Compatible Electronic Files

We accept all of the common file formats, eg: JPG, TIF, TGA, EPS or PSD (Photoshop Files).

Please ensure that minimum resolution of any photo/logo is 300 dpi.

***For Pictures*** - the Colour mode of files should be in RGB. Black and white artworks should be saved as Gray Scale Images

***For Logos*** - your files should preferably be converted to vector based EPS Files. If your logo has been made using Adobe Photoshop please supply us with the original layered Photoshop file.

***For Type or Text*** - please supply any fonts used in Postscript or True Type format if a specific font is required

Please note that all elements such as logos, pictures or type must be saved separately. It is also important that you also provide proofs or hard copies of the logos, pictures and other elements you are supplying on disk.



## Photography Specifications

Photography should be supplied digitally (CD-ROM etc). Scanned photos from prints or negatives are usually unacceptable depending on the quality of the print or negative.

Happy snaps are unusable on a cinema screen. The magnification that occurs in the cinema means the image is enlarged up to a huge size and small detail can be seen. For this reason, we can only work from the finest quality material in order to maintain the standard of the on screen presentation.

## Photography - Shooting for Cinema

When shooting for Cinema, there are a few basic guidelines that need to be observed.

Cinema slides and digital ads are projected over long distances onto a big screen by way of powerful projectors. Accordingly, it is vital that photography supplied has a solid density of colour. Good lighting is also very important.

For the same reasons as listed above, the shots must be very sharp and clean. Any softness, focus irregularities or minor imperfections are greatly exaggerated by the magnification that occurs upon projection.

The image area of the cinema screen is also an important factor, when shooting for cinema. Photography supplied must have a bleed area that can be lost from the shot when used, or conversely, be good enough to remain as part of the image, if the shape of the screen dictates that it is necessary. The best way to explain this is – when you have your shot perfectly framed; pull back a little to give more image. This extra image will usually be lost as cropping bleed, but with certain cinema screen shapes, may remain as part of the eventual visual on screen. The cinema screen ratio is 1.85 to 1.

We also prefer landscape pictures, not portrait, as the cinema screen is a landscape format. Portrait pictures can be very limiting in the production of your ad. If you are unsure, please take both a portrait and landscape picture of the same shot and provide both so we can choose the better option during production.