



GRAPHICS GUIDELINES

We support the insertion of graphic element types including JPEG, PNG, and PNGs that include transparency that can be used to create lower-third graphics, corner bugs, and other graphic effects. Graphic animation is not currently supported.

Can I use animated .gifs or video?

Animation as a gif on its own is not supported... However, video insertion is. Save your animated GIFs into an **.mp4 format** (services like Giphy.com provide this option).

Corner Bugs

Corner Bug's are branding. You see them when you are watching your favorite shows on TV. They are usually located in the bottom right corner of the screen. You want people to see your Bug but not focus on it. Corner Bug's can be semi-transparent as well. As far as whether you need a Corner Bug or not it is a decision that you have to ultimately make.

You should consider where your video will be shown, and will your company benefit with the audience that is watching it. If the video is only running on your website you may not need any additional branding, but if the video may be shown on other platforms as well, then consider a discreet Bug. Corner bug's should be around **200px by 200px and be on a transparent background and saved as a .png**

Lower-Thirds

Prepare graphics in advance in full-screen format, a **1280x720 pixels .PNG**. The .PNG format allows for a transparent background so it doesn't look like an image against a "white square". When using Viscom Studios standard Lower Thirds please provide the name and Position/Title of each speaker.

Pre-Recorded Videos (Intro's/Outro's/Other)

Use Video as an Intro or Outro, also known as bumper videos, as well as additional content within your video. Most video file formats accepted, the preferred is **.mp4**. Format size should be **at least 1280x720 resolution**. Some widescreen file resolutions may exhibit black bars on the top and bottom of the screen.

TV Graphic

Graphics can be provided on either DVD or Bluray with a video duration of 60 minutes, Bluray being the preferred method.

If graphics are being provided to us to make the disc, resolution should be in a **1920 pixel by 1080 pixels at 300dpi**.