GRAPHICS FOR VIDEO

File Setup:
- 72 dpi
- RGB
- Aspect Ratio: 4:3 or 16:9
- Be aware of square vs. rectangular pixels
- If you are going to move still images across the screen (pan the image), save it larger than the frame (larger than 720x480) so you have room to move it

Safe Area
- Keep all text and logos within SAFE TITLE (10% border all around)
- Keep important action within SAFE ACTION (5% border all around)

Typography for TV
- Use a minimum point size of 18 for readability
- 30 point type and larger is preferred
- Use fonts with thick edges or bold fonts
- Avoid fonts with fine horizontal lines (serifs)
- Avoid underlining
- Bright, Contrasting colors (Blue/Orange, Yellow/Purple, Red/Green) may buzz when placed very close together (like orange text on a light blue background)
- Add a drop shadow to help readability and minimize buzzing
- Use anti-aliased type to avoid the jagged, stair-stepped look
- WISIWIG (what you see is what you get) if your text looks bad on your computer screen it will look bad on TV
- Use the KISS (keep it simple silly) principle – if you have a lot of info to share, try to break it up into multiple pages or frames

Graphics for TV
- Avoid fine horizontal lines which cause buzzing
- Avoid bright or fluorescent colors, especially red and yellow
- Keep the "Rule of thirds" in mind
- Less is more – leave some white space
- The more you enlarge an image, the blurrier it gets - and more pixilated (the exception to this rule is a vector image like an .ai or .eps file)
- Make sure there is enough contrast between your foreground and background
- If possible, use the NTSC filter in Photoshop to check your colors for NTSC compliance (National Television System Committee)

Copyright:
- Don't use music, images or video that you don't own the rights to (this includes almost anything that you can buy in a store or images you find online)
- If you aren't sure, as for permission. You would be surprised how accommodating people can be if you just ask first.
- For your own protection, get a signed Model release for on-screen talent and private property. (if you are going to distribute or sell your video)
- Look for "copyright free" or "royalty free" sources.

- If you get caught putting a protected file in your production, it could cost you. In most cases, you will receive a "cease and desist" order asking you to remove the file. In rare instances, you could be fined.
- "Fair Use" allows for use for personal, non-commercial, limited uses.

Graphics for Video Production
- Open (still image or animation)
- Title slides (identifies a new section)
- Lower Thirds (identifies a person or place)
- Close
- Credits
- Special Effects