




## The Media Wall: Coda at Technology Square

### Content Creation Guidelines

# PURPOSE

**THE MEDIA WALL** at  will be used to further facilitate collaboration by providing a platform to present meaningful content related to technological innovation and development.

# SPECIFICATIONS & FORMATTING



*The Media Wall is 901 square feet*

## TECHNOLOGY

Physical Dimensions	71' 5" x 12.7' (W x H)
Pixel Resolution	2,720 x 480 pixels (W x H)
Pixel Pitch	8 MM
Color	RGB, 72 dpi
Aspect Ratio	Square Pixels

## STATIC FILES

Static File Format	JPEG or PNG*, 72 dpi
Quality	Best Quality, Optimized

## MOTION FILES

Frame Rate	60 fps*
Motion File Duration	15-second increments recommended
Motion File Format	H.264 MPEG-4
File Data Format	30-40 Mbps, VBR
Audio	None

## WEB-BASED CONTENT

### **ONLY HTML5-compatible web-based content is accepted.**

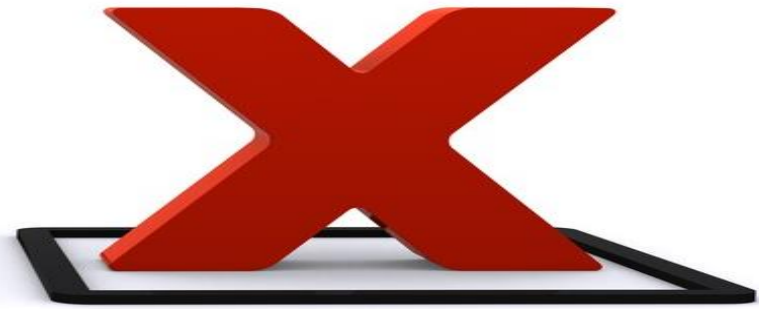
Any developer interested in implementing a web-based content strategy must set up a rigorous testing schedule off-site to ensure proper functionality at launch. Static and motion content should be developed to supplement all web-based campaigns as a contingency in the event of network loss.

**Please note: Property Management** will not be responsible for editing any submitted content to meet listed requirements

# DO's and DON'Ts



- Content that is directly related to technological innovation and/or development for the CODA community



- Personal messages
- Content that is viewed as obscene, vulgar, sexual, hateful, threatening, or otherwise violative of any laws.
- Promotion of any specific organization or service
- Advertisements

*Please note: Property Management reserves the right to approve, deny, or remove any content on a discretionary basis.*

# CONTENT CONSIDERATIONS



## LARGE REGIONS OF WHITE

Avoid the use of large regions of white or light colors. They will appear very bright and often can overwhelm other content.

## DARK OR BLACK BACKGROUNDS

The displays support a full spectrum of rich, vibrant color. Deeper richer tones display more effectively than lighter, pastel-oriented tones.

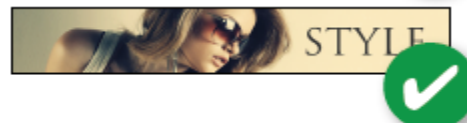


## BAD TONAL CONTRAST

Avoid certain complimentary color combinations with the same tonal contrast that create visual "vibration" effects.

## STRONG TONAL CONTRAST

Using contrasting colors that are not similar in value range makes for the most legible, pleasant viewing experience.



## TOO MUCH COPY

Avoid large amounts of text. The resolution of the display is optimized to showcase bold imagery, video and graphics. Small text will appear blurry.

## MORE GRAPHICS / LESS COPY

Graphical illustrations, photography, and videography should be the primary content on the display, with large or bold headlines and short copy blocks.

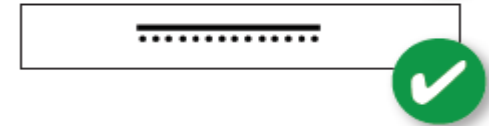
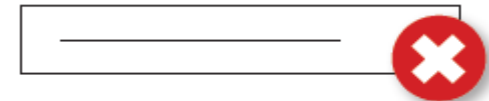


## DRAMATIC / STROBING EFFECTS

Avoid rapidly-changing, fast-moving content that can create overwhelming motion graphics experiences for people in Technology Square.

## DARK OR BLACK BACKGROUNDS

Slower transitions, wipes, fades, and stable video footage are recommended given the close proximity of viewers to the display.



## SINGLE PIXEL LINES

Avoid using thin horizontal or vertical lines. These can often have difficulty rendering on LED displays, appearing blurry or jagged.

## THICK OR DOTTED LINES

If horizontal or vertical lines must be used, it is recommended to use 2-3 pixel wide lines or thicker, or wide-spaced dotted lines.



## LETTERBOXING VIDEO

Repurposing existing 16:9 footage in a single box with no additional background will appear overwhelmed by the wide expanse of the full display.

## CREATIVE CROP AND SCALE

The unique panoramic aspect ratio of the display offers opportunities to double or triple 16:9 video, or scale and recrop existing footage.

# FILE NAMING

All files should be named using the nomenclature below.

**Please note:** Any file names that do not use the standard format below will need to be revised.

## DATE

File name should begin with date  
(*formatted MMDDYY*) that the  
content should begin playing

## NAME

Please give the content a name

052119\_COMPANY\_NAME

## COMPANY

Please state the company for  
which the company/organization  
for which the content is for

# CONTACT

***All content must be submitted to Management for review 48-hours prior to requested publishing date.***

Please forward requests to: [propertymanagement@codatechsquare.com](mailto:propertymanagement@codatechsquare.com)

**Please note:**

**Property Management** will not be responsible for editing any submitted content to meet *SPECIFICATIONS & FORMATTING* and *FILE NAMING* requirements stated in this document.

**Property Management** reserves the right to approve, deny, or remove any content on a discretionary basis.

If you have any questions or concerns, please feel free to contact  
**Property Management**

**Email:** [propertymanagement@codatechsquare.com](mailto:propertymanagement@codatechsquare.com)

**Phone:** (404) 920 - 2500