

ANIMATIONS REQUIREMENTS

HOW TO SEND THE RESOURCES FOR THE ANIMATIONS

To: conteudos@branddigital.pt

From: Identify your company

Date: Indicate the desired date of delivery of the animations (minimum of 10 working days)

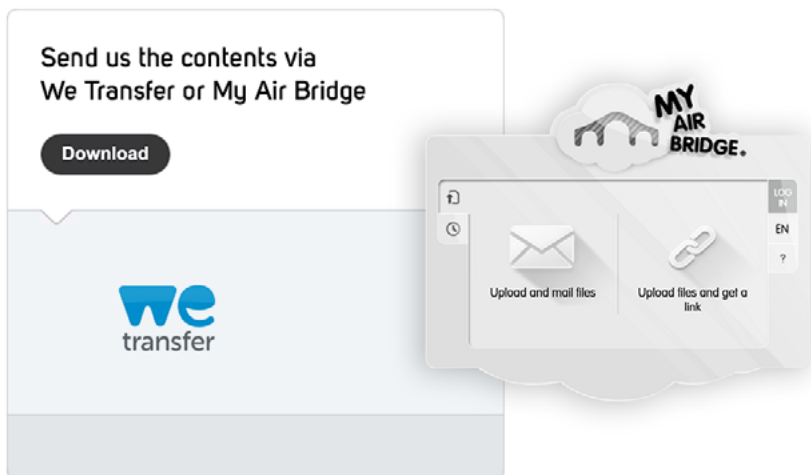
Subject: Identify the advertiser/campaign to be communicated

Create a **short briefing** for the structure of the advertisement/campaign or send us a **graphic storyboard**, so that the animation will be more similar to what is intended.

The contents for the animations must be sent as **editable** as possible, preferably as final artwork (Adobe Illustrator or InDesign) and include the **fonts and the images** used.

The **images** must also be editable (in **layers**), preferably with a resolution of **300 dpi** in **psd** format. If you only have Closed images (with no layers), the images may be provided in **tif, jpg** or **png** formats with a resolution of **300 dpi**.

The more editable you provide the resources, the more dynamic will the animation be.



RECOMMENDED SOFTWARE



Photoshop



InDesign



Illustrator

IF YOU ARE UNABLE TO MEET THESE REQUIREMENTS, THE CONTENTS SENT WILL BE ANALYSED BUT THE EXECUTION OF THE INTENDED ANIMATION MAY TURN OUT TO BE LIMITED OR IMPOSSIBLE.