



alter ego

online spec sheet

ONLINE SPEC SHEET

supers

-A vector based graphic with fully editable layers is always the preferred artwork format. Encapsulated Postscript (*.eps) or Adobe Illustrator (*.ai) files are preferred.

-If a flattened Photoshop, Tiff, or TGA file is provided the files should be formatted to the correct resolution: SD - 720 X 486 and HD - 1920 X 1080, with a bit depth of 72dpi and the artwork should be scaled to the maximum canvas width and height within action safe.

-Ensure the files contain the necessary alpha channels and that they are in RGB colour mode.

-Fonts should be provided if uncommon. All font types are accepted, but True Type Fonts (*.ttf) and Open Type Fonts (*.otf) are preferred.

edls

-Provide EDLs in CMX3600 format with the first frame of the spot starting at the 1 hour mark each spot following should start on the next available minute.

-Ensure that online edl tape names/numbers are limited to three characters and relate directly to the tapes being used in the online and do not refer back to the original one light tapes. The tape sources in the edl should be easily identifiable by the online assistant based on the naming/numbering conventions used in the edl.

-Split screen, picture in picture effects, and second passes should be provided on a V2 edl layer and placed at the correct timecode in the edl.

-Second pass offset timecodes from colour correction sessions should be recorded during the colour session and applied to the online edl.

-All effects should be removed with the exception of dissolves and vari-speeds. All transitional effects (wipes etc.) should be replaced with dissolves for timing reference.

-Auxillary clips should be removed from the edl.

-EDLs should be labelled with the product, title, and duration (coors_snowtruck_30.edl). All revised edls should be labelled accordingly (coors_snowtruck_30_REV.edl) All V2 layers should also be labelled (coors_snowtruck_30_v2.edl).

cutting copies

-Cutting copies should be slated with the agency name, product name, spot title, length and any other pertinent information that may be useful to the online artist. Tape cases should also be labelled.

-Cutting copies can be provided on a variety of tape formats such as DVCAM, DBC, BSP, HDCAM, HDCAMSR, and MiniDV. It is preferred that the cutting copy is provided on the final mastering format when possible.

-Image sequences are also acceptable provided an *.aiff or *.wav file is created for offline audio.

-Image sequences should start at 00:59:58:00 starting with a single frame slate which will also represent the two second marker.

general

-A copy of the preproduction book for references to scripts, storyboards, and client/agency contact info should be provided to the online assistant prior to the session.

-The latest script revisions should be available to the online artist prior to a session.