

Tips for Supplying Graphics and PowerPoint Slides for Video

Do not take images and logos off websites. Resolution is too low, and you may commit a copyright infringement.

Do not submit low resolution logo files. Preferred formats include: .ai, .psd, .eps, .png, and .jpg.

PowerPoint users should set the screen resolution for their presentation to conform to the video resolution before building a PowerPoint deck. Video is delivered in many resolutions. Most common are HD (1920x1080), HDV 1280x720, and SD (720x480). HD and HDV resolutions are wide screen (16:9), standard definition TV is 4:3. Consult with Custom Video beforehand.

A Reference for Common Video Resolutions

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|-----------------------------|----------------|------|
| SD TV or 480i | 640x480 | 4:3 |
| | 720x480 | 16:9 |
| DVD | 720x480 (NTSC) | 16:9 |
| | 720x576 (PAL) | 4:3 |
| HDTV, Blu-ray, 720p | 1280x720 | 16:9 |
| HDTV, Blu-ray, 1080i, 1080p | 1920x1080 | 16:9 |

i = interlaced, p = progressive

PowerPoint users should embed higher resolution still images into their slides. Use images at least 720 x480 pixels.

Make text in PowerPoint slides large. Text below 14 points is usually illegible in video.

Avoid detailed tables and graphs. They are usually illegible in video. Instead, extract data to make a point or tell a story.

Avoid red and thin and/or italics typefaces. Red color buzzes and thin fonts often break-up in video.