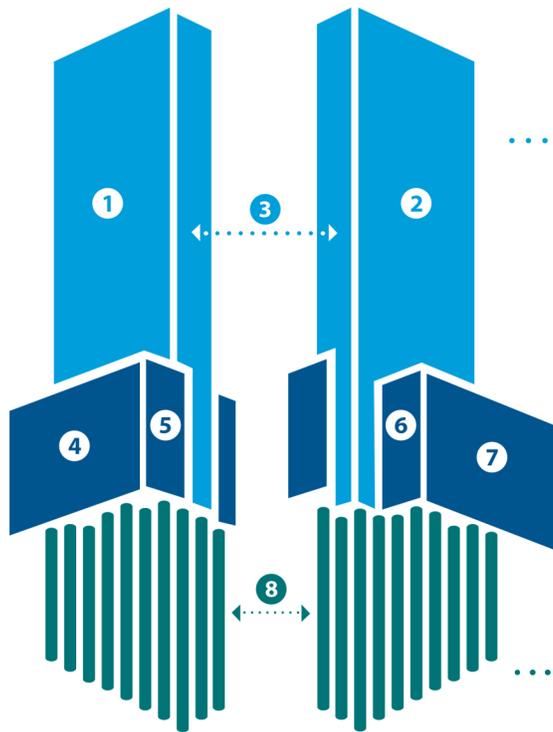Due to the unique requirements of the display, **all content must be created using the MCCA-provided Adobe After Effects project file.** This document will provide reference and instructions to assist you in sucessfully creating content to fit on the outdoor marquee.

Please refer to the **"0_READ ME FIRST"** composition within the After Effects project file for further instructions.

Please refer to the microsite for technical details: https://www.signatureboston.com/media/content-guidelines

Content Composition Names

Motion Content:

		Build content in composition:
1	East Sticks	**"Sticks and Spine"**
2	West Sticks	
3	Spine	Full motion/video or static designs are accepted. Avoid detailed logos or thin fonts.

Static Content:

		Build content in compositions:
4	East Hi-Res (face)	**"East Hi-res" & "West Hi-Res"**
5	East Hi-Res (bend)	
6	West Hi-Res (bend)	**Only static designs are accepted. No fades or transitions.** Please see the **"Read Me"** composition in the project file for further details.
7	West Hi-Res (face)	

Solid Color:

		Place solid color in composition:
8	Lighting Column Color	**"Lighting Column Color"**
		These spotlights turn on automatically at sunset and will illuminate the structural columns with that color.

Deliverable File

Before delivering, please check the **"SIMULATION PREVIEW"** composition to ensure the designs will appear on the marquee as intended. The very bottom of the **"STICKS AND SPINE"** composition are blocked by the East and West Hi-Res screens.

All files must be exactly 15 or 30 seconds long. **Any audio included will not play.**

Please render the composition named **"FINAL RENDER"** using the H.264 codec in Adobe Media Encoder.

The video file layout will look similar to the example image to the right, which is labeled here for your reference. This mp4 will be the final deliverable file.