



DIGITAL CONTENT CREATION GUIDE

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Content Requirements

// SUPPLYING DELIVERABLES

Preferred format is high quality h264 encoded MP4 for video, and png stills. Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Best practices text needs to include: limit speed of motion and eliminate flashing, sudden brightness changes, and flickering effects from design. Bright/bold colors, high contrast, and lighter text over darker backgrounds are preferred and provide greatest impact. Overall brightness of the creative should not exceed 50% for most content. No solid white backgrounds.

Each deliverable needs to have a 20 second duration.

At times, an artist informational screen will be included with the delivered artwork. It is recommended that the provided deliverables will not be significantly impacted if trimming two seconds from the beginning or end of each piece to accommodate these artist title cards.

WMATA may need to showcase a further reduced duration of the provided artworks pending schedule restrictions. Reduced durations are expected to run at a minimum of 10 seconds rather than 20 seconds. ANC will handle all the formatting of the deliverables to accommodate these requests. When possible, ANC will solicit comment from the artist on the treatment or focus of the original artwork for these shorter versions.

// ANC STUDIOS CONTENT CREATION



WMATA Art in Transit has partnered with ANC Studios for content creation and production needs for the digital display network. All assets required for content creation must be supplied before ANC can begin designing your graphic. Any Corporate Branding Rules or guidelines must also be supplied in advance. Storyboards or layouts for ANC to follow should be created at approximately the same aspect ratio as the boards the final graphic will be displayed on. Any special fonts, logos, images, or video elements must be specified and supplied in appropriate formats in order to be included in the final graphic.

// SUPPLYING LOGOS & MESSAGES

Logos should be submitted as vector EPS, AI or PDF files whenever possible. This will allow us to create your graphic at the highest possible quality.

Images, photographs or textures should be provided at the highest possible resolution, and can be supplied as layered PSD, JPG or BMP formats. Keep in mind that if the image has to be scaled up past its native resolution, the result will be pixelated or blurry on the LED boards.

Any messages requested will be incorporated into the final graphic as requested. Please check spelling of names, places, etc, in your request. All text will be displayed in Helvetica for consistency with other Metro signage.

Creating Effective Content

Digital Media Displays are most effective when their context is understood. Since these displays are situated along the path people travel as they navigate the transit system, there is limited time to make an impression on the viewer. As such, here are some general guides about the type and styles of content that are best suited to this space.

// DYNAMIC MOTION & COLOR

Engaging content should have a strong dynamic motion and attention-grabbing colors or bold contrast. Since these screens are part of a larger visually complex environment, having motion and high contrast elements helps draw attention to the screen. Once the attention is captured more subtle motion that frames a central message or theme can be very effective. Motion should not be so fast as to obscure what is being displayed but should be fast enough to catch peripheral vision and attract attention. In particular, the use of video footage with moving elements, recognizable characters or subjects, or an unusual juxtaposition of familiar elements can be very effective. Computer animation, moving text elements, animated textures, moving lights and glows, or other enhancements can also help to keep attention on the content.

// MESSAGE AND SUBJECT MATTER

Given the wide range of possible subjects to focus on it is best, in this space, to narrow down to subjects that can be appreciated quickly and understood at a glance. This does not mean that they cannot be visually interesting or complex, but that the main features need to be easily recognizable. It is especially important that showing different regions or parts of the subject matter will not adversely affect the understanding of what it is you are viewing as the varying aspect ratios may require cropping or zooming in to fill the display completely. If the subject cannot be cropped or zoomed it needs to be presented in a way that does not leave the remaining screen space feeling empty. Images and artworks may need to be scaled up or cropped so please keep this in mind when securing clearances or licenses for use of artist content.

The message conveyed by the content needs to be approachable and simple. Visual messages supported by minimal text or minimal clarification are ideal. A message that relies on text still needs strong visual accompaniment and given the short duration of playback needs to have as few words as possible. While it is important to credit artists and creators if there is a way to minimize the number of words in that credit it increases the impact of both the content and the recognition for the artist.

// EFFECTIVE CONTENT EXAMPLES

Effective content examples include: video footage of an artist creating their work combined with the finished product, moving footage of an art installation that allows for it to be viewed in 3 dimensions, digital motion artworks, short film selections, and footage of festivals and events or performances.

Creative Tips

// VALUE OF CREATING 1:1 CONTENT

Many of the screens in the digital network are custom designed for the unique environments they are installed in. Because the spaces vary, screen sizes and aspect ratios vary as well. While this may present some additional considerations during content production, the end result is a cohesive consumer experience where the displays become a feature of the environment rather than an imposition on the user journey.

// MULTIPLE ASPECT RATIO TIPS

01. Create a background environment or texture that is independent from the messaging, logos, and foreground content elements. This background should be created with the largest screen aspect ratio in mind, and can be scaled and cropped to fit all other aspect ratios.

02. On screens with higher resolution, more copy can be included, but keep in mind that content durations will limit how much of a message viewers can take in from the content. Our recommendation is no more than 2-3 words per second of duration. A typical 10 second spot can include 2-3 “frames” of content displaying for 3-5 seconds, with each frame including no more than 10 words. Longer messaging should be optimized where possible to minimize word count.

03. By keeping text, logos, and imagery as separated elements from the background, they can be re-arranged as needed on more vertical or horizontal aspect ratios.

04. It is not recommended to include any copy that is below a 15 pixel character height. The only exception to this may be to include longer required legal disclaimers provided they are at a resolution that is still legible in the final result. This means that copy on smaller screens with lower resolution should be minimized, to focus on imagery and branding elements.

Should you have difficulty in creating content at multiple aspect ratios, or have prebuilt content that cannot be easily reformatted to custom sizes, we can offer additional consultation and tips for how to work with available assets. However, please keep in mind that some

Aspect Ratio Overview

//ASPECT RATIOS

1080 PX WIDE BY 1920 PX HIGH

1024 PX WIDE BY 384 PX HIGH

1024 PX WIDE BY 768 PX HIGH

1152 PX WIDE BY 896 PX HIGH

1280 PX WIDE BY 384 PX HIGH

1408 PX WIDE BY 384 PX HIGH

1408 PX WIDE BY 512 PX HIGH

1536 PX WIDE BY 384 PX HIGH

2048 PX WIDE BY 512 PX HIGH

768 PX WIDE BY 384 PX HIGH

896 PX WIDE BY 640 PX HIGH



ASPECT RATIO OVERVIEW

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1080 px wide by 1920 px high

55" diagonal

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.

Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds

//CREATION NOTES

These screens are portrait mode LCD screens, with fine pixel pitch.

It is recommended to create text at larger pixel sizes to ensure legibility, with a minimum size of 24 pixels.

High contrast designs with lighter text over darker backgrounds, and bright colors will aid with legibility under varying lighting conditions.

1080 px



1920 px

ASPECT RATIO OVERVIEW

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1024 px wide by 384 px high

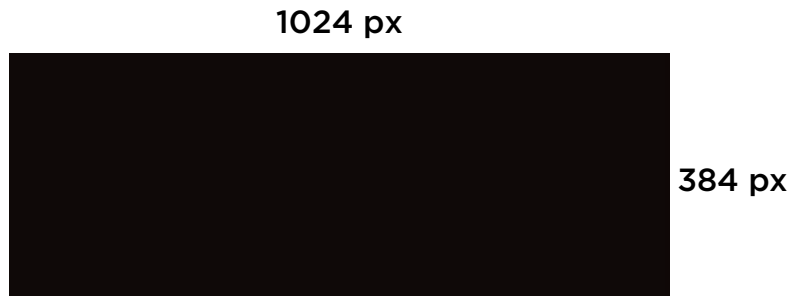
13.4 ft wide x 5.04 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores.
30 fps.

Duration: 20 seconds



//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1024 px wide by 768 px high

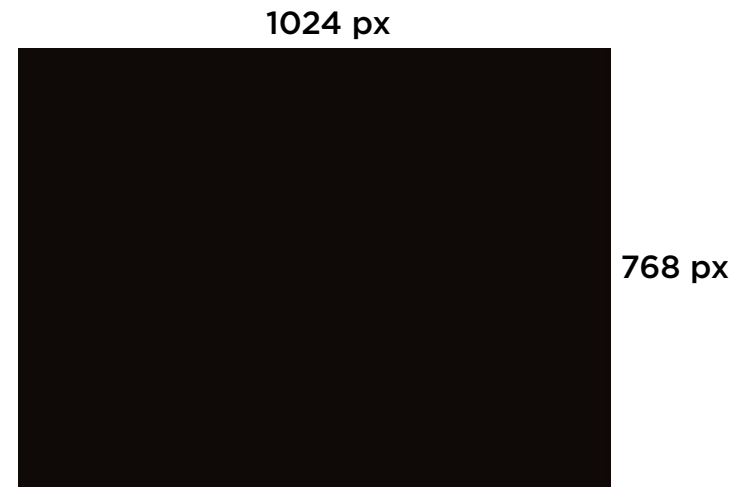
13.4 ft wide x 10.08 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds



ASPECT RATIO OVERVIEW

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1152 px wide by 896 px high

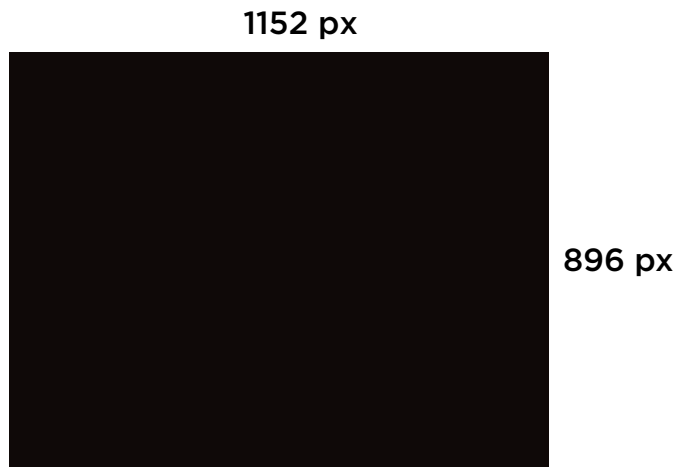
15.12 ft wide x 11.76 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds



//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1280 px wide by 384 px high

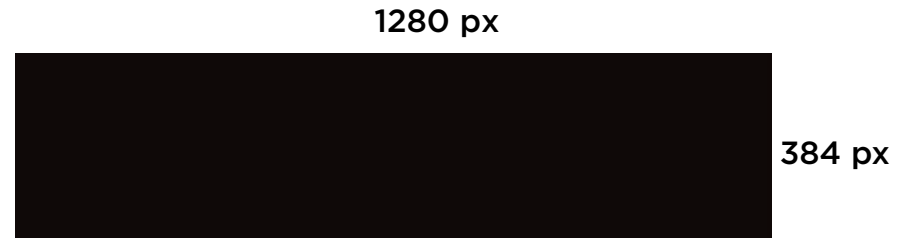
16.80 ft wide x 5.03 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds



ASPECT RATIO OVERVIEW

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1408 px wide by 384 px high

18.50 ft wide x 5.03 ft high

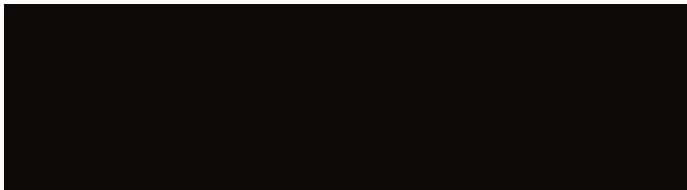
Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds

1408 px



384 px

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1408 px wide by 512 px high

18.50 ft wide x 6.72 ft high

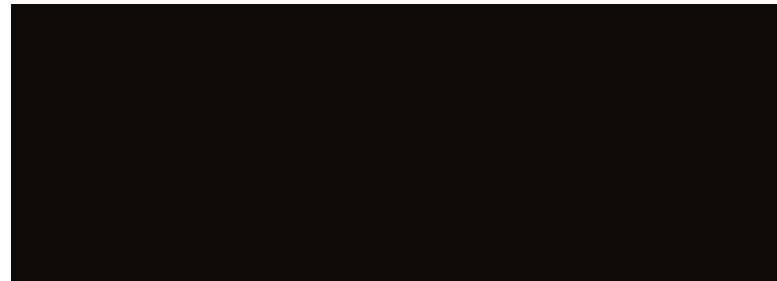
Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds

1408 px



512 px

ASPECT RATIO OVERVIEW

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

1536 px wide by 384 px high

20.16 ft wide x 5.03 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds

1536 px



384 px

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

2048 px wide by 512 px high

26.88ft wide x 6.72 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds

2048 px



512 px

ASPECT RATIO OVERVIEW

//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

768 px wide by 384 px high

10.08 ft wide x 5.03 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds



//CONTENT CREATION SPECIFICATIONS

All content must be rendered out at the below specifications.

896 px wide by 640 px high

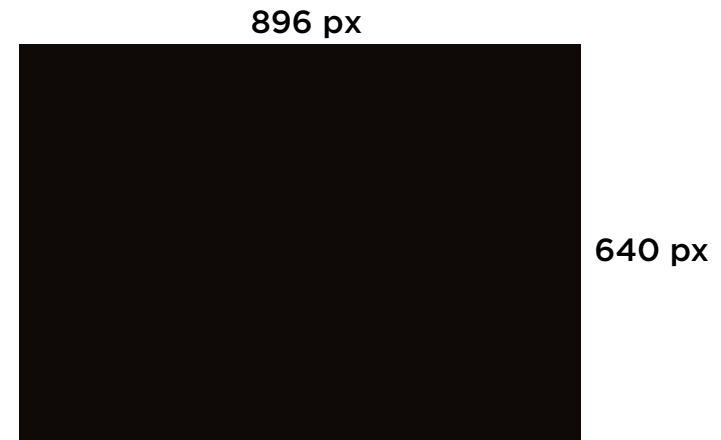
11.76 ft wide x 8.40 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for videdo, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

Duration: 20 seconds



Station Breakdowns

//STATIONS

CRYSTAL CITY*

FARRAGUT NORTH*

GALLERY PLACE - CHINATOWN*

METRO CENTER*

NOMA - GALLAUDET U*

BALLSTON - MU

BETHESDA

FEDERAL CENTER SW

L'ENFANT PLAZA*

NAVY YARD - BALLPARK

PENTAGON CITY

RONALD REAGAN WASHINGTON NATIONAL AIRPORT

ROSSLYN



* INDICATES LIVE STATIONS

CRYSTAL CITY STATION

//BOARD SPECIFICATIONS

Location 1 Screens 1-6
1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.

Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.



FARRAGUT NORTH STATION

//BOARD SPECIFICATIONS

Screens 1

1024 px wide x 384 px high
13.4 ft wide x 5.04 ft high

Screen 2

1024 px wide x 384px high
13.4 ft wide x 5.04 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for vido, and png stills.

Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.



GALLERY PLACE - CHINATOWN STATION

//BOARD SPECIFICATIONS

Location 1 Screen 1

1408 px wide x 512 px high

18.50 ft wide x 6.72 ft high

Location 2 Screen 2

1408 px wide x 512 px high

18.50 ft wide x 6.72 ft high

Location 3&4 Screens 3&4

1080 px wide x 1920 px high

55" diagonal

Location 5 Screens 5-10

1080 px wide x 1920 px high

55" diagonal

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.

Acceptable alternate delivery formats: AVI,

MOV, prores. 30 fps.



METRO CENTER STATION

//BOARD SPECIFICATIONS

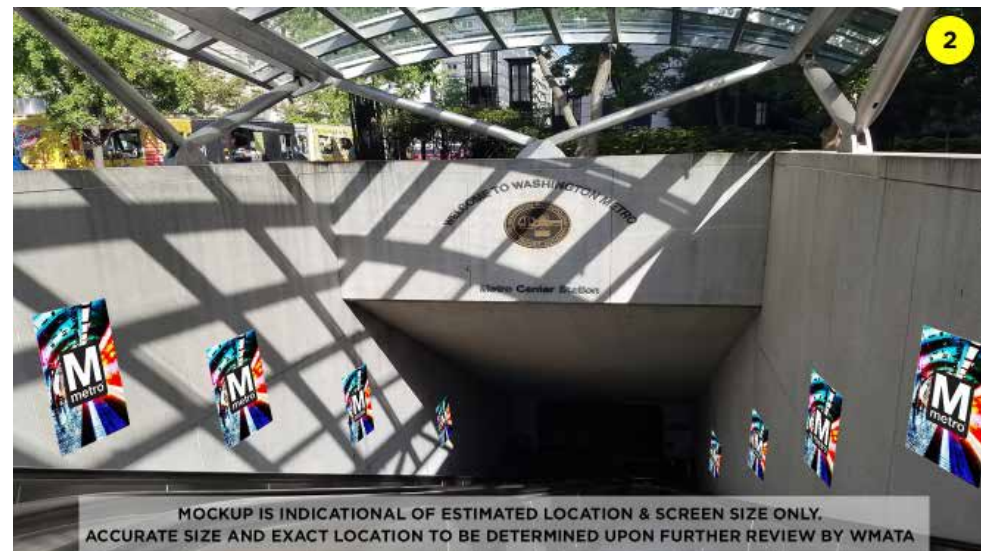
Location 1 Screens 1-8
1080 px wide x 1920 px high
55" diagonal

Location 2 Screens 9-16
1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.
Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.



NOMA - GALLAUDET U STATION

//BOARD SPECIFICATIONS

Location 1 Screen 1

1152 px wide x 896 px high
15.12 ft wide x 11.76 ft high

Location 2 Screen 2

1152 px wide x 896 px high
15.12 ft wide x 11.76 ft high

Location 3 Screen 3

2048 px wide x 512 px high
26.88ft wide x 6.72 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.
Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.



BALLSTON - MU STATION

//BOARD SPECIFICATIONS

Screens 1-6

1080 px wide x 1920 px high
55" diagonal

Screens 7-12

1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for vido, and png stills.
Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.

*Note: Screen sizes and specifications subject
to change until final installation.



BETHESDA STATION

//BOARD SPECIFICATIONS

Location 1 Screens 1-20
1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.

Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.



*Note: Screen sizes and specifications subject to change until final installation.

FEDERAL CENTER SW STATION

//BOARD SPECIFICATIONS

Location 1 Screens 1-8
1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.
Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.



*Note: Screen sizes and specifications subject to change until final installation.

L'ENFANT PLAZA STATION

//BOARD SPECIFICATIONS

Location 1 Screens 1-16

1080 px wide x 1920 px high

55" diagonal

Location 2& 3 Screens 17-20

1080 px wide x 1920 px high

55" diagonal

Location 4 Screens 21-28

1080 px wide x 1920 px high

55" diagonal

Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for vido, and png stills.

Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.



NAVY YARD - BALLPARK STATION

//BOARD SPECIFICATIONS

Location 1 Screen 1

1408 px wide x 384 px high
18.50 ft wide x 5.03 ft high

Location 2 Screens 2-11

1080 px wide x 1920 px high
55" diagonal

Location 3 Screen 12

896 px wide x 640 px high
11.76 ft wide x 8.40 ft high

Location 4 Screens 3-20

1080 px wide x 1920 px high
55" diagonal

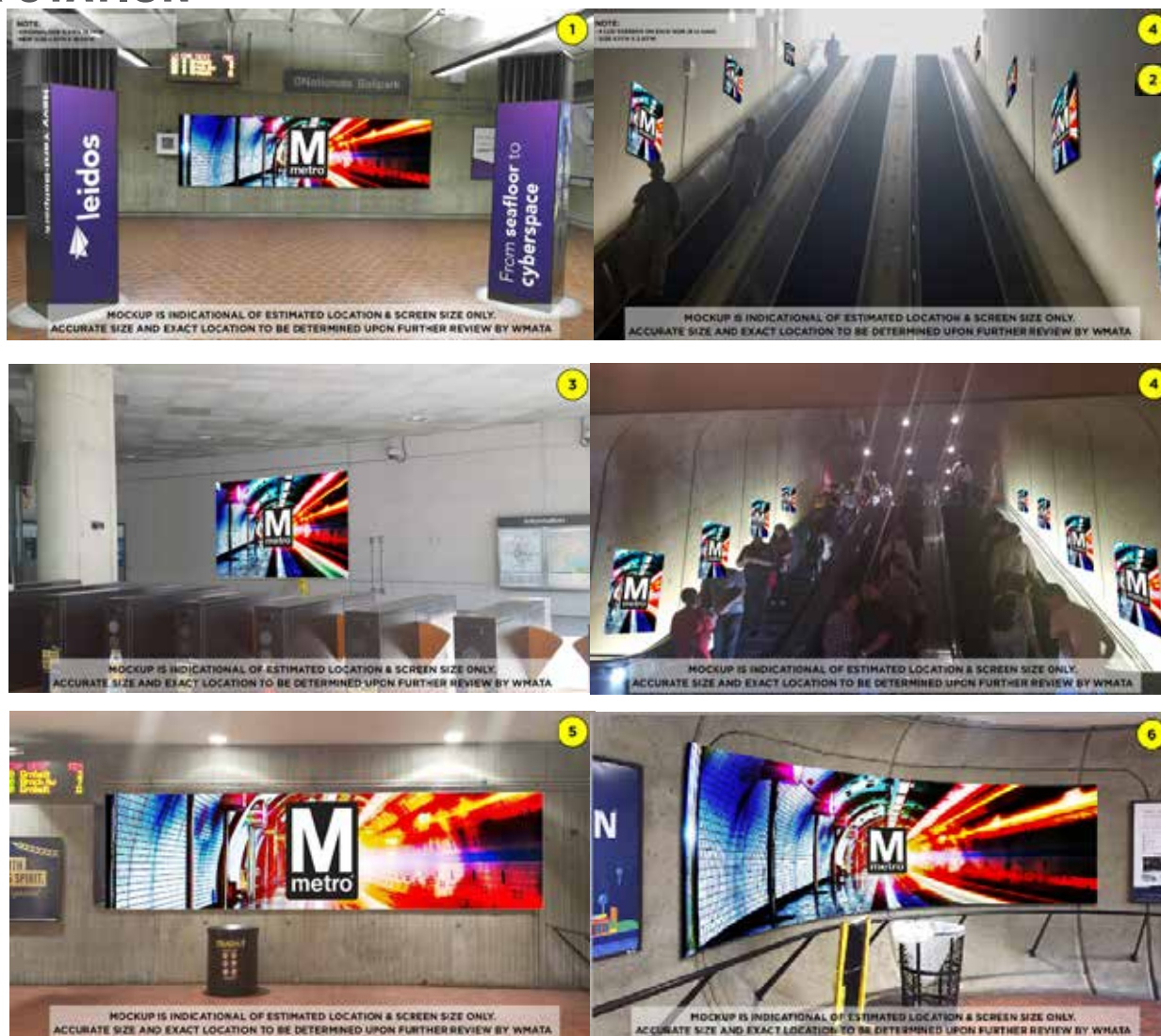
Location 5 Screen 21

1536 px wide x 384 px high
20.16 ft wide x 5.03 ft high

Location 6 Screen 22

1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.



//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.
Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.

*Note: Screen sizes and specifications subject to change until final installation.

PENTAGON CITY STATION

//BOARD SPECIFICATIONS

Location 1 Screen 1

1024 px wide x 768 px high
13.4 ft wide x 10.08 ft high

Location 2 Screen 2

1024px wide x 768 px high
13.4 ft wide x 10.08 ft high

Location 3 Screen 3

1024px wide x 768 px high
13.4 ft wide x 10.08 ft high

Location 4 Screens 4-8

1080 px wide x 1920 px high
55" diagonal

Location 5 Screens 9-16

1080 px wide x 1920 px high
55" diagonal

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

**Note: Screen sizes and specifications subject to change until final installation.*



//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills. Acceptable alternate delivery formats: AVI, MOV, prores. 30 fps.



RONALD REAGAN WASHINGTON NATIONAL AIRPORT STATION

//BOARD SPECIFICATIONS

Location 1 Screen 1

768 px wide x 384 px high
10.08 ft wide x 5.03 ft high

Location 2 Screen 2

768 px wide x 384 px high
10.08 ft wide x 5.03 ft high

Location 3 Screen 3

768 px wide x 384 px high
10.08 ft wide x 5.03 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.



//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.
Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.

**Note: Screen sizes and specifications subject
to change until final installation.*

ROSSLYN STATION

//BOARD SPECIFICATIONS

Location 1 Screens 1-22
1080 px wide x 1920 px high
55" diagonal

Location 2 Screen 23
768 px wide x 384 px high
10.08 ft wide x 5.03 ft high

Location 3 Screen 24
768 px wide x 384 px high
10.08 ft wide x 5.03 ft high

Pixel aspect ratio is 1:1 square pixels.
Use RGB color mode when designing.

//DELIVERY FORMATS

h264 encoded MP4 for video, and png stills.
Acceptable alternate delivery formats: AVI,
MOV, prores. 30 fps.

**Note: Screen sizes and specifications subject
to change until final installation.*





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Art in Transit