Prima

SNIPE PRODUCTION MANUAL

GENERAL ATTRIBUTES OF ALL SNIPES

PICTURE FORMAT: FullHD 1920 x 1080 px
COLOR RANGE: sRGB

A mandatory part of each snipe is the headline **SPONZOR POŘADU**.

The **SPONZOR POŘADU** must be visible throughout the entire snipe
including the moment when client's logo is present.

The position, size, and color of the headline **SPONZOR POŘADU** is defined
in the attached TGA template.

FONT: Hurme Geometric Sans 3 Bold

TEXT COLOR:
static snipe: defines the attached TGA template
animated snipe - lower fifth: defines the attached TGA template
animated snipe - corner: defines the attached TGA template
superimposed snipe: defines the attached TGA/PNG template (or according to the client)

This manual includes previews of all types of SNIPES and TGA/PNG
with a SNIPE composition in the frame in 1:1 ratio.

I. STATIC SNIPE

Total length of snipe: 5 sec

Client does not provide a static snipe, it is always provided by FTV Prima.

SPECIFIC REQUIREMENTS FOR THE PRODUCTION OF A STATIC SNIPE
1. Logo has to be in one of the following formats: ***.ai, *.eps, *.pdf, or *.psd, *.tiff, *.tga.**
2. Clear definition of whether the background is a part of logo and what type.
3. If the logo should be used without background, it must contain transparency (Alpha channel).
4. At least a brief manual for use of the logotype **must** be icluded (protected zone, etc.).
5. In the case that FTV Prima adds a website link to the logo, it would be done by this manual with regard to legibility in HD format.

II. ANIMATED SNIPE
– LOWER FIFTH –

Total length of snipe: 5 – 10 sec

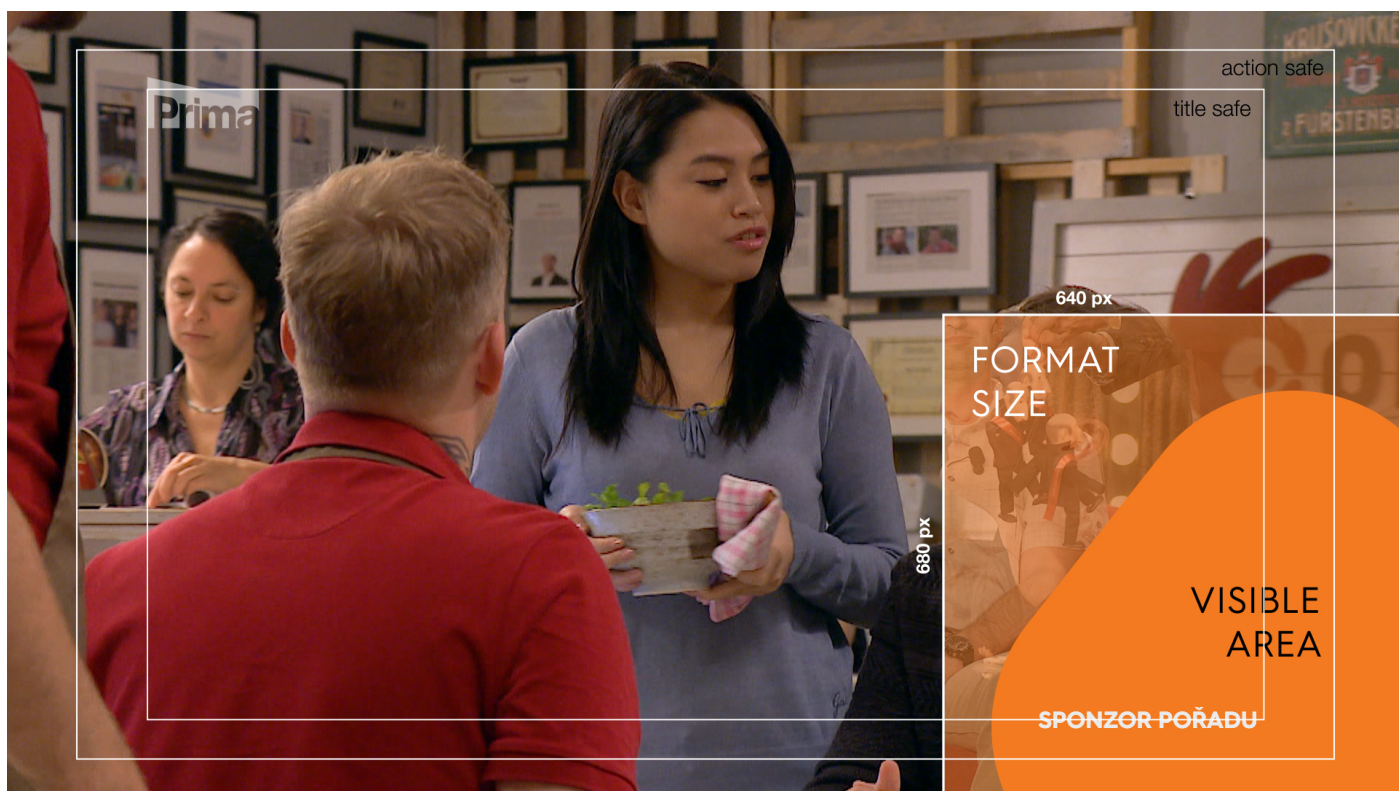The lenght of snipe can be changed if required by the Sales Department.

Source format: TGA sequence/video (1920 x 216 px, 25 fps, RGB + Alpha)

Final size of animation: 1920 x 216 px (refer to the TGA template)

The client can supply animation for this type of snipe in the Targa sequence/video format with an alpha channel or it can be created by FTV Prima according to the client's specification.

If the client supplies the animation, the caption **SPONZOR POŘADU** must be a part of it (see general attributes in the introduction of the manual).

III. ANIMATED SNIPE
- CORNER -

Total length of snipe: 15 sec

The lenght of snipe can be changed if required by the Sales Department.

Final size of video: 640 x 680 px, visible area refer to the TGA template.

The video for the corner snipe is supplied by the client, the snipe animation is always produced by TV Prima.

Source format: TGA sequence/video (25/50 fps)

The caption **SPONZOR POŘADU** must be a part of it. (see general attributes in the introduction of the manual).

IV. SUPERIMPOSED SNIPE
- WARP -

Total length of snipe: 18 sec

Source format: TGA sequence/video (780 x 780 px, 25 fps, RGB + Alpha)

Final size of animation: 780 x 780 px (refer to the TGA template)

The client can supply animation for this type of snipe in the Targa sequence/video format with an alpha channel or it can be created by FTV Prima according to the client's specification.

If the client supplies the animation, the caption **SPONZOR POŘADU** must be a part of it (see general attributes in the introduction of the manual).
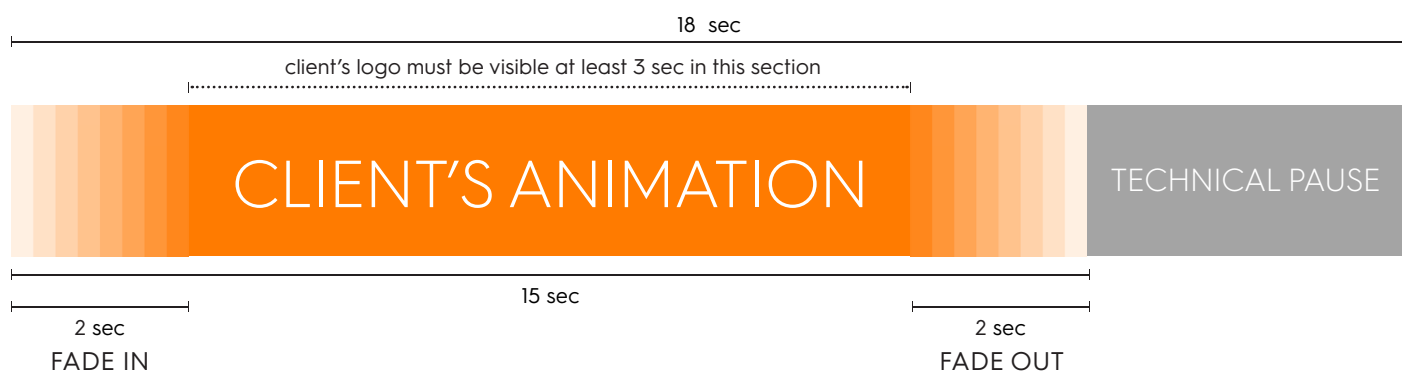
V. SUPERIMPOSED SNIPE
- XL -

Total length of snipe: 15 sec

The lenght of snipe can be changed if required by the Sales Department.

Source format: TGA sekvence/video (1920 x 1080 px, 25fps)

Final size of animation: 519 x 292 px (refer to the PNG template)

The resulting snipe including the caption **SPONZOR POŘADU** is created by FTV Prima.

15 sec

client's logo must be visible at least 3 sec in this section

CLIENT'S ANIMATION

12 f
FADE IN

12 f
FADE OUT

VI. SUPERIMPOSED SNIPE
- SLIDE -

Total length of snipe: 15 sec

The lenght of snipe can be changed if required by the Sales Department.
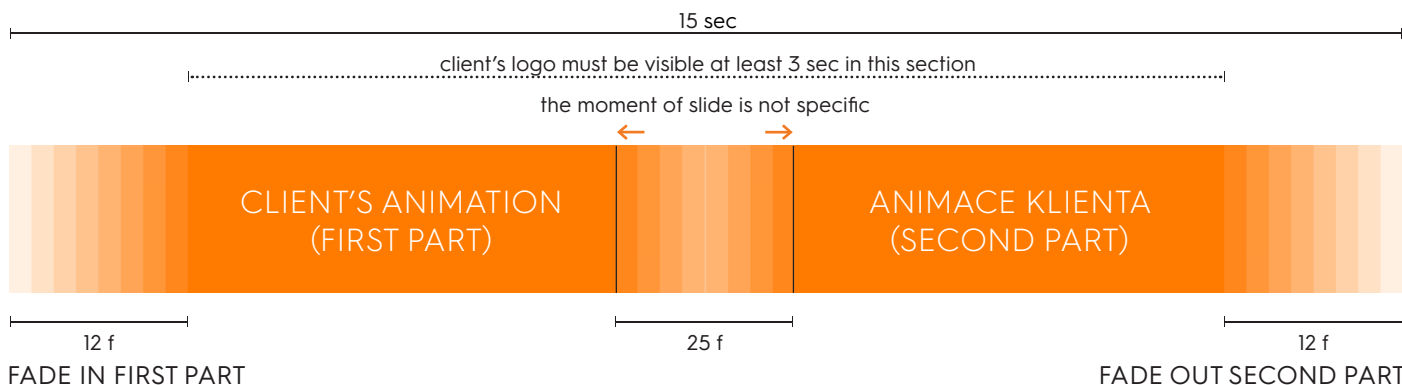
Source format: TGA sequence/video (673 x 405 px, 25 fps, RGB + Alpha)

Final size of animation: 673 x 405 px (refer to the PNG template)

The snipe is created by FTV Prima according to the client's specifications
(including the caption **SPONZOR POŘADU**). The caption position is defined in the attached preview.

The moment of "slide" from the FIRST PART to the SECOND PART is not specific. It should be determined by the client. We recommend using the second part of the animation, for example, for a packshot/product endframe.

1920 px

270 px

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PROSTOR PRO ANIMACI   SPONZOR POŘADU

VII. SUPERIMPOSED SNIPE
- 3D ROOM -

Total length of snipe: 10 sec

The lenght of snipe can be changed if required by the Sales Department.

Final size of animation: 1920 x 270 px (refer to the PNG template)

The snipe is created by FTV Prima according to the client's specifications
(including the caption **SPONZOR POŘADU**). The caption position is defined in the attached preview.

For draft of graphic design, the client can use the attached file "3D_mock-up.jpg"
and the caption **SPONZOR POŘADU** from the file "3D_ROOM_sponzor_poradu.tga".

The colour of the environment is defined by the client.

10 sec

client's logo must be visible at least 3 sec in this section

CLIENT'S ANIMATION

1 sec
FADE IN

1 sec
FADE OUT