HbbTv advertising

Graphic design – requirements

Basic rules

When creating a graphic design for HbbTv application, it is essential to respect the fact that the viewer is usually more than 2 metres away from the screen. Therefore the size of the individual elements (graphics, texts, etc.) should be adjusted to make everything easily recognizable from this distance. It is also important to bear in mind that the user has very limited options of controlling the application via remote controller. The application should be simple, clear, and allow for intuitive navigation.

Dimensions

Standard fixed dimensions of 1280 x 720 px (fig. 1) are required for the graphic design of the application. It is necessary to respect the size of the so-called safe zone of 1024 x 648 px (fig. 2). All the application's key elements must be placed within the safe zone to ensure the viewer sees all that is important. Only background or auxiliary graphic features may extend outside that zone.
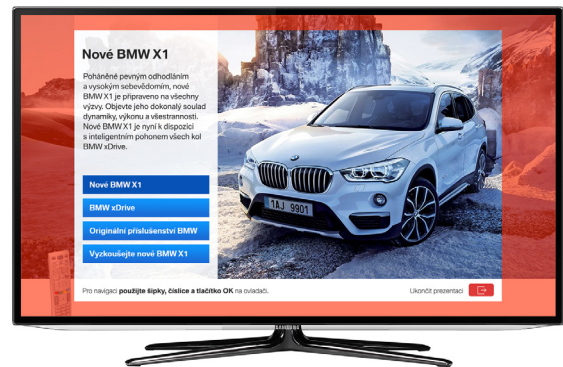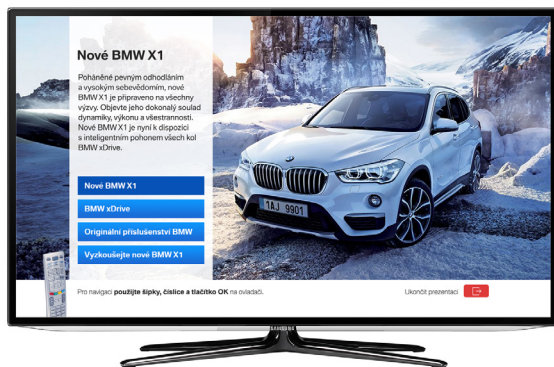

Figure 1
The entire application (1280 × 720 px).

Figure 2
Safe zone (1024 × 648 px). Area outside the safe zone is shown in red.

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Texts

The only texts that viewers usually see on TV screen are subtitles, texts in advertising spots or texts in teasers promoting programmes and shows. It is difficult to read long texts on a TV screen. Try to keep your text as short as possible; the recommended length is maximum 90 words on one screen. Font size should not be below 16 ob.

Colours

Avoid highly saturated colours (values of reds, greens and blues should be below 235 in RGB), white should be used in values below 240/240/240 in RGB, black in values higher than 16/16/16 in RGB.

Navigation

The following buttons on the remote control can be used to navigate in the app:

- The following buttons on the remote control can be used to navigate in the app:
- "OK" button (confirmation button)
- colour buttons (red button activates/closes the application, green button is usually the confirmation one along with the "OK" button)
- numeric buttons (to enter numbers, i.e. of contact telephone)

Inform the user on how to control the application, e.g. through the navigation bar (fig. 3, 4), or through well chosen graphic elements (fig. 5).
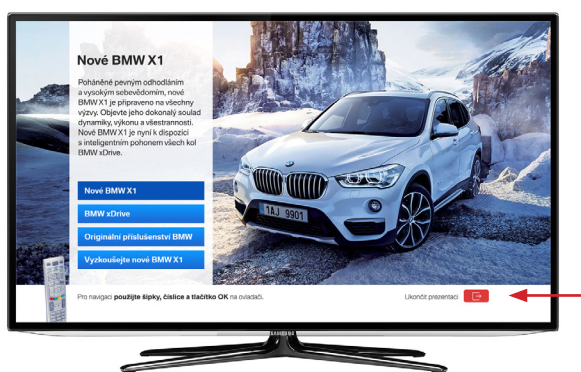

Figure 3
Example of navigation bar.

Figure 4
Example of navigation bar.

Figure 5
Green confirmation button with OK on it. The user may confirm the entered phone number by pressing the OK button or the green button (on the controller).

If the application consists of multiple screens the active and inactive items of the menu must be clearly distinguished (fig. 6), e.g. by bold framing, change of colour, etc. The user should be able to identify easily which screen is displayed at the given moment.
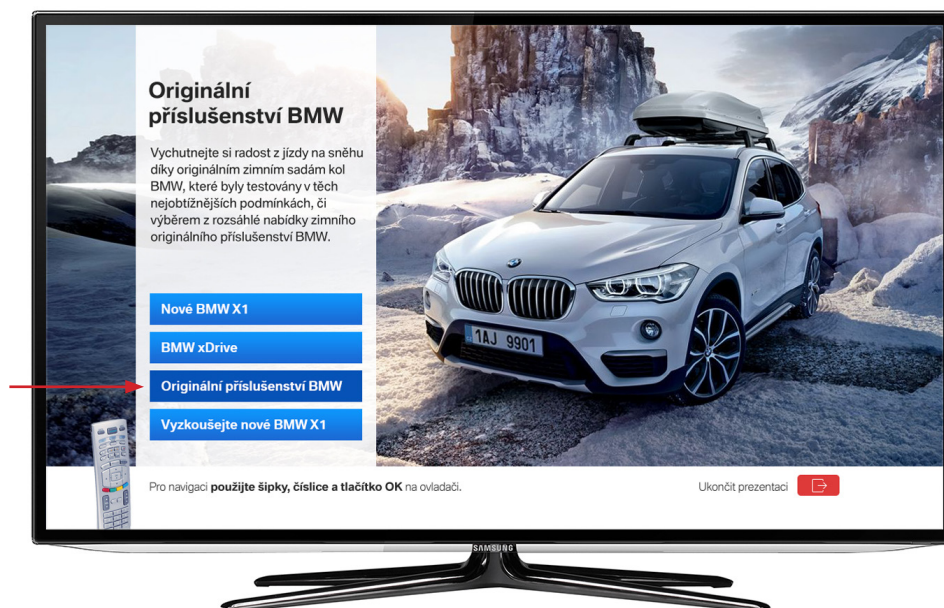

Figure 6
Highlighted active item on the menu.

Video, audio

HbbTV application may also contain video (fig. 7). Only one video per screen may be used.

Requirements for the video format:

- mimetype „video/mp4"
- container „mp4", 2,5 MBit/s
- resolution 720*576 @ 25 frames per second
- together with AAC LC sound @ 64 kBit/s

Figure7
Use of video in HbbTv advertising application.

Screen layout

To ensure that the application displays correctly to all users it is necessary to maintain an optimal data volume of the application. This relates specifically to applications with multiple screens. When creating an application, try to base the design on a uniform graphic template (background), changing only the content on the individual screens.

Red button

The red button opens the application. The maximum size of the red button icon is **320 x 240 px**; the icon may be semi-transparent (fig. 8, 9). The red button icon is located **71 px** from the lower edge of the screen and **0 px** from the red edge. Mind the safe zone of the screen for placing the content elements of the button.

The design of the red button icon may actually determine whether the user decides to run the application or not. It should be attractive enough to motivate the user to open the application. When designing the red button icon, bear in mind that you can never tell beforehand what the background around the icon will look like.

Figure 8
Red button icon (320 x 240 px).

Figure 9
Red button icon (320 x 240 px).

Requirements for the submitted graphic designs

Graphic designs created in Adobe Photoshop, individual screens of the design in separate layers. Do not forget to observe the above rules. We also recommend attaching the used font for any potential text corrections.