When preparing the creative, use the technique of anamorphosis (transformation) or forced perspective, which mathematically distorts the image to create the illusion of 3D depth

GUIDELINES FOR ACHIEVING DEPTH EFFECT

Setting reference lines and frames

A

The frame is positioned at a certain angle (in this case, 45° down/45° left).

B

Shift the positions of elements above, below, and outside the frame of reference lines.



C

Reducing the sharpness/blurring of distant objects.

D

Shading elements relative to the light source.

Instructions for preparing 3D files

LED DISPLAY - DOM OMLADINE	Size	Format	Resolution	Special notes
	XL	8x5 m	756x468 px	→ Format - mp4 → Settings - Xvid codec / h.264 codec - 25 fps → Duration of the creative is **12 seconds** → Creative is ***full motion*** (without rapid scene trasitions and flash effects)



A distance from the ground to the lower end of LED display — A

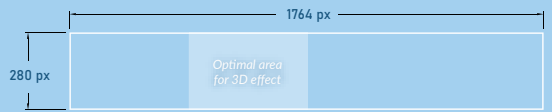
A horisontal distance from the viewing spot to the screen wall — B

WATCH THE VIDEO: https://www.youtube.com/watch?v=aAYEHX2Ixts

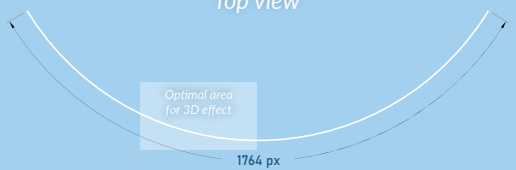
Instructions for preparing 3D files

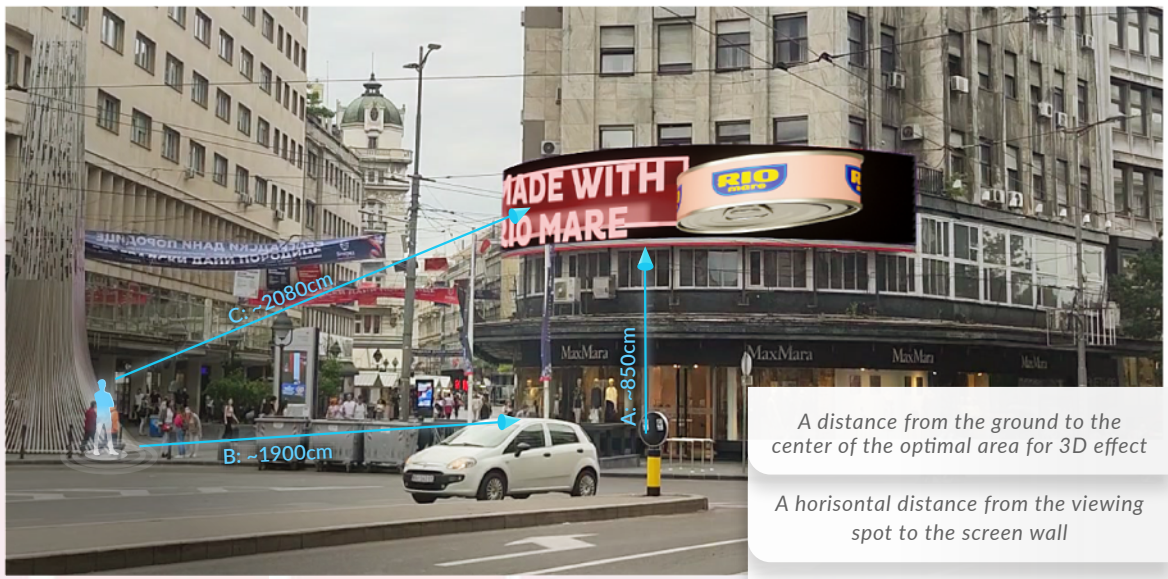
LED DISPLAY - PALATA ALBANIJA	Size	Format	Resolution	Special notes
	XXL	18x3 m	1764x280 px	→ Format - mp4 → Settings - Xvid codec / h.264 codec - 25 fps → Duration of the creative is **8 seconds** → Creative is ***full motion*** (without rapid scene trasitions and flash effects)

Front view



Top view



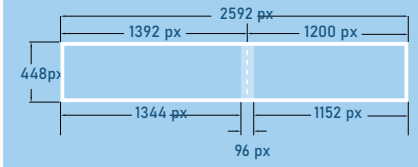


A distance from the ground to the center of the optimal area for 3D effect	A
A horisontal distance from the viewing spot to the screen wall	B
A distance from viewer's eyes to the optimal spot for positioning 3D effect	C

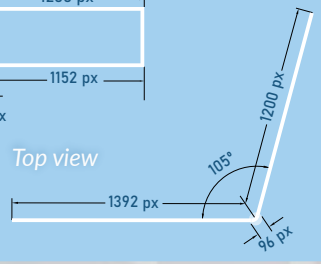
Instructions for preparing 3D files

LED DISPLAY - KATANIĆEVA	Size	Format	Resolution	Special notes
	XXL	26x5 m	2592x448 px	→ Format - mp4 → Settings - Xvid codec / h.264 codec - 25 fps → Duration of the creative is **8 seconds** → Creative is ***full motion*** (without rapid scene trasitions and flash effects)

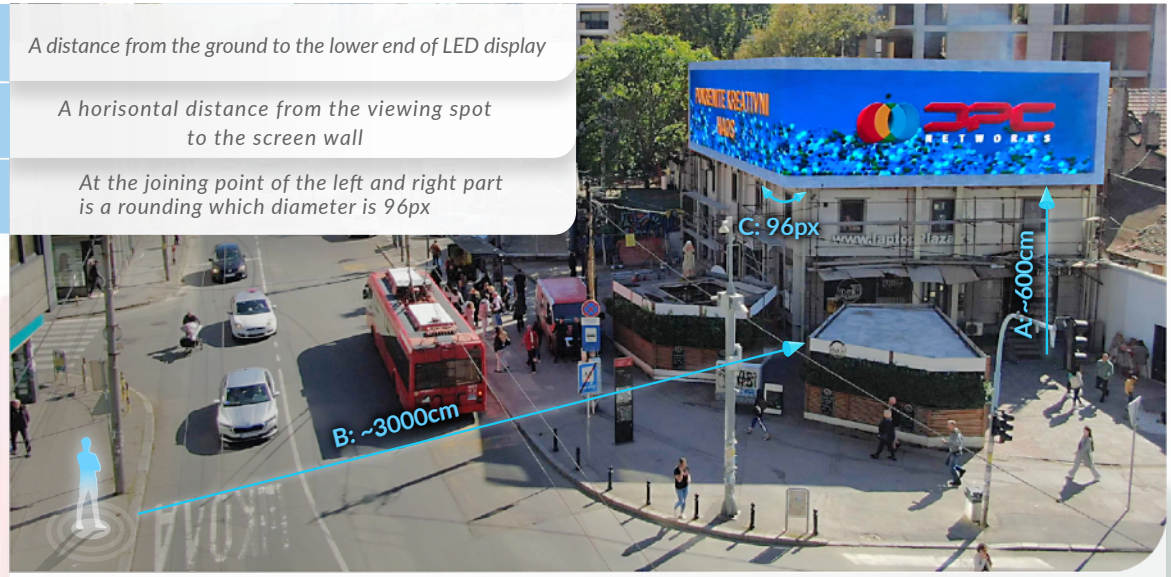
Front view



Top view



A	*A distance from the ground to the lower end of LED display*
B	*A horisontal distance from the viewing spot to the screen wall*
C	*At the joining point of the left and right part is a rounding which diameter is 96px*



WATCH THE VIDEO: https://www.youtube.com/watch?v=h-fCsdKlJzk