

DataGraphics.com — Image Submission Specifications

DataGraphics.com specializes in creating, compositing and executing static images, audio files, animation and video to meet your online graphic needs.

The following guidelines may be useful to you in submitting elements to DataGraphics.com that will be effective in helping us to complete your project.

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DataGraphics.com is happy to return original artwork at client's request. We will take care in returning all materials in the condition they were received. However, we make no warranty that materials will not be altered during the development process. DataGraphics.com retains all supplied materials unless otherwise requested.

Static Image Submission Specifications

DataGraphics.com strives to make the process of managing, manipulating, creating and executing your online images effortless. The following are meant only to be used as guidelines and do not represent an exclusionary set of rules. Please feel free to contact us if you would like further assistance in preparation or transfer to DataGraphics.com.

Specific JPEG/GIF Image Component Formatting Guidelines:

- any standard graphic format is acceptable; tiff or maximum quality jpeg are preferred
 - RGB Color
 - DataGraphics.com authors for monitor resolutions of 800 x 600 (XGA monitor resolution)
 - 96 dpi/ppi or higher is preferred for working with supplied components
 - final online images will be compressed to GIF or JPEG as appropriate based on image content.Generally:
 - **JPEGs** (.jpg): photographs and graphics particularly with smooth variations in color
 - **GIFs** (.gif): lettering or text images, simple cartoons, logos, icons with few colors, line drawings and animated sequences
 - DataGraphics.com will scan ready artwork if required
 - DataGraphics.com will photograph products if required
 - file names: 8 characters or less with extension identifying file format
 - DataGraphics.com is happy to prepare 3D renderings of prototype or other products for which there are no visuals available for manipulation

Miscellaneous Image Component Formatting Guidelines:

- 10.5" across and 7.5" down is approximate maximum viewable area without scrolling (dpi/ppi of 72); approximately 750 pixels wide x 540 pixels deep on most common: 800x600 monitor display setting
- most product images can be well represented at 3"-4" total width

Text Images/Components:

- If text will be displayed as a graphic or if there is text to be combined with other visual elements to create a final graphic, please provide the following:
 - Microsoft Word (or similar) document showing text and formatting specifications: bold, italic, underline, left/ middle justified, with title/without title, text color if other than black, border/no border and style of border if other than a plain line border is desired etc...

Storyboards:

- Multiple images that transition into one another with audio or text overlay descriptions of action in frames
 - Please provide an individual image for each frame of storyboard.
 - If individual frames are to be captured from a video source please indicate as clearly as possible by description as well as timeline indication which image is to be captured
 - Please provide a drawing or document indicating layout and specific caption text to be used beneath each storyboard frame along with storyboard components
 - captions will be set left justified, Arial unless otherwise indicated
 - DataGraphics.com will format and size images for continuity across frames
 - 6-12 images seem to be optimal. However, any configuration or number of images can be accommodated.
 - If storyboard is to be created in flash, please provide audio file at time of image submission if applicable

Static Image Submission Specifications *continued*

Media:

- Windows or Macintosh: Email, CD, DVD, Zip disk or 3.5" disk
 - If the total combined file size is excessive and email transfer problems are encountered, please let us know. We will make FTP space available to you for image upload or help to make other arrangements for file transfer.
 - File Names: 8 characters or less with extension identifying file format

Process:

1. DataGraphics.com receives materials as outlined above and composes them
2. client approves images
3. images transferred to client or indicated party

It is imperative that the client provide documentation outlining image filenames and any pertinent description as well as clear direction on what is expected for the final product and any special instructions that may be applicable. Please see **Appendix A** for detailed example

Flash Video, Animation, Audio, Clipstream™ Submission Specifications

DataGraphics.com will reformat/compress supplied video, images and/or sound as necessary

Guidelines for Video Submission for Flash file creation

- preferred formats: AVI, MOV, Mpeg or DV with as little compression as possible
 - final viewing size: approximately 240 x 180 pixels = (3 1/3" wide x 2 1/2" high) or 320 x 240 pixels = (4 1/2" wide x 3 1/3" high); dependent on video received and necessary compression
- We can accept VHS tapes; please discuss timing with DataGraphics.com contact

Sound/Audio:

- preferred formats: WAV or MP3 files
 - Note on .wav files: It is best to submit 44.1 kHz 16-bit stereo sound files. However, 8 or 16-bit sounds at sample rates of 11kHz, 22 kHz, or 44 kHz can be used.
- Please provide text that will be added to animation/video/audio in a standard word processing document.

Animation—submission of static images:

- Please see **Image Component Formatting Guidelines** on page 2 of this document

Storyboards:

- Please see **Storyboard** section on page 3 of this document.

Media:

- Please see **Media** on page 3 of this document.

Guidelines for Video Submission for Clipstream™ file creation:

DataGraphics.com can prepare your Clipstream™ applets and/or video clips. Please contact us for details.

Please see **Appendix B** for a glossary of helpful terms

Appendix A

Image Documentation Guidelines; specifically for online survey research but can apply to any project with slight modifications

Client Project Name: Colored Bathroom Cleanser in Various Forms and Bottle Configurations, XYZ Cleaners, Ltd.

Cell and/or question	DG graphic name	Notes to DG	Client/ Concept#	Product Name & Description	PRICE	TEST/ CONTROL
Cell 1, question 2	OLSQ01.jpg	Photo supplied	1- OrangeLiquid048o563.tif	Orange Liquid Cleanser Orange Liquid Cleanser in Square bottle for bathroom	\$2.49	TEST
Cell 2, question 9	PLSQ02.jpg	Alter orange liquid cleanser bottle to reflect purple contents and alter label coloring to match	2- purpleLiquid048p672.tif	Purple Liquid Cleanser Orange Liquid Cleanser in Square bottle for bathroom	\$2.49	Control
Cell 3, question 18	YPRD03.jpg	Drawing supplied; Create 3d rendering of bottle using picture supplied as guideline	3- YellowGran048y732.tif	Yellow Granular Cleanser Purple Granular Cleanser in See-Through Rounded Bottle	\$2.49	TEST
Cell 4 question 36	BPRD04.jpg	Photo supplied but remove background to match other images in this study	4- GreenPowd048g816.tif	Green Powdered Cleanser Green Powdered Cleanser in Rounded Foil Paper Packaging	\$2.49	TEST

Please include any and all relevant information in grid format to help us in efficiently developing images. Grid can be formatted in any way functional for client specific information. Please add/delete columns as needed and create grid in Microsoft Word, Excel or similar program that best facilitates client convenience

Appendix B

Glossary of Helpful Terms

ActionScript

ActionScript – the scripting language of Macromedia Flash. The ActionScript syntax and style closely resemble that of JavaScript.

AVI

(Audio Video Interleaved) – AVI files are audio and video files that conform to the Microsoft Windows Resource Interchange File Format (RIFF) specification. Many high-end video editing programs output to raw format AVI. Video and audio data are interspersed together in this format. It is cross-platform compatible, allowing *.AVI video files to be played by various operating systems.

Bandwidth

The amount of data you can send through a network connection. Bandwidth is usually measured in bits-per-second (bps). "How much stuff you can send through a connection." A full page of English text is about 16,000 bits. A fast modem can move about 57,000 bits in one second. Full-motion full-screen video would require roughly 10,000,000 bits-per-second, depending on compression.

Bps -- (Bits-Per-Second)

A measurement of how fast data is moved from one place to another. A 56K modem can move about 57,000 bits per second.

Byte

A set of Bits that represent a single character. Usually there are 8 Bits in a Byte, sometimes more, depending on how the measurement is being made.

Buffering

During download; the process of lining up packets of data before they are needed

Codec

Application used to compress video (compressor/decompressor)

Compression

The translation of data (video, audio, digital, or a combination) uses a variety of computer compression algorithms and other techniques to reduce the amount of data required to accurately represent the content.

DV

(Digital Video) – DV is a standard digital format commonly used in digital video cameras.

Appendix B *continued*

Java

Java is a network-friendly programming language invented by Sun Microsystems. Java is often used to build large, complex systems that involve several different computers interacting across networks, for example transaction processing systems. Java is also becoming popular for creating programs that run in small electronic devices, such as mobile telephones. A very common use of Java is to create programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Using small Java programs (called "*Applets*") Web pages can include functions such as animations, calculators, etc...

JavaScript

JavaScript is a programming language that is mostly used in web pages, usually to add features that make the web page more interactive. When JavaScript is included in an HTML file it relies upon the browser to interpret the JavaScript. When JavaScript is combined with Cascading Style Sheets (CSS) and later versions of HTML (4.0 and later) the result is often called DHTML.

Kilobyte

A thousand bytes. Actually, usually 1024 (2¹⁰) bytes.

Kbps

Your modem's speed is measured in the number of bits it can transfer in a second. Modems rated in kilobits per second are now the standard.

Megabyte / MB

A million bytes. Actually, technically, 1024 kilobytes

MOV

MOV is the file format for Apple QuickTime movies.

Plug-in, or Browser Plug-In

A small program that extends the functionality of a web browser by allowing the browser to perform a new function; in the case of web media, a plug-in lets a browser display video and playback audio.

Protocol

A formal set of rules and descriptions of information formats that allow two computers to exchange information.

Progressive download, Flash

Data cached i.e.; received and stored on user's computer before use. Video begins playing right away and continues download in the background while it is viewed. Advantage: quality is the same regardless of the user's connection speed or internet congestion. The disadvantage is that users with slower connections may have to wait a while for the file to begin playing.

Appendix B *continued*

Preloader, Flash

A simple animation that plays as the rest of a Flash movie; animation or video, downloads.

RTSP

Short for Real Time Streaming Protocol, a proposed standard for controlling streaming data over the World Wide Web. RTSP grew out of work done by Columbia University, Netscape and RealNetworks and has been submitted to the IETF for standardization. Like H.323, RTSP uses RTP (Real-Time Transport Protocol) to format packets of multimedia content. But whereas H.323 is designed for videoconferencing of moderately-sized groups, RTSP is designed to efficiently broadcast audio-visual data to large groups.

Streaming

A somewhat ambiguous term that refers to the network delivery of media. It may also be used to refer to technologies that match the bandwidth of the media signal to the viewer's connection so that the media is always seen in realtime (true streaming). It is also used to mean media that may be viewed over a network prior to being fully downloaded (HTTP streaming and progressive download).

Streaming download

In the strictest definition of the term, "streaming" video creates a live connection that is maintained while the video is played. With sufficient bandwidth this type of file is comparable to a progressive download file in terms of quality but because there are numerous factors that can affect the quality of a user's connection, in practice true streaming is generally more problematic and a lower quality experience than progressive download.

UDP

Short for User Datagram Protocol, a connectionless protocol that, like TCP, runs on top of IP networks. Unlike TCP/IP, UDP/IP provides very few error recovery services, offering instead a direct way to send and receive datagrams over an IP network. It's used primarily for broadcasting messages over a network.

Wi-Fi

Short for Wireless Fidelity; a wireless networking standard for transmitting high-speed video and multimedia information