

OXIGEN: DESIGN SUMMARY

Overview

The Oxigen Live! Screensaver system v5 requires a single piece of creative:

- full-screen screensaver creative;

Full details are below.

Copy Specification

Slides for the Oxigen screensaver should:

- be in Flash (.swf) or jpeg (.jpg) format;
- be 2000 x 1500 pixels in overall size;
- contain a core image of 1024 x 768 pixels;
- have a maximum duration of 15 seconds;
- complete display in 12 seconds;
- not include any looping or audio;
- contain a stop on the final frame;
- have a maximum file size of 500KB
- no object should ever be positioned outside the 2000 x 1500 overall slide size.

Tips

Full size 2000x1500, core image 1024x768 pixels

The majority of PCs are configured with a screen resolution of 1024 x 768 pixels; however, a minority of PC users chose a higher screen resolution of 1280 x 1024 pixels or 1600 x 1200 pixels for example. It is important to design your slides to work effectively across all these resolutions

By designing your slide to be 2000 x 1500 pixels in overall size with the core image contained in the

central 1024 x 768 pixels, you will ensure that your slide displays correctly on all screen resolutions.

The image below illustrates how a 2000 x 1500 pixel slide (the overall image) will be correctly displayed on a 1280 x 1024 pixel screen (outer red area) and also on a 1024 x 768 pixel screen (inner red area). All critical text & images should be included within the inner 1024 x 768 pixel core area.



Max 15 seconds duration – 12 second playtime

Each slide in the Oxigen carousel displays for 15 seconds within a rotation. The speed at which Flash movies display varies by PC. Therefore, to ensure complete display on all PCs the total frames / fps must equal 12, e.g. 240 frames / 20 fps = 12. A stop must be included on final frame to prevent looping.

SPACE BAR click thru

The screensaver reserves the SPACE BAR as a response mechanism so creative should include a call-to-action to use the SPACE BAR but should not include any ActionScript for interaction.