

YAGAN SQUARE DIGITAL TOWER

CONTENT OVERVIEW:

All content for Yagan Square Digital Tower must comply with the following guidelines:

- Content must be suitable for screening in a public space to all members of the general public
- Content to be delivered to the nearest minute
- All roadside facing text must stay on screen for minimum 45 seconds
- Content must meet the Yagan Square Civic and Cultural Charter.
- Content that is not paid advertising should not be of a promotional/advertising nature or for commercial purposes. This includes deliberate product/location placement.
- Content must be of cultural/community significance and appeal to a wide audience.
- The inclusion of logos/credits/external websites/social media accounts must have prior approval.
- Content must not contain rapidly changing, flickering or flashing lights and altering images that form a pattern
- Content facing the roadside must not be deemed distracting
- Content submitted must have all the required rights, permissions, licences and copyrights required by law to publicly exhibit.
- Content will not be libellous, defamatory, obscene, sexually, racially, culturally, or ethnically offensive, harassing, intimidating, threatening, hateful, discriminatory or abusive. Content must not be political, religious or commercial in nature.
- Content should not include sudden movement or changes
- Content can not show road networks
- Content can not include movement, colours or shapes that could be mistaken for traffic signals, signs or instruction signs
- PIP videos can not be played to the roadside and only in to Yagan Square
- File size cant exceed 2GB

LED SCREEN SPECIFICS:

The screen surface is 30.5m wide and 14m tall – 427sqm

The exact pixel pitch is 15.625mm.

DIGITAL TOWER LAYOUTS:

FULL WRAP:

1952 x 896



Content that is to be displayed as a full wrap around the entirety of the digital tower must comply with the following guidelines:

- Very slow moving
- Contain transitions (fades/dissolves) between each edit – quick cuts are very jarring
- Roadside facing content must not be distracting for traffic
- No solid traffic light colours – Red/Green/Orange and no blocks of red/orange green in the lower third of the tower
- Roadside content must not resemble traffic signals, traffic signs or warning signals
- Layout of the screen to be taken into consideration eg. true centre of screen
- Content should not rotate around the screen faster than 200pixels per minute

Creative Guidelines:

The size of the digital tower means that what seems to be a moderate pace on a smaller screen, will track much more quickly across the tower. At this scale, moving content becomes disorientating and imposing. High speed movement, such as panning is hard to follow and is distracting to the vehicles. Content should not include quick tilts, pans or cuts. The speed of transitions is equally important, and hard cuts must be avoided. Cross fades and dissolves work better. If changing frame rate ensure you conform your content to the correct frame rate and export to the correct frame rate.

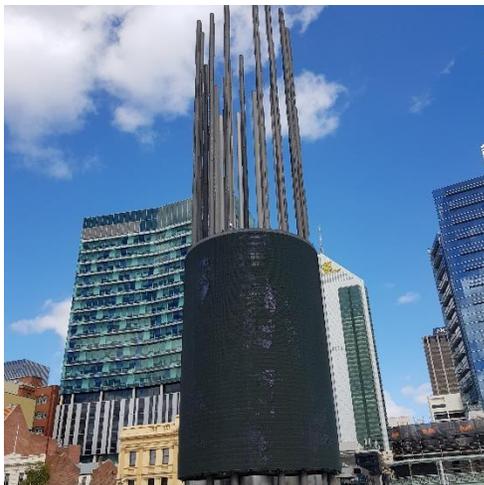
Colour Space:

The Yagan Square tower mesh screen has a cool colour bias (7-8000k), it is recommended to correct footage by shifting the colour temperature to 5000k or approximately +25 temperature in Lumetri.

The normal caveats about LED being higher contrast, more saturated, and with black response cliff (seeing black instead of very dark values as LED does not respond to those values) apply.

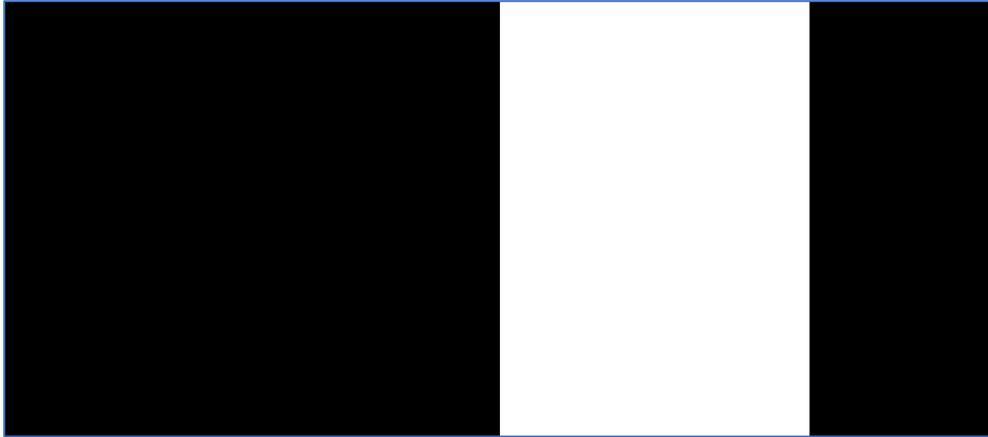
Graphical content should have clean blacks, clean edges, simpler colours, whereas photo real content should stay away from pure black and be corrected for temperature.

Dark images are not visible during the day in the sunlight eg.



Layout:

The primary vantage point is off-centre relative to the screen canvas, below is the mask for 1952x896 for best viewing (anything in the white section of this mask will face into Yagan Square Market Hall – near The Shoe).



Spin:

Depending on content suitability, it can be scheduled to spin. The spin option takes ten minutes to complete one full rotation of the digital tower but can be used for content of any duration.

Delivery specs:

- HD
- 1952px x 896px (or 2048px x 896px, in which case 96px is overlapped/blended automatically to create a blurred seam output to the screen)
- Mp4 (H.264 encoded video with AAC encoded audio) or JPG/PNG (for still images)
- 30/60fps
- Under 2GB (12-15mbps is appropriate bitrate for most content types)
- Video content should start and finish on black, audio should start and finish on 0db silent

ONE THIRD PIP:



Narratives or content with fast cuts and movements can only be played in a one third PIP facing into the Square only. PIP's cannot be played to the roadside. Content with constant fast edits and movement cannot be screened in a PIP and is not suitable for screening on the tower.

Content playing in PIP's must be delivered with a 1952 x 896 jpg which is designed around the PIP. This jpeg screens alongside the PIP and covers the remainder of the tower. Please use the one third PIP template to design the jpp.



Video delivery Specs:

- 1920 x 1080
- 30/60fps preferred (for smoothest playback) but 24/25fps is acceptable
- HD

Background Wrap delivery specs:

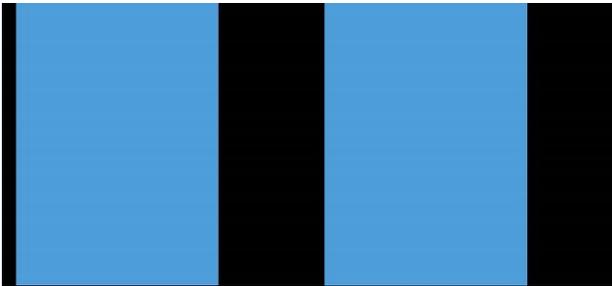
- 1952px 896px
 - Jpeg (High quality) or PNG (24-bit)
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AUDIO:

We prefer AAC encoded audio. We also ask that all audio be mastered to -14LUFS Integrated (Loudness units according to EBU R128 Standard) and -2dB True Peak. 48Khz Sample rate and 16 or 24 Bit depth.

TEXT:

- Text facing the roadside must be static and remain on screen for 45 seconds
- Content to include minimal text
- Text must be legible from roadside
- Text size will be dependent on amount of text and design
- Use the half tile text placement mask to ensure text doesn't wrap around the tower



ANIMATION GUIDELINES:

- No fast pans, cuts or tilts
 - Very slow zooms
 - Full wrap fade/linear wipe minimum 15-20secs
 - 10 minutes (200pixels) for full frame image to do one full rotation around the tower
 - Slow transitions of cross fades/dissolves between each scene (so scene change cuts are not distracting to drivers)
 - Soft edge transitions
 - No solid greens, oranges, reds
 - No fast movement or distracting content
 - Smooth movement, animation should be gentle and easy to view
 - 60fps
-

ROAD SAFETY

All roadside facing content must adhere to the specific road safety guidelines below

- Content should not include sudden movement or changes
- Content must be slow moving and not distract drivers
- No solid red, green or orange colours
- Content can not show road networks
- Content can not include movement, colours or shapes that could be mistaken for traffic signals, signs or instruction signs
- Text must stay on screen for minimum of 45 seconds
- No animated text on the roadside facing side of the tower
- Content should not include road networks and traffic footage

REEDS AND CANOPIES:

Content to be displayed on the Reeds and Canopy should have a higher contrast in brightness values, colours, forms and movement. Very dark areas should be shifted to true black to avoid colour stepping or flickering. Higher values should have increased saturation as whites and off do not appear as pure as seen on computer displays. Blues may also appear to more vibrant than reds or greens. Avoid the use of thin lines. Blur filters (at least 4px) are recommended to remove sharp details or edges that may cause flickering.

For static colour only for the reeds and canopies 1920 x 1080 jpegs can be delivered.

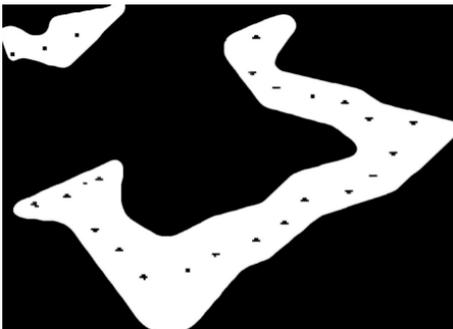
REED MASK (1952 x 128)

The 'reeds' mask can be used when creating content for the low resolution LED fixtures on the outer poles above the tower mesh screen. The mask appears extremely narrow compared to the real dimensions of the pole, because it uses pixel count rather than physical dimensions. For reference, the physical height of the reeds is approximately double that of the mesh screens. Content can be made at the same resolution as the mesh screen or at double height for more and then scaled down to fit to reduce stretching. However, CORE will automatically scale any video to fit correctly. Note: Do not use the mask in final renders. If using After Effects you may set the mask layer active if marked as a 'guide' layer.



CANOPY SOLID MASK (1146 X 860)

The 'solid' mask is intended to be used for previewing content and in production software to ensure that videos are positioned, rotated and scaled correctly. The black squares indicate structural pillar positions where content will not be displayed. Note: Do not use the mask in final renders. If using After Effects you may set the mask layer active if marked as a 'guide' layer.



CANOPY NODE MASK (1146 X 860)

The 'node' mask shows the exact LED positions as single pixel/white dots. It can be used to determine the preferred level of detail suitable for the canopy surface. The black squares indicate structural pillar positions where content will not be displayed. Images will appear darker below the mask however. Note: Do not use the mask in final renders. If using After Effects you may set the mask layer active if marked as a 'guide' layer.



MASK AND TEMPLATE GUIDELINES

MASK USAGE

Mask images are used to allow the artist to correctly place footage and preview renders. In most programs this is done by placing the image on a layer above the content layer with its blending mode set to 'multiply', therefore masking out the black areas and keeping white areas visible.

TEMPLATE USAGE

The tower mesh images are useful for quickly setting a project to the correct resolution. They contain title safe areas that are safe for images and text or logos to be read from multiple viewing positions.

STATIC IMAGE LAYOUTS:

FULL WRAP DESIGNED IN HALVES

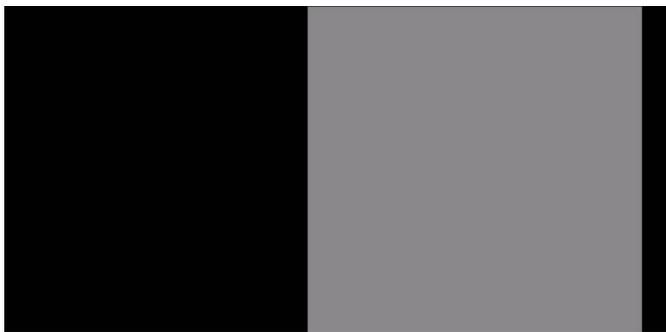


Approx Site Specific Viewing Guidelines:

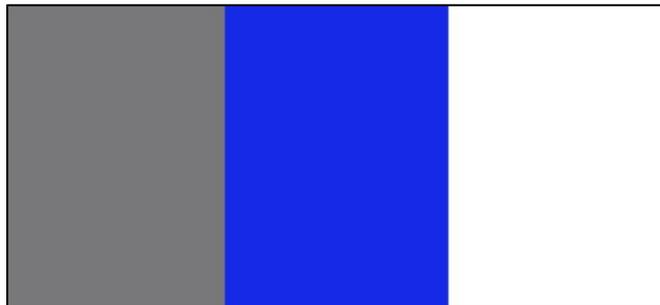
GREY – Market Hall, The Shoe, foot traffic (dark grey is prime position)

BLACK – Wellington Street Roadside / Horse Shoe bridge.

BLUE – Best title/logo position to ensure text doesn't wrap around tower



THREE TILES



This layout ensures the grey image directly faces roadside



This layout ensures the grey image directly faces the Shoe Bar/Centre of the screen.