MPCAS TECHNICAL & CONTENT SPECIFICATIONS
Base Technical Specifications for LED Screen

The Mount Pleasant Community Art Screen is a 4x7 metre Urban Screen at Kingsway at Broadway in Vancouver, Canada.

<u>**Files**</u>

• Please supply content in High Definition resolution, 16:9 aspect ratio, 1920 x 1080 progressive (no interlacing), and as a .mp4 format.

• Please use H264 codec.

• Please make sure that you are encoding .mp4 with H.264 codec or Largest File Size and Highest Quality (1920 x 1080). Standard Definition of 1280 x 720 is also acceptable.

• Please ensure that the bit rate for video files is kept below 5 Mbps but should not be lower than 2Mbps as this diminishes the quality of the video.

• If provided in a 4:3 aspect ratio, content will present on screen 'pillar boxed' – with black bands either side.

• Please allow a title/action safe zone of 5% in both dimensions (vertical and horizontal) for all content.

• The Video Previews require MPEG-4 format using the H.264 codec.

• Most video editing software (such as iMovie, Adobe Premiere and Final Cut Pro) provides an exporting option to MPEG-4/H.264

• Windows users, Freemaker Video Converter and Handbrake provide good results.

• OSX users, we recommend Handbrake and other free converters available through the Apple App Store (e.g. Miro Video Converter).

• Linux users, FFmpeg is a well-known transcoding solution.

• For photographs please provide 16:9 landscape images, 1280 x 720 pixels (72 dpi) TIFF or JPEG

• Photographic submission: please name your photos with numbers in the order you want to present them.

• Photographic submission: Indicate the duration of time you would like each photo to appear on the screen. Or you could make a video from the still images.

• There is free photo editing software such as Shotcut (https://www.shotcut.org/)

Content

• Content must be equivalent to 'G' or 'PG' rating

• The screen has no sound, please consider a subtitled version for accessibility when there is dialogue

• Please remember that different colours are more effective at different times, for instance it is very difficult to produce pure black on the screen and this is more evident during the evening and night.

• Large amounts of white in backgrounds never works well due to huge amount of light emitted to produce it – the effect can be blinding and if there is text on a white background it is very difficult to read.

• The more vibrant the colours within the piece the easier it is for people to view – vibrant colours provide a deep contrast and makes text easier to read and creates a more appealing experience for the audience.

• Large amounts of text within a piece is problematic. The audience is primarily transient and are very unlikely to read large amounts of text — the more 'snappy' the information the more effective the piece.

• Content must not be derogatory, discriminatory, or in any way considered offensive.

Website
For the MPCAS website, please send 3 image files. We recommend using images that are between 1500 and 2500 pixels wide and JPEG or PNG format.

Please also send your name, a maximum 150 word bio, maximum of 250 word brief project description including title of your work, and your website link.

Delivery
You can deliver your project online by uploading to Dropbox or Wetransfer. Send to submissions@grunt.ca

You can deliver send your Flash drive by Mail to grunt gallery, #116 - 350 East 2nd Avenue Vancouver, BC V5T 4R8 Or Drop in Tuesday – Saturday, between Noon-5pm

Contact
For technical support please contact our creative technologist, Sebnem Ozpeta tech@grunt.ca