

# Technical Specifications

The Parr Center video wall operates with the following specifications:

- **Resolution:** 3840x720
  - **Still Image Type:** .png, .jpg
  - **Video or Animation Image Type:** .mp4
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## Content Best Practices

### 1. Avoid large washes of white or other very bright colors.

- Due to the reflective nature of the space, overly bright images can be overwhelming or almost blinding, making for an unpleasant viewing experience.
- **Best Practice:**
  - Use images with darker backgrounds and use bright colors for emphasis and objects of primary focus.
- **Examples of what to avoid:**
  - Animation of the college logo on a white background.
  - Photo of campus with large amounts of snow.

### 2. Avoid excessive movement.

- Due to the size of the screen, excessive movement in the image can cause vertigo, dizziness, or a sense of motion imbalance.
- **Best Practice:**
  - Use movement for emphasis, such as animating a specific word or sentence.
  - When needed, use slower movement to pan/tilt a video or slide an entire image across the screen.
  - When shooting video, use a tripod, and lock of the camera to avoid shake or movement.
  - When shooting video, use a higher framerate to create smooth motion.
- **Examples of what to avoid:**
  - Quick video pans of a landscape.
  - Unsteady handheld video.
  - Animation with excessive background movement or simulation of movement through a space.

**3.** Be aware of the size and resolution of the screen to plan content that won't be uncomfortable at a large size, and fits the display correctly.

- Due to the size of the screen, some content can be uncomfortable to the viewer in the space.
- The resolution of the screen is standard UHD 4k resolution wide (3840 pixels), but  $\frac{1}{3}$  as high (720 pixels vs 2160 pixels) as a standard UHD 4k resolution.
- **Best Practice:**
  - Avoid extreme close-ups of faces. People on screen will generally look better in a mid or wide shot.
  - When producing video, remember that you will only use  $\frac{1}{3}$  the height of the standard video image, essentially cropping the viewable size of your image. Plan your shots carefully to fit the resolution of the screen.
- **Examples of what to avoid:**
  - Closeups of people.
  - Landscapes that won't display correctly due to cropping issues.