Guidelines For Usage of Animation Assets

The animated video assets are set in the following specifications:

Frame Rate: 25 FPS

Resolution: 1920x 1080

File Type: Animation (RGB+Alpha) Alpha exports

(meaning they are transparent videos that can be placed over the edited footage)

Font: Mukta

All static assets are in the **PNG** format (transparent background).

Video Thumbnail is a .psd file to be exported as a JPEG.

Resolution for video thumbnail: 1280x 720

Table of Contents

1.Opening Sequence

File Directory: 47 Hindi > 2.47 Animation Assets > 1.Opening Sequence > Opening Sequence.mov

The Opening Sequence is to be placed over and above any other video element at the beginning of the edit. It introduces the name of the channel along with any additional information about that week's bulletin, for example, "Weekly bulletin no.24."

Duration: 05 Second 10 Frames

Text placement: Always align the text to the centre of frame.
The text fades in at 3 seconds and fades out completely at 04 seconds 20 frames.
(04 frames fade in, 04 frames fade out)

NOTE: Because the video transitions into the the offline edit, the video should be placed above the offline edit, in terms of layers in the editing software.
The offline video should start at **04 seconds 21 frames** for a smooth transition into the video. *(Font: Mukta Regular and SemiBold, Font Size 80 in After Effects)*

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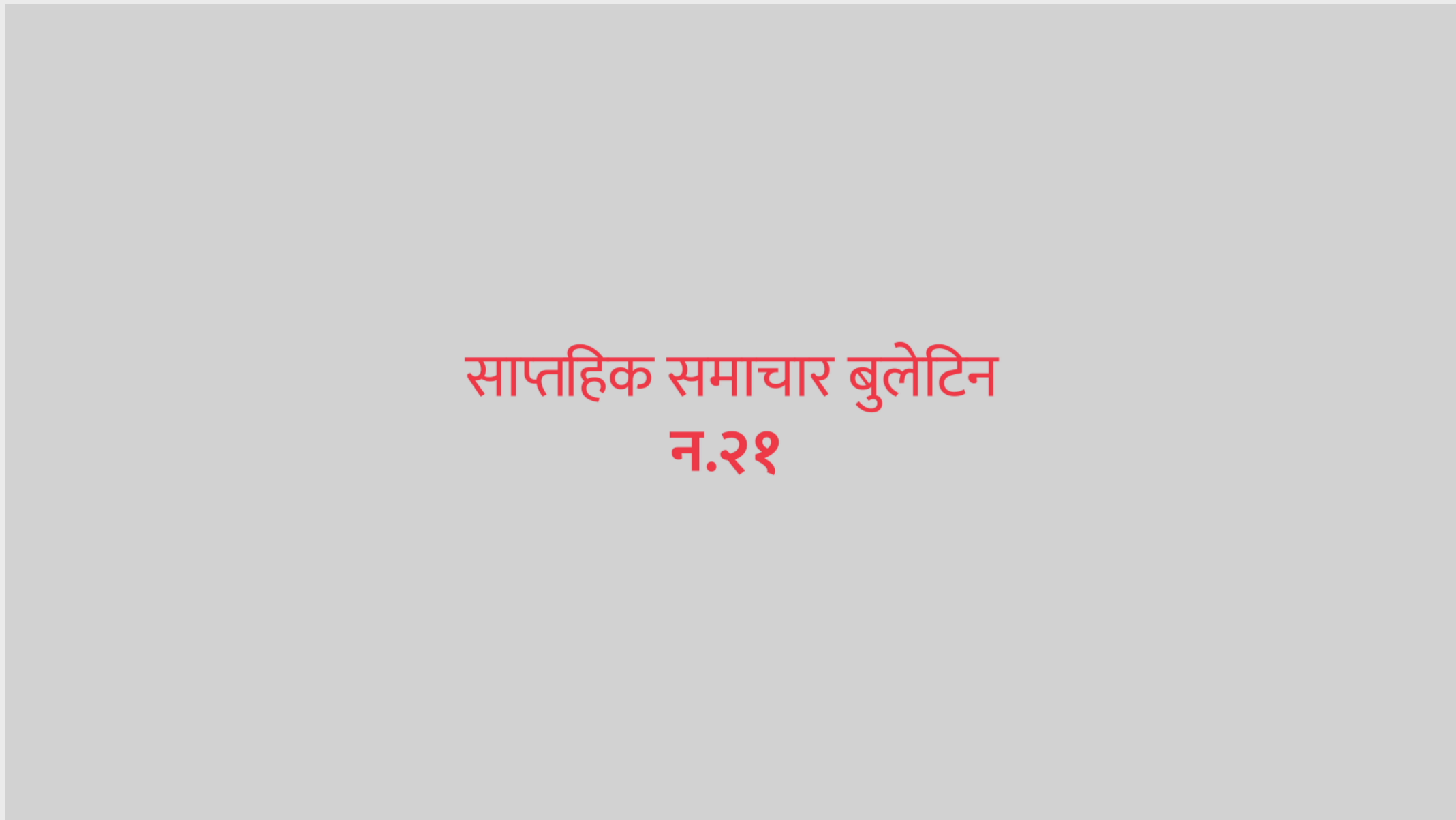
Screenshots of the animation opening into the news desk.

2.Static Logo and Bottom Strip

File Directory: 47 Hindi > 2.47 Animation Assets > 2.Static Logo > Logo.png and Bottom Strip.png

The static logo is to be placed on the bottom left corner of the video at all times.
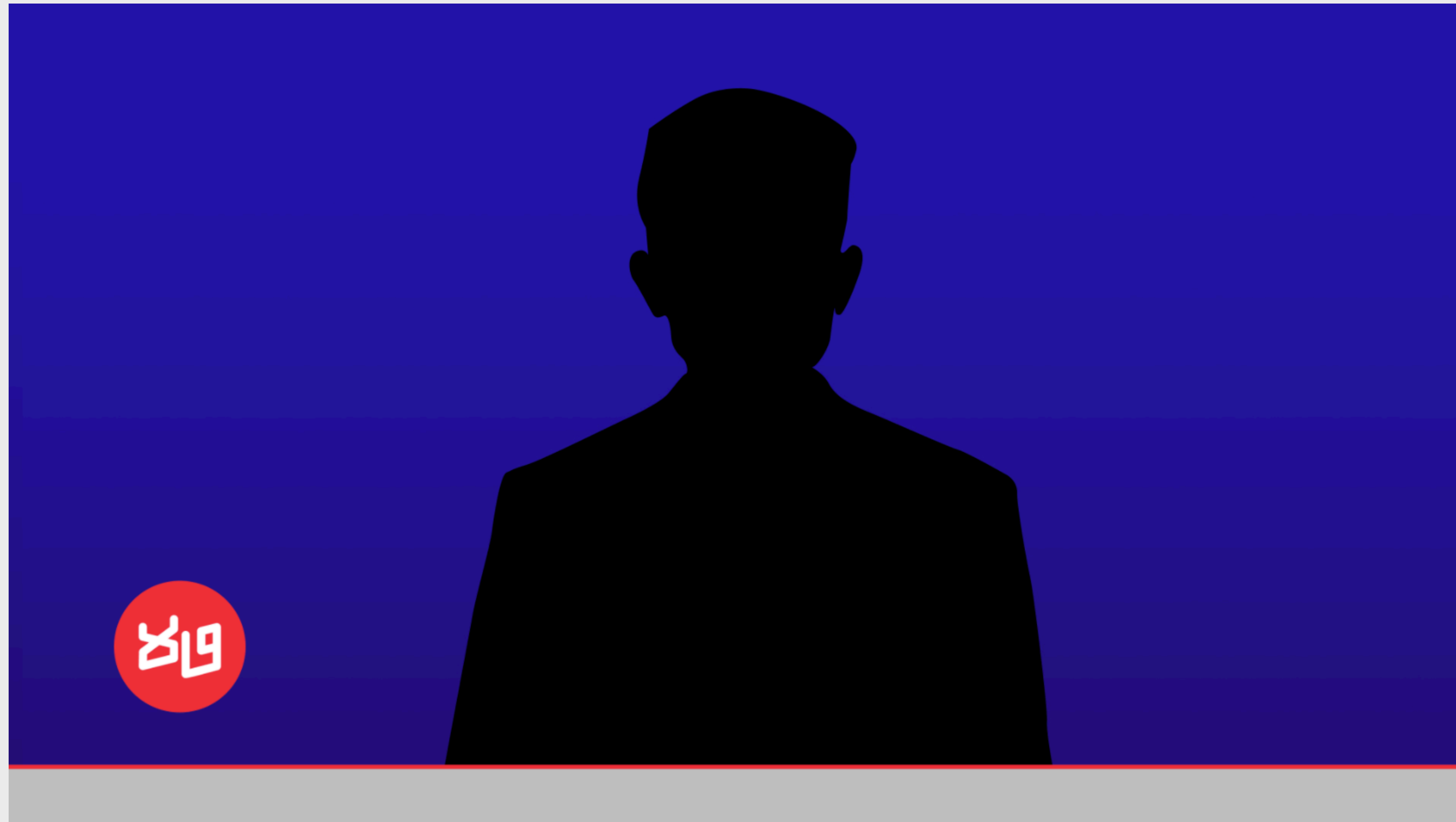
The bottom strip is to be placed at the bottom end of the screen at all times.

The strip is to accommodate any marquee text OR subtitles.

Duration: For the entire duration of the edit.

Important: The position and size of the logo unit to remain untouched as it has been

standardised across all other frames (video loops, video jackets, etc.)

NOTE: Any and all transitions to come **above** this logo unit and aston bands to come **below** it.

The static logo is to be placed on the bottom left corner of the video at all times.

It has designed to be placed above the bottom strip.

3.Transition

File Directory: 47 Hindi > 2.47 Animation Assets > 3.Transition > Transition.mov

A transition is a quick dynamic animation that can be used to go from one segment to the other or as a palette cleanser to switch between topics/ videos/ discussions.

Duration: 01 second 2 Frames

Important: To switch between two videos using this transition, their

edit cut point should be at **the 19th frame** when the transition has fully covered the

frame so as to allow a smooth flow into the next video.

NOTE: The transition should be placed above any and all of the offline edit or any other graphical element (static logo included),

in terms of layers in the editing software.
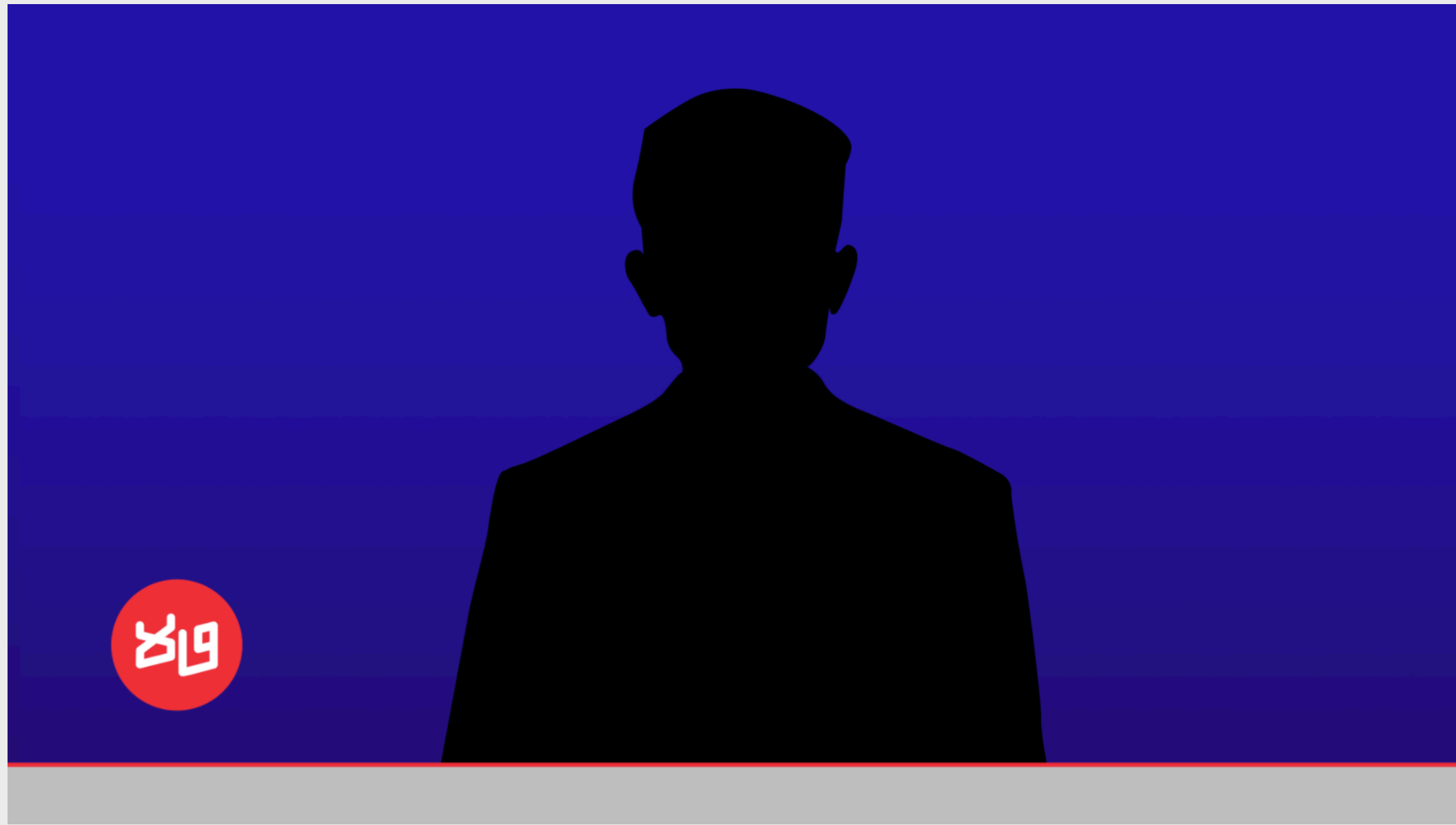
Screenshots of the transition from the news desk to a reference video (hypothetical).

4. Aston Band

File Directory: 47 Hindi > 2.47 Animation Assets > 4.Aston Band > Aston Band.mov

The Aston band is to be used to introduce the names of the hosts/ guests on the show and also
to annotate important information being said on screen.

Duration: 04 seconds 01 frame

Text placement: Always align the text to centre of frame and centre of the band.
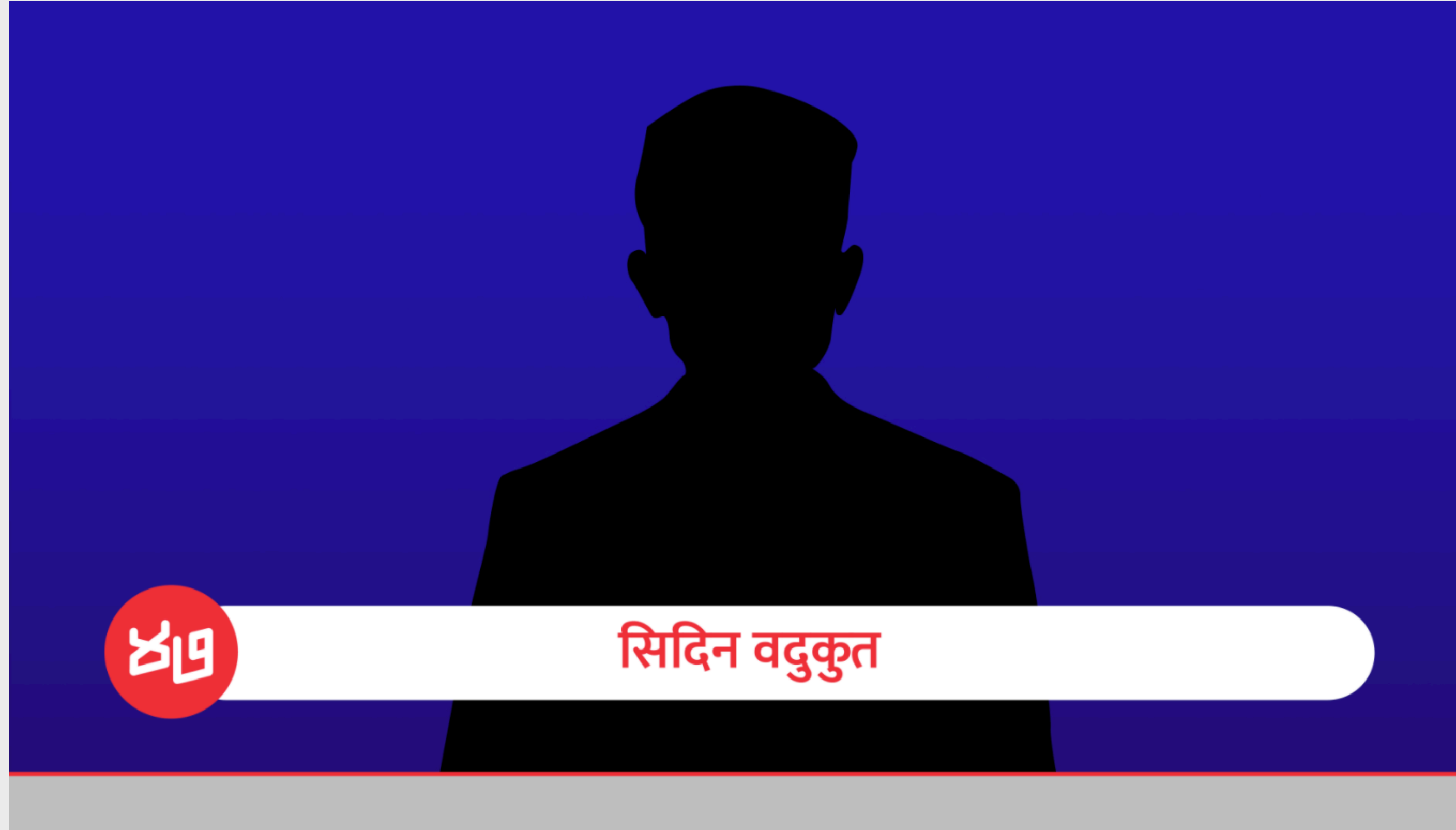The text fades in at 11 frames and fades out completely at 3 seconds 18 frames.
(4 frames fade in, 4 frames fade out)

Important: Incase the text needs to be on screen for longer than the time provided, a "frame hold"
edit option can be applied to the animated layer at the exact centre point of the *.mov* (2 second mark),
but the transition animating in and out is to remain untouched, in terms of speed, duration and time arrangements.

NOTE: Another important thing to remember here is that the aston band will always come **below the static logo layer**.
(Font: Mukta Semibold, Font Size 70 in After Effects)

*Another important thing to remember here is that the aston band **layer** always comes below the static logo **layer** and the bottom strip **layer**.*

5. Topic of The Week

File Directory: 47 Hindi > 2.47 Animation Assets > 5.Topic of The Week > Topic of The Week.mov

This segment is to emphasise on or to introduce the topic or idea being discussed in the video for that week.

**_Duration:_** 04 seconds

Text placement: Always align to the text to centre of frame.
The text fades in at 1 second 14 frames and fades out completely at 3 seconds 05 frames.
(4 frames fade in, 4 frames fade out)

Important: Incase the text needs to be on screen for longer than the time provided, a "frame hold" can be applied to the animated layer at the exact centre point of the _.mov_ (2 second mark), but the transition animating in and out to remain untouched, in terms of speed and time arrangements.

NOTE: The offline video below the segment should start at **3 seconds 06 frames** for a smooth transition into the next video. _(Font: Mukta Regular, Font Size 80 in After Effects)_

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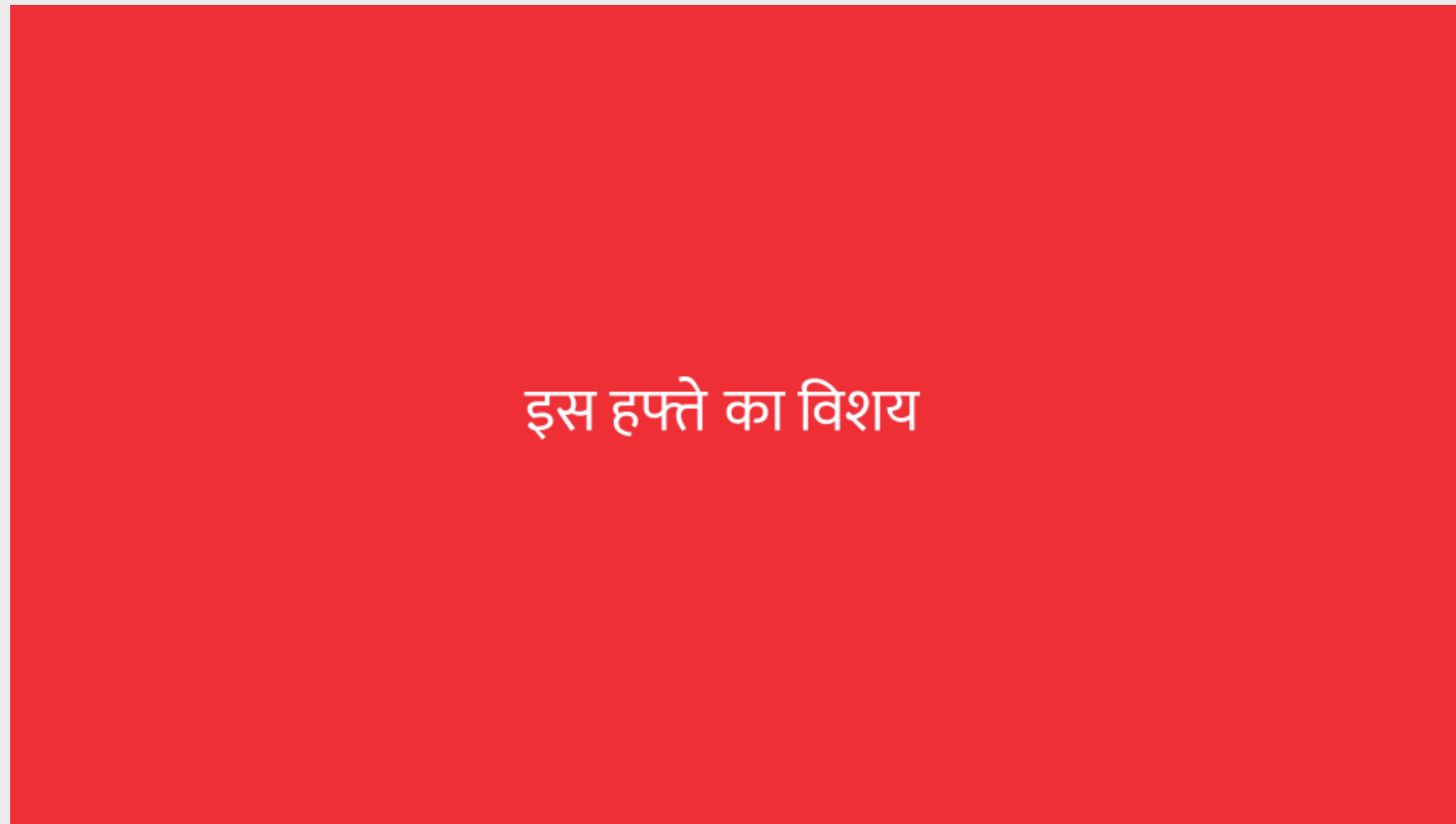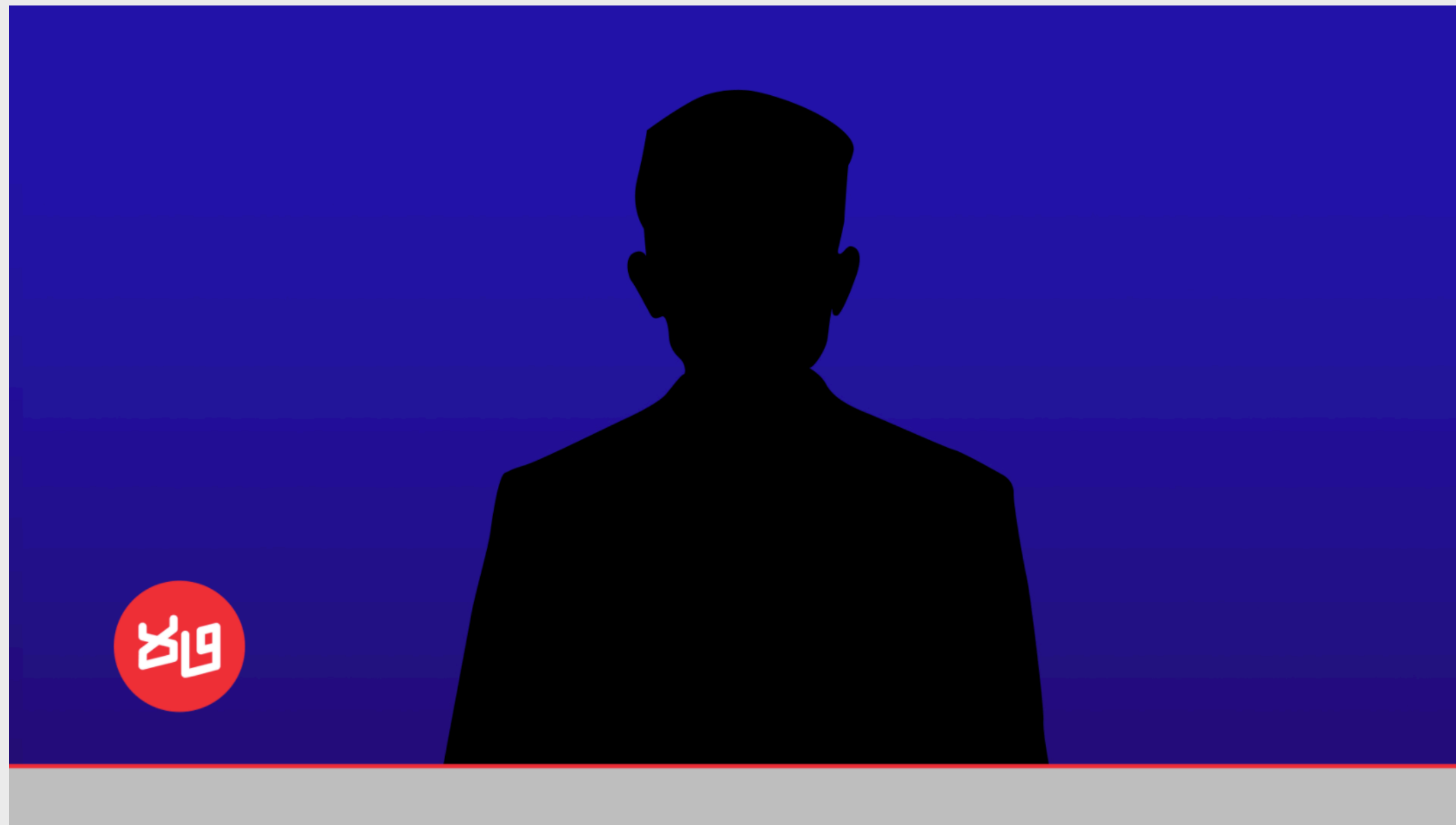
Screenshots from the "Topic of the week" segment intro, transitioning back to the newsdesk.

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6. Picture in Picture (PIP)

File Directory: 47 Hindi > 2.47 Animation Assets > 6.Picture in Picture > PIP.mov

The Picture in Picture (PIP) is to emphasise on or annotate verbal information in the video with visuals.

Duration: The animation of the PIP appearing fully is 12 frames. Using the "frame hold" editing option, can stay on screen for however long it is required.

Image placement: The image has to be a 16:9 image resized to fit into the box
Always align to the image to centre of PIP box. The images fades in at 12 frames (3 frames fade in).
Incase the size of the entire unit needs to be reduced, it can be scaled down and aligned to the top left corner of the screen. This is important to ensure that PIP along with its bounding box remains fixed to the top left corner at all times.

Important: Incase the image needs to roll over into another image, no fade outs should be used. A hard cut from one picture to the other can be used and timed with the flow of the person speaking.

NOTE: Incase the PIP needs to leave frame at any time during the video, an ideal and clean way of doing that would be to use the transition *(above, page 10) and cut to a clean frame without the PIP.*

The static logo is to be placed on the bottom left corner of the video at all times.

7. Video Jacket

File Directory: 47 Hindi > 2.47 Animation Assets > 7.Video Jacket > Video Jacket.png

The video jacket is to be used as hygiene to play any video to compliment the information
(for example, videos from YouTube, news channels or any other canned content, etc.)

Duration: For the duration of the canned content or any other video playing inside the jacket.

Important: Canned content or any other video playing inside the jacket has to be placed
below the PNG image of the jacket in the appropriate scaled size as the jacket allows.
Adequate credit to be given in the space provided below, aligned to the text "Source"
(Font: Mukta Regular, Font Size 44 in After Effects)

NOTE: The transitions *(above, page 10)* have to come **above the video jacket,** before and after the segment,
to transition smoothly between segments.
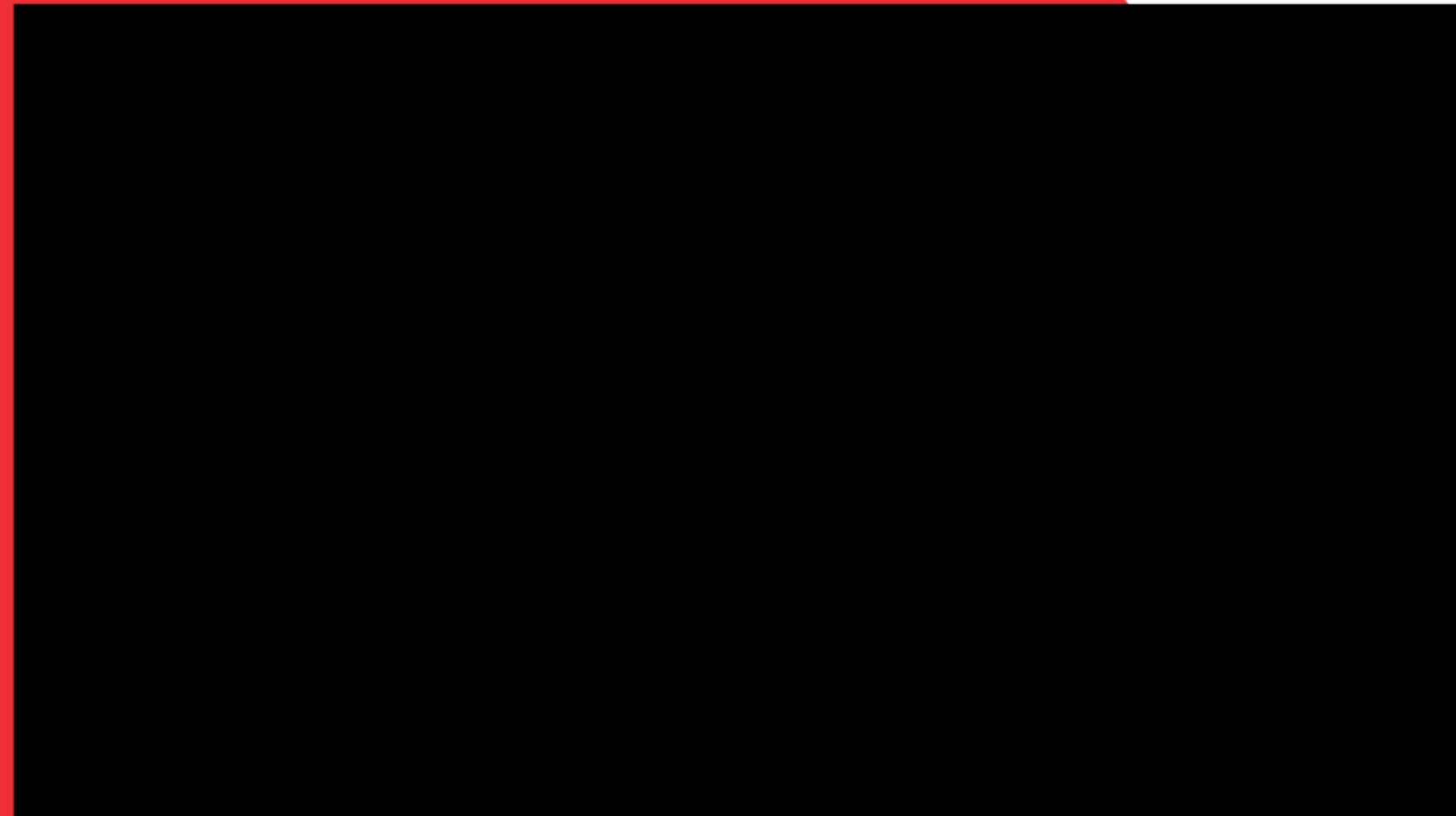
The black rectangle is transparent and will accommodate the video placed underneath the png

Mockup of Video Jacket

8. Background Video Loops

File Directory: 47 Hindi > 2.47 Animation Assets > 8.Background Video Loops > Option 01.mov OR Option 02.mov

The video loops are to be used as backgrounds for any green screen/chroma replacements or end slates.

Duration: This is a loop-able video and can be lined up behind one another for however long required.

One loop cycle for **Option 01 is 35 Seconds 06 Frames** and **Option 02 is 6 seconds 17 frames.**
(Option 01 can be lined up only behind Option 01 to make a loop.
Similarly for Option 02.)

NOTE: The video footage (offlline edit) should ideally be shot against a real background because chroma cleaning is never a good idea for long videos such as these as there is significant quality loss in the footage after cleanup, it almost never gives a good result with movement and the workload on post production is massive. However, if you must use a green screen for whatever reasons, please avoid using these loopable video backgrounds as the background for the entire video. Ideally go with a dark colored solid background with no movement to avoid distraction. These loopable videos are only there to be used as backgrounds for small chroma videos, end slates, call to action videos, etc.
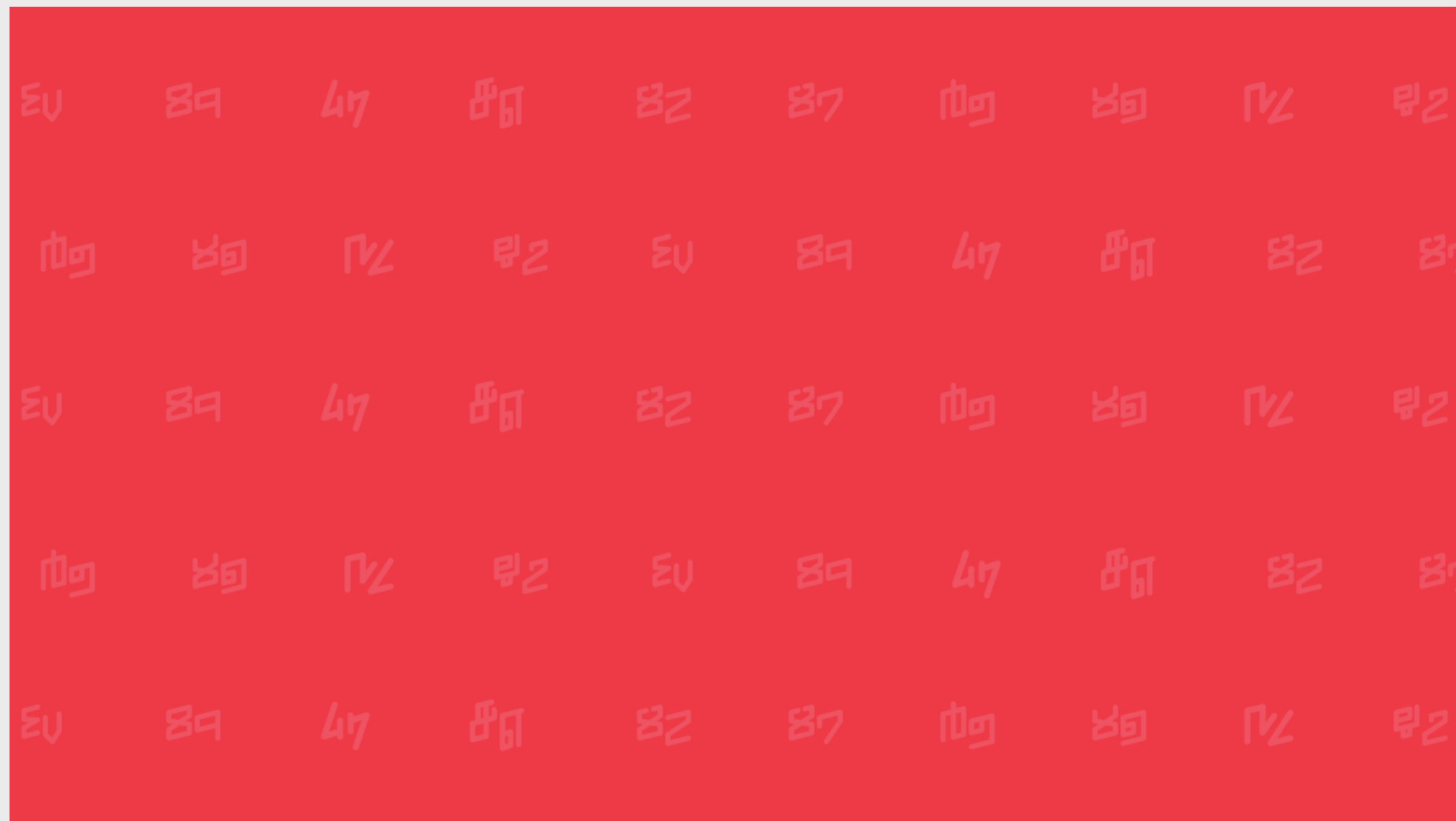
Option 01

Option 01 Mockup

Option 02 (This option can be used for end credits as well, centred)

Option 02 Mockup

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8. Video Thumbnails

File Directory: 47 Hindi > 2.47 Animation Assets > 9.Video Thumbnail > Video Thumbnail.psd

The thumbnails for the videos are standardised 16:9 images with one design language,

to create one homogenous look across all platforms.

Important: To change the picture in the semi-circle on the right, one has to go into the Folder titled "Photo" in Adobe Photoshop.

Put the new image above the layer titled "Mockup". Then right click on the new image to open up a box and

click on "Create clipping mask". Now adjust the image within the circle and Save as a JPEG. (Jpeg Options- Medium)
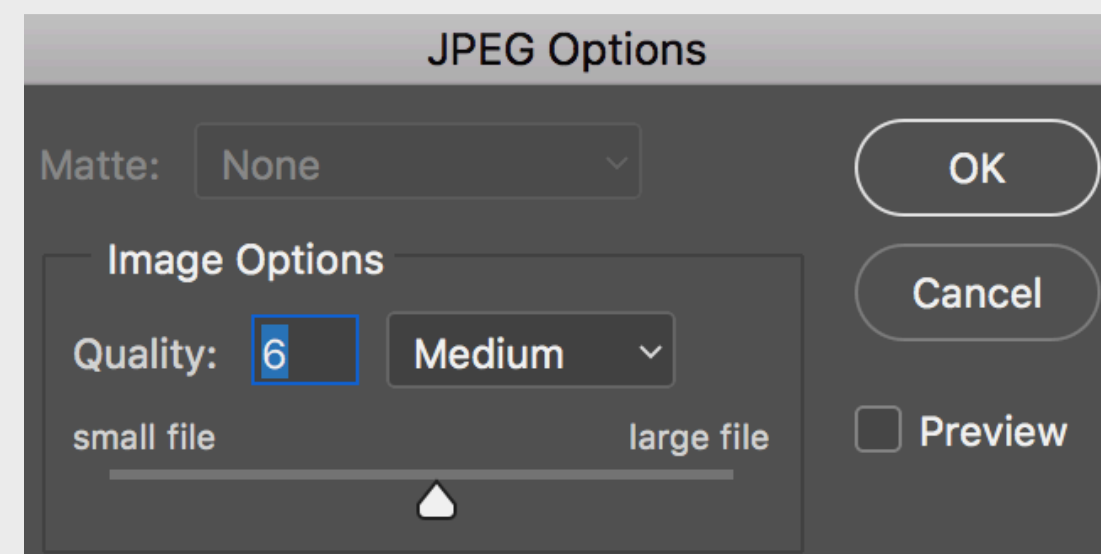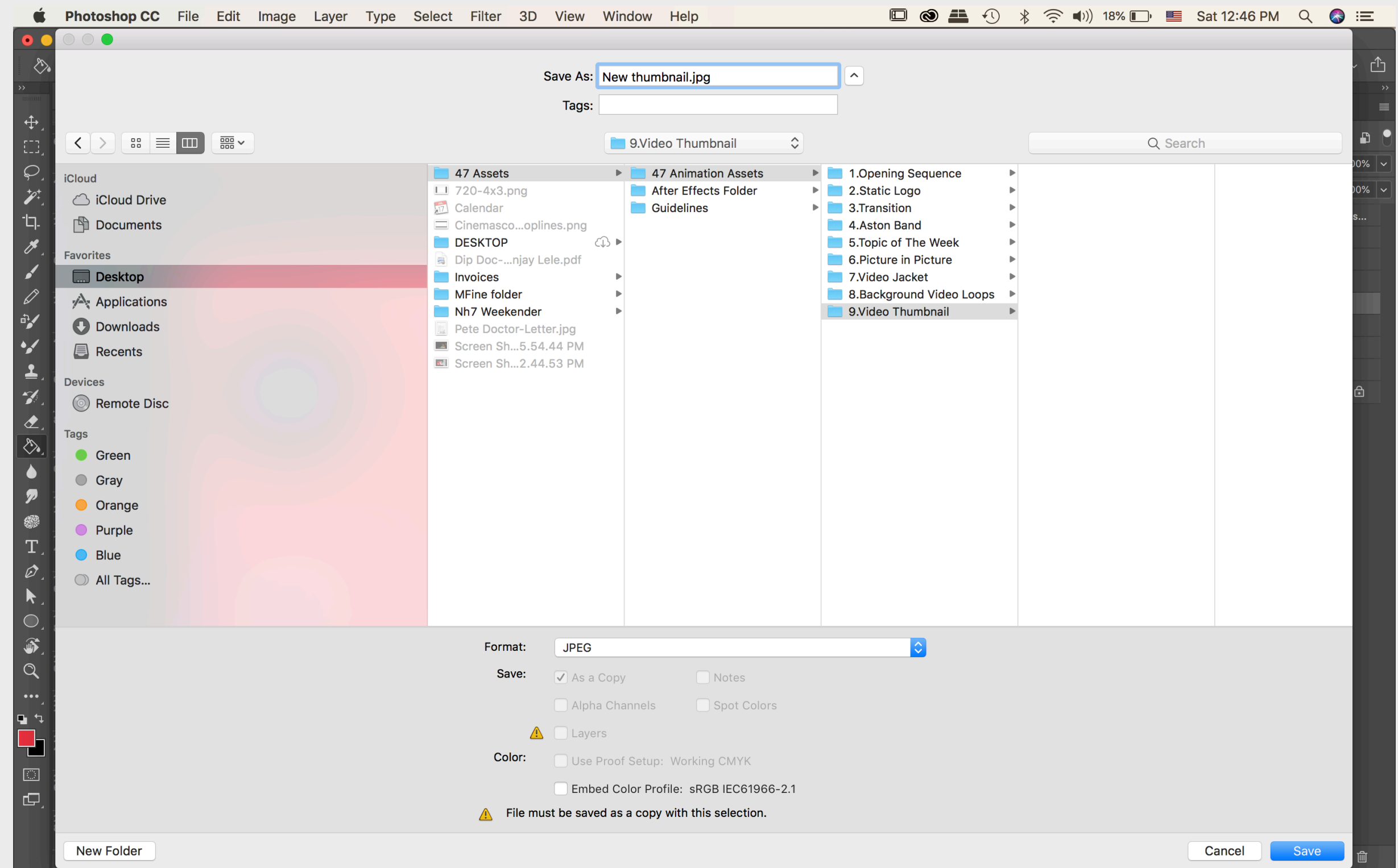
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Thumbnail Design (16:9)
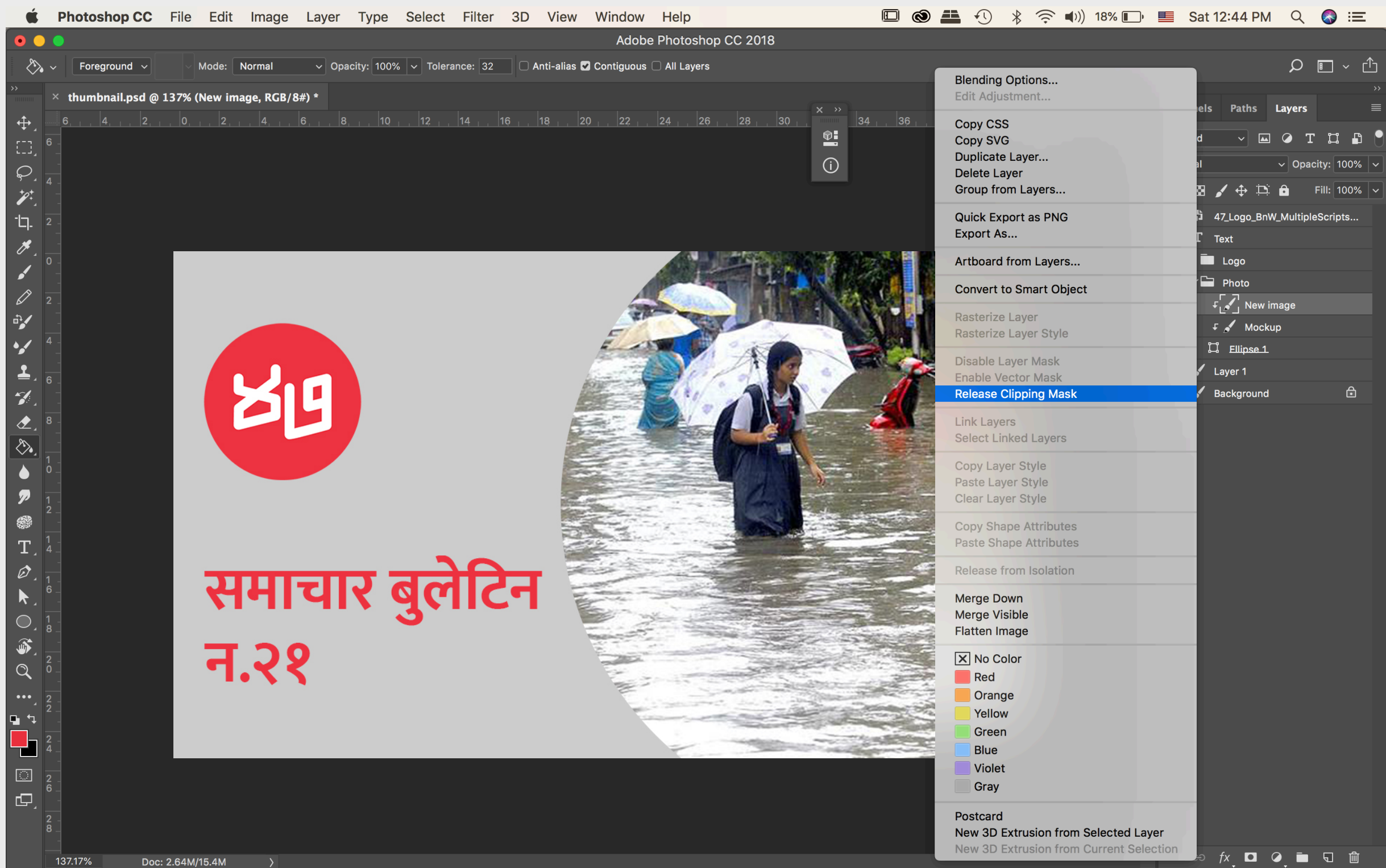
Create Clipping mask to add new photo into the circle.

Save as a JPEG (Medium Option).

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Thank you.