

Production Publicity Image



Your publicity image should be suitable for use in a range of formats including:

- A4 Portrait Poster
- Printed landscape banner
- Landscape webpage header
- Various social media formats

You should show how the artwork may be used in both landscape and portrait displays and include title and other fonts.

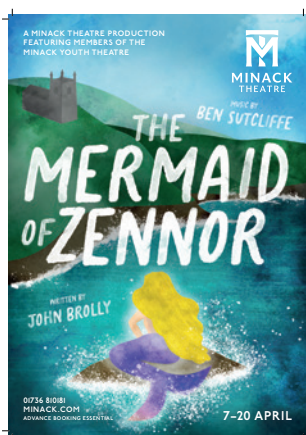
The image should work on both its own and with overlaid text. Text should not be the central element and must be removable for some applications (e.g. webpage).

The content should be capable of working in both landscape and portrait orientations. The original artwork must be scaleable for large format printing. (e.g. the banner artwork will be printed 8'x2' landscape). It should be created in a vector image format and delivered as a pdf.

The artwork must allow for the inclusion of the Minack Logo and the following text:

- Title
- Production credit
- Author credit
- Dates
- Box office information
- Overprinting

Here are examples of the range of deliverables we will need to produce from your image. You won't necessarily need to create all the deliverables but you should consider the various uses when developing your design.



POSTER A4

Will be used for print and digital delivery
Design should allow scope for bleed and overprinting.



BANNER

Will be printed 8'x2' for outdoor display. Original artwork will need to be scaleable.



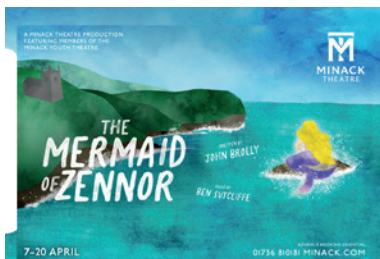


WEBPAGE HEADER

Must be suitable to fit specified proportions (1769x990px) and include no text as this will be automatically overlaid in the website.

Key elements of design should not be near edges as this image will be auto-cropped when displayed on different platforms: e.g. mobile phone in portrait and landscape.

Check out the event pages on our website for examples.



SOCIAL MEDIA FORMATS

Image must be capable of working in different formats and with differing amounts of text overlay.

