



# Artwork Advice

Designing Images and Video for LED Screen displays

**Designing artwork for LED screens is much like doing so for any other form of digital display but a few key points should be remembered.**

- Due to the nature of LED Screens themselves the resolution of the screen is much lower than that of a modern flat screen television.
- Consider the physical size of the screen. While the resolution may be lower than you are used to working with, the canvas itself will be quite large. Try to imagine your artwork at this size.
- Remember your audience will probably first see the display at a distance so big images and text sizes will deliver greater initial impact than smaller ones.
- Font sizes small than an Arial at 12pt will not be very legible.
- Do use contrasting colours – yellow text on a white background for example won't stand out and will be hard for your audience to see. White text on a black background will be much more readable as the two colours have a great contrast difference.
- Try to use darker or rich coloured backgrounds instead of very light or white backgrounds unless your branding guidelines require it.
- Try not to fill the display with too much information at once, keep messages clean and precise. Think about roadside advertising billboards and how they deliver a message.
- If you do need to present a lot of information in one slide such as a list of events happening during the day, try to present the information clearly using good formatting. For example, putting the times of the events in bold text.
- If working with still images over video don't be afraid to split your message across two slides. Two slides at 3 seconds each could potentially deliver more of an impact than one slide at 6 seconds if the information is presented efficiently.

## London

The AV Studio  
Red House Farm  
Lower Dunton Road  
Upminster  
RM14 3TD

## York

11 Concorde Park  
Amy Johnson Way  
Clifton Moor  
York  
YO30 4WT

## Birmingham

4200 Waterside Centre  
Solihull Parkway  
Birmingham Business Park  
Birmingham  
B37 7YN



0800 074 6902  
hello@yslv.co.uk  
www.yslv.co.uk