

City of Perth Forrest Place Arts Screen.

Delivery Specifications Finished Materials

(updated Jan 2025)



About the screen.

Located on the eastern side of Forrest Place, the screen displays artistic works 24 hours a day, seven days a week. The program features daily formal exhibitions showcasing works from the nation's flagship arts and cultural organisations and galleries.

The exhibition schedule may sometimes be displaced to allow the screen to reference live events and “happenings” within its viewing area.

For Still Images:

The City of Perth Forrest Place Arts Screen features a non-standard aspect ratio.

Technical Requirements:

- Format: JPEG or PNG
- Size: 992 pixels (width) x 468 pixels (height), resolution at 72 dpi
- Colour Space: RGB
- Safe Zone: 5% of the total image

For Motion Picture:

The City of Perth Forrest Place Arts Screen features a non-standard aspect ratio. Please note that this screen does not accommodate audio playback.

Technical Requirements:

- Format: MPEG4
- Size: 992 pixels (width) x 468 pixels (height)
Codec: H.264
- Bit Rate: Between ~10Mb/s
- Safe Zone: 5% of the total screen area

Delivery Method:

For files under 10Mb, materials should be sent via email. For larger files exceeding 10Mb, an internet large file sending service (e.g., Dropbox) should be used, with the provided link sent to production@animationartroom.com.

For Large Files Sizes, Materials should be transferred via an internet large file sending service (example, Dorpbox), with the provided link sent to production@animationartroom.com.

Classification Guidelines:

Given the public nature of the screens, situated in family-friendly locations, content should adhere to G-rated sensibilities.

Non-Commercial Screen:

Noncommercial screen: The City of Perth Forrest Place schedule comprises noncommercial content, resulting in a considerable trust advantage in messaging concepts over those viewers perceive as advertising screens.

As such, the screen typically does not screen materials that could be read by the audience as paid advertising but instead communicates with a more considered approach.

Best Practice | Event Announcement

The screen has many exhibition modes, and the following notes relate to event announcements.

Typically, an event announced would contain a) the name of the event, b) the date and time of the event, and c) the name or logo of the presenter/s of the event.

While the screen presents in a non-commercial, is not inconsistent, when done in a considered way, that creators, organizations and sponsors be included and championed.

Customarily these are contained within a logo block within the general design, following the general conventions that are customary in arts communications.

Customarily calls to action such as buy now, etc and dollar values are omitted.

Additionally, QR codes are not practical within the LED matrix.

Forrest Place Screen | Designer Notes.

1. Size and Aspect

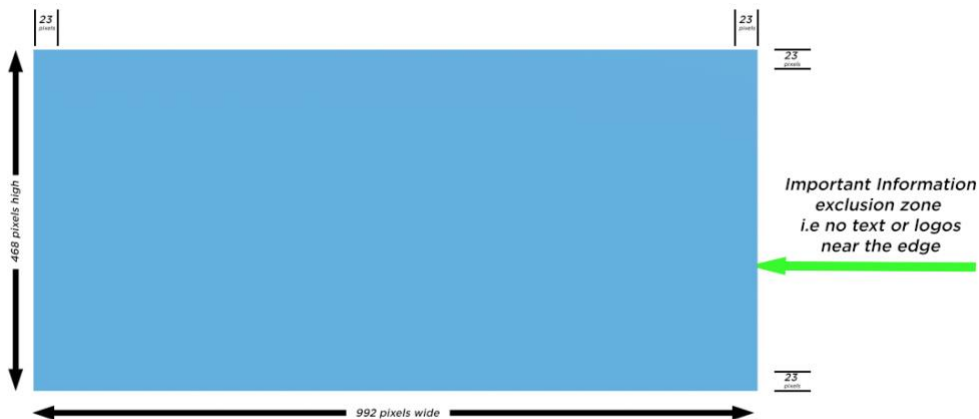
Forrest Place Arts Screen | Image Sizes and Aspect Ratio
The Forrest Place screen has a non standard aspect ratio at 992 pixels x 468 pixels.



*Images can be supplied at double resolution 1984 x 936 at 72 dpi **
(equivalent to 992 x 468 @ 144 dpi)
File Formats: jpeg and png
Color Space: RGB

2. Title Safe

Screen Safe Design. Forrest Place Arts Screen
5% Television Safe (meaning no important text or logos near the edges.)



Forrest Place Arts Screen
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(equivalent to 992 x 468 @ 144 dpi)
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Color Space: RGB

3. Delivery. By email (small sends) or by internet file sharing link (large sends) to curator@screenarts.com.au

Contact:

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Northbridge Piazza Community Building

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curator@screenarts.com.au