

# digital motion graphics

Digital Motion Graphics (DMG) commercials are a highly cost-effective production solution for advertisers without an existing TVC.

Creating a Digital Motion Graphics (DMG) commercial is a simple process for an advertiser, with a full brief taken and reference material collected from which the elements of the commercial are created.



## Material Requirements

### Image

- High resolution images in TIFF or JPEG format (300 dpi or above).
- For best results image file size should be no smaller 4000 x 2000 pixels.
- Please supply or list any specific and critical fonts to be used and list any key PMS colours.

### Logos

- Please provide as Illustrator 9.0 (or below) with all fonts as outlines.

### Existing Video

- Please supply as sequential bitmaps HD resolution to suit frame size 1920 x 1080 pixels (safe area 1824 x 984 pixels), no sound.

### Sound Files

- If supplying music or other audio please provide as WAV or AIFF format files.

### Reference Material

- Please provide examples of other advertising, brochures, and publicity material in either hard copy or PDF format.

## Production

- The first stage of the production process is the creation of a storyboard, illustrating the concept through key scenes, with accompanying text outlining the audio component.
- After storyboard approval, the commercial and audio are recorded and presented for final approval prior to kine transfer to 35mm.
- Please allow approx. 4 weeks from initial briefing to your commercial going to screen.

Production costs are dependant on the complexity of work required but indicative costs are outlined below:

	Production Rates		Kine Transfer		Release Prints
	DMG	Complex Animation	DMG Laser*	TVC Laser*	One print required per screen
<b>15 sec</b>	\$2,500	\$4,800	\$1,200	\$2,750	\$30
<b>30 sec</b>	\$2,900	\$5,200	\$1,600	\$2,950	\$40

\* DMG and TVC laser transfers are in Stereo SR. Additional \$1000 for 6 track Dolby Digital SRD.

Val Morgan relinquishes all copyright to the finished creative work and licenses the use of the creative work for cinema exhibition only. Should the finished production be used in other media talent fees and AMCOS clearance will apply.

**FOR MORE INFORMATION CONTACT YOUR VAL MORGAN REPRESENTATIVE**

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