



## On small screen video and bluetooth transmission

### **Don't say it if you can show it:**

One well used visual image will impart more information than several screens of text.

### **Avoid where you can fast moving graphics:**

Early mobile technology has trouble displaying this and not every one has the latest 3G phone.

### **Big text straight to the point:**

Long chunks of text on a small screen is hard to read and it strains the eyes. The recipient will switch off if it takes to long. The psychology for small screen viewing is the same as eating at McDonald, quick and easy.

### **Text and Visuals:**

The production should work equally as well with or without sound. e.g. If the recipient is on a bus with no headphones they will by and large turn the sound down or off.

**If narration is involved use a professional:** Badly done voice over can put your audience off.

**If acting is involved use a professional:** Colleagues and friends just look amateur.

**Close ups rather than long shots.** Keep in mind its a small screen. It may look terrible at full screen render but works well when viewed on intended medium.

**Keep it interesting:** Don't clutter the shot with information or loads of graphic intensive colours, screen image, etc but its still got to inform and entertain.

**Special effects are costly:** Anything that is generated visually externally on the edit (Special effects, Green screen, 3D, folio, etc) will cost more as a high degree of skill will be involved.

**The message can be dynamic:** Think outside the box. What would grab your attention, don't be conservative we will tell you if it can be achieved (and the cost)

Any production is usually a competition between creativity, necessity, budget and time. The above list is guidance to help you to the end product. best way to work is think big then small.

### **Bandwidth:**

A blue-tooth transmission needs to get to its intended target quickly. Usually the audience is transient so a quick campaign under a minute is best.