

Checklist for Slicing and Colorgifs for BCK

Slicing InDesign Files

1. Print out the ad and meet with Jay Clark or John Palmisciano to figure out the hotspot areas (and transparencies in the case of overlapping images).
2. With all the layers turned on (including dealer info area) in InDesign, export to pdf – use same name as the InDesign file. This pdf will be used for the colorgif, preview and step images.
3. **Background Slice:** A background slice is only necessary if there are multiple background choices. To create it, turn off layers of hotspot areas not apart of the background and export to pdf. Name the file Background_WidthxHeight.pdf.
4. **Other Slices:** Create new layered InDesign files for each hotspot – the size is dependent on the biggest image/text of each slice.
 - a. Export each layer within the InDesign file as a pdf.
 - i. When naming the file, use name of slice and size, i.e. headlinename_189x44.pdf (there should not be any open spaces in the name and use lowercase letters). Label with correct image size.
 - b. Save the individual InDesign files.

Preview and Step Images

1. Create a 300x300 “preview image” (small version of ad layout with dealer info area) from the pdf (from step 2 under Slicing InDesign Files).
 - a. File must be RGB.
 - b. Save as 72dpi jpg and name original_file_name_preview_300x300.jpg (there should not be any open spaces in the name and use lowercase letters).
2. Create “steps to complete ad” images.
 - a. File must be 300x300 and RGB (can use a copy of preview ad image).
 - b. Mark each hotspot with step number (small circle with number in it). Check with John Palmisciano to get step order. Use other steps images for each client for colors and style.
 - c. Save as a psd and name it original_file_name_steps_300x300.psd (there should not be any open spaces in the name and use lowercase letters).
 - d. Save as 72dpi jpg and name it original_file_name_steps_300x300.jpg (there should not be any open spaces in the name and use lowercase letters).

Colorgifs

1. Open the pdf (from step 2 under Slicing InDesign Files) in Photoshop and save as original_file_name_colorgif.psd.
2. File must be RGB.
3. Create color hotspots based on size of InDesign slices (from step 4 under Slicing InDesign Files). Store files in a folder called colorgif.

- a. Each hotspot should have its own color layer in the psd.
 - b. Each color hotspot must be the same size as the image slice.
 - c. For open text hotspots – take font size from the InDesign file and multiply by 300 then divide by 72. For example, a font size of 11 would be $300 \times 11 = 3,300$ then $3,300 / 72 = 45.8$. Color hotspot height needs to be at least 46 pixels (add a little extra padding to the height).
 - d. Do not use colors that are too similar to each other.
 - e. Background needs to be white unless it's a hotspot.
4. Save as gif.
 - a. Check that the number of colors in the gif match the number of hotspots (you can check it using Save for Web).
 - b. Name original_file_name_colorgif.gif
 5. Create text details image on the colorgif.
 - a. On each text hotspot area, include font type and size, how the text spot will be aligned (i.e. horizontal align center, vertical align center) and what the hotspot is (include the number of lines on the hotspot if it's more than one line).
 - b. Save as jpg and name hotspotname.jpg.

Folder Structure

Main Folder Name

1. Original - move the original file (with images, etc) into this folder.
2. Colorgif – this folder includes the colorgif psd, gif and the text colorgif jpg.
3. Preview_and_steps – includes the preview jpg, steps jpg and steps psd.
4. Slices – all pdf slices
5. Legal – use only if there is open text legal – copy legal into Text Edit and save as a .txt file.

Job Folder – put the printout of the ad and a text details printout in the job folder and pass it on to Michelle Collins. Update the workdb with hours and process.