



# interactive television design



Styleguide for producing red triggers and Bridge graphics v 1.0

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- 1 Introduction
- 2 Creating triggers
- 3 Creating Bridge graphics

## Introduction

These guidelines are intended for designers providing red key triggers and bridge graphics for BBC interactive television applications. A master Photoshop file of both the trigger and bridge graphic is available on request from the iTV design team.



## 2 Creating triggers

## Factors to consider when creating a trigger

- ✓ The trigger graphic must always appear in the top right-hand corner of the screen.
- ✓ The trigger must be easy to read and should give the viewer an idea of what to expect once inside the application.
- ✓ The trigger needs to be placed within the 'text safe' area.
- ✓ Separate graphics need to be supplied for each different platform; BMP files for Digital Satellite, PNG files for Digital Terrestrial.

## Factors to consider when creating a trigger

The right side of the trigger constitutes a protected area and can not be distorted in any way. The red circle holding the 'i' sits with a black holder which is placed on a transparent background.



The left side of the trigger appears in a colour which matches the linear brand or the interactive application.



## Factors to consider when creating a trigger

- ✓ The font must not, under any circumstances, appear at a size smaller than 22 point
- ✓ The trigger needs to be branded consistently with the programme brand used in the linear television show
- ✓ The 'x' co-ordinate is measured from the left-hand top corner of the graphic and is placed at a position of 40 pixels
- ✓ The individual platforms have different 'y' co-ordinates as image sizes differ
- ✓ The trigger should not exceed a width of 190 pixels (approximately 10-12 characters)
- ✓ Occasionally, the head of iTV design will approve 'rogue' images but these decisions are made on a case-by-case basis

**Choose Match** ⓘ

**Please wait** ⓘ

**PLAY ALONG** ⓘ

**PLEASE WAIT** ⓘ



On the DTT platform, all images must adhere to the maximum size stated in the DTT section of this document.

# I DSat - creating the trigger

- Create a trigger in Photoshop
- Import the trigger to Debabelizer
- Reduce the number of colours to 16 and then add the Sky 16 colours
- Select 'Do NOT remap to off-limit colours' and mark off the Sky 16 colours
- After remapping the trigger, fill any area that requires transparency with the colour located in index position '0'
- Save the image as a BMP file and preview
- Repeat all of the above actions when converting the 'Please Wait' graphic



## 2 DSat - handing over the trigger

- ✓ The trigger needs to be tested and signed-off before handover to the project manager or producer working on the project
- ✓ The trigger should be ready for handover five working days prior to tx. (transmission)
- ✓ The individual platforms have different 'y' coordinates as the image sizes differ. These need to be supplied at handover

Play along:

x = 40

y = 448

Please wait:

x = 40

y = 443



cahg\_playalong.BMP



cahg\_please\_wait.BMP

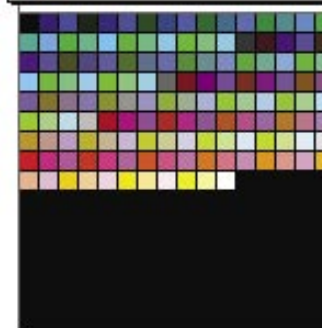
*(this is a sample)*

## Digital Terrestrial

- ✓ There is no need for a 'Please Wait' graphic as the application always loads promptly
- ✓ The trigger is displayed for 15 seconds and then disappears. If the user goes in and out of the channel it will re-appear
- ✓ The 'y' co-ordinate of the top left-hand corner of the graphic is 22 pixels. This should always be displayed in the top right-hand corner of the screen
- ✓ The maximum size of the trigger is 190 pixels wide (12 characters) and 46 pixels high (psd need to be this size as preview tool will not display any other size)
- ✓ These dimensions allow for placement of graphics into the transparent area, but the background bar itself must never exceed a height of 23 pixels

## I DTT - creating the trigger

- Create the trigger in Photoshop
- Import the trigger to Debabelizer
- Apply the DTT palette
- After remapping the trigger, fill any area that requires transparency with the colour located in index position '0'
- Save the image as a PNG file and preview



## 2 DTT - handing over the trigger

- ✓ The trigger needs to be tested and signed-off before handover to the project manager or producer working on the project.
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Dotty:  
x = 22  
y = 448



*(this is a sample)*

# 3 Creating Bridge graphics

## 1 Creating the image

Create the image file in Photoshop. The image is composed of a circle with a 92 pixel diameter placed on a canvas size that fits flush to the shape.

To allow the circular image to be viewed effectively in both 4:3 and 16:9, resize the image changing ONLY the width to 74 pixels. See the example below:



## 2 Open the ETV\_template.psd

Drag your image into the template document ensuring that the image layer sits between the blue dummy layer and the ETV image frame (both are included in the template file.)

Make sure the layer image snaps to the guides included in the template file.

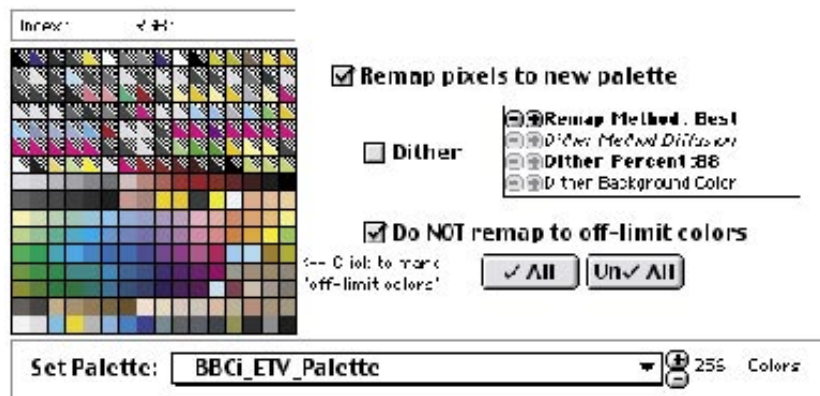


### 3 Opening the image in Debabelizer

From the 'Palette' menu, choose the 'Set Palette and Remap' option and select the BBCi ETV image palette from the list.

Select 'Do NOT remap to off-limit colours' and mark off indices 0-111 as shown below.

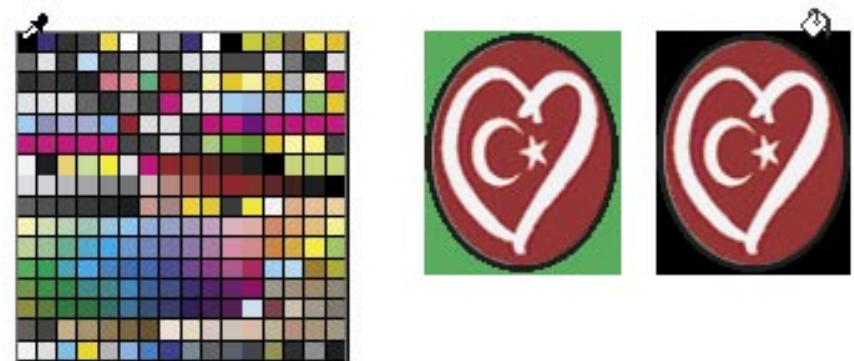
The ETV image can be mapped to 144 colours, using slots from index 112 onwards.



After remapping the BBCi palette to the image, the green background area around the circular image needs to be made transparent.

Select the colour picker from the Debabelizer tool bar and select the colour located in index 0. This index is set to transparent on DSAT and should show as pure black (R: 0 G: 0 B: 0) in the BBCi palette.

Using the 'fill' tool, change the green background to black:



Save the image as a BMP and preview