

## Final video delivery

We accept all major video file types but recommend the following for delivery:

- Video: MP4 .h264 codec - 3-5Mbps
- Audio: 128k stereo
- Resolution: 1920x1080

**IF SHOOTING YOUR OWN VIDEO:** Tips on preparing your video for interactivity - [here](#)

## Best practices

- Have a hotspot within the first few shots.
  - If the audience now knows they can interact with the video - they want to and will be frustrated if there's nothing to click on within the first few seconds (within the first 10 seconds is ideal!)
- Let shots run a little longer
  - Where you want viewers to interact try letting shots run a little longer - 3 seconds or more are most successful. This doesn't mean your video has to be baggy or slow, just where you're encouraging interaction, try and allow more time for the viewer to move their mouse/hand and interact.
- Focus on a few hotspots in one shot
  - Try not to overcrowd a shot with too many hotspots. Try to focus on 2-3 items to avoid the hotspots taking over.

## Poster frame

The poster frame is the image that the play button sits on when the video initially loads. This can be a static image or a moving gif.

We recommend not autostarting the video where possible as we tend to see much higher engagement and interaction rates in audiences who choose to start a video.

Designs for poster frames we typically create in illustrator, photoshop or sketch. After effects for animated poster frames.

You can see examples [here](#).

The poster frame should be:

- 16:9 (1920x1080)
- JPG or GIF
- Below 200kb for JPG
- Below 2mb for GIF

Recommendations for Poster Frame:

- Include a strong background image that captures the idea of the video

- Use the title of the video as a pull
- Let your viewers know the video is interactive
  - Could be simple – “This video is interactive”
  - Or more creative and educational using graphics etc to tell people how to interact in the video
  - Animated gifs can be a powerful way of showing animation and grabbing attention. (just be wary of size).

## Hotspots

The hotspot is the area of the video that acts as a ‘hitbox’ – clicking on the hotspot will lead to the content or action of your choice.

You can see some examples and downloadable templates [here](#).

Designs for custom hotspots – typically created in Illustrator, Photoshop or Sketch.  
We then export the hotspots as SVGs.

- SVG’s are recommended if possible as scale (JPG, PNG and GIF will work also but might not scale as well on different screen sizes).
- You can design for a normal state and a design for a hover/rollover state. This is a good way of letting the audience know the video is interactive.

Some tools to help you create Hotspots if you don’t have design resources:

- <https://thenounproject.com/> – library of icons that can be customized and downloaded as SVGs
- <https://www.flaticon.com/> – library of icons that can be customized and downloaded as SVGs
- <https://loading.io/> – library of animated SVGs that can be customized and downloaded
- <https://www.figma.com> – free collaborative design tool to create custom graphics – Photoshop for the web

Creating animated hotspots

- <https://www.svgator.com/> – a powerful animation tool for SVG graphics
- After Effects – animated hotspots can be created in after effects and exported out as GIFs

Using text in hotspots tips

- These need to be part of the design for now (on the roadmap for WIREWAX to add text editing into hotspot creator).
- Make sure you outline any copy when using SVGs.

## Hotspot placement

- If using static hotspots, pick 1 or 2 locations so your viewer knows where they might appear if consistent in the video.
- Leave time for the viewer to interact. Pick places in the video where not much might be happening visually.
- For sticky (tracking) hotspots place them at the edge of the item.

## Overlays

An Overlay is a pop up in which you'll be adding your content, whether it be an iFrame, a video or photo, a PDF or lots more.

Some creative examples of overlays:

- Chop Value - <https://embedder.wirewax.com/8172410/>
- Nat Geo - <http://embed.wirewax.com/8153261>
- Porsche - <https://embed.wirewax.com/8152144/>
- SAP - <http://embed.wirewax.com/8153960>

For the WIREWAX Creative Team - Designs for overlays are typically done as Illustrator, Photoshop or Sketch/ Figma files.

Designs are then exported out as .jpg files and used as templates to build over in WIREWAX.

Tips for designing an overlay:

- Keep images under 100KB if possible
- More complex shapes or text that are not possible in WIREWAX can be exported from your design tool as PNG or SVGs then included as images.
- You can turn off the default close button in the settings and upload your own design and turn it into a close button.
- Keep copy to a minimum where possible, Viewers are more attracted to images and videos.
- Keep copy size consistent.
- Remember the story you're trying to tell (or sell)
- When it comes to sticking with company aesthetic, try taking design notes from your own website and brand guidelines
- Keep it simple-white space is your friend.
- Add movement and animations to keep visual interest
  - Videos can be used as backgrounds
  - Use the animation manager and play with options to animate in the overlay
    - Assets should be layered the order you want them to animate in, those at the bottom of layers will appear first.

Overlays can contain:

- Text
- Images (gallery or single)
- Video (Youtube, Vimeo or WIREWAX)
- iFramed content
- Maps
- Buttons (these can click out, branch, close the overlay).



# Interactive Design Guide

Guide to creative best practices and thoughtful design  
for WIREWAX Interactive Video  
For ENTERPRISE

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