

Making Custom DVD Menus

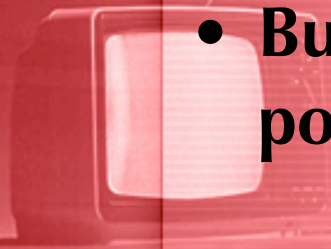
Richard Harrington - RHED Pixel

www.RHEDPixel.com



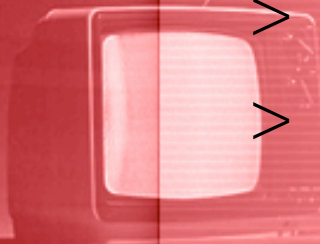
Purpose

- Learn the proper size for DVD menus and how to work with non-square pixels
- Set text and create buttons with the Title Safe area in mind
- Choose colors that work on a television
- Use Photoshop and After Effects side by side
- Create highlight layers
- Build exciting backgrounds by harnessing the power of blending modes



About Me

- **Richard Harrington, PMP**
 - > **RHED Pixel (www.rhedpixel.com)**
 - > **Adobe Certified Expert**
 - > **Apple Certified Trainer**
 - > **Avid Certified Instructor & Master Editor**
 - > **Project Management Professional**
 - > **AVMP Top Producer 2004**
 - > **Teach courses on digital media production and web content creation**



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A Visual Communications Company

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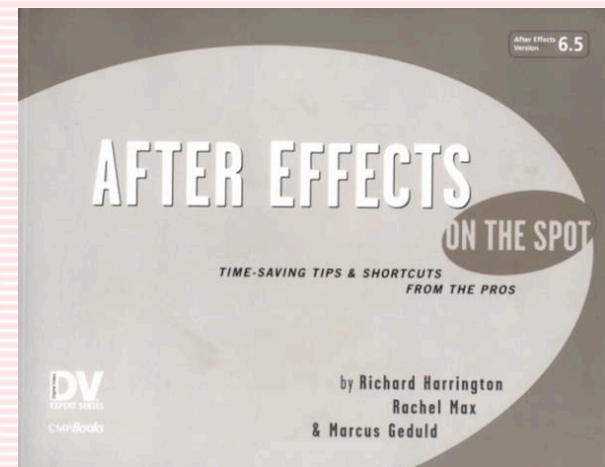
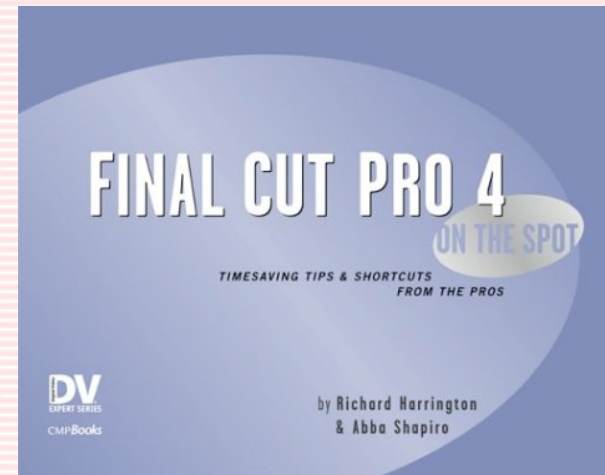
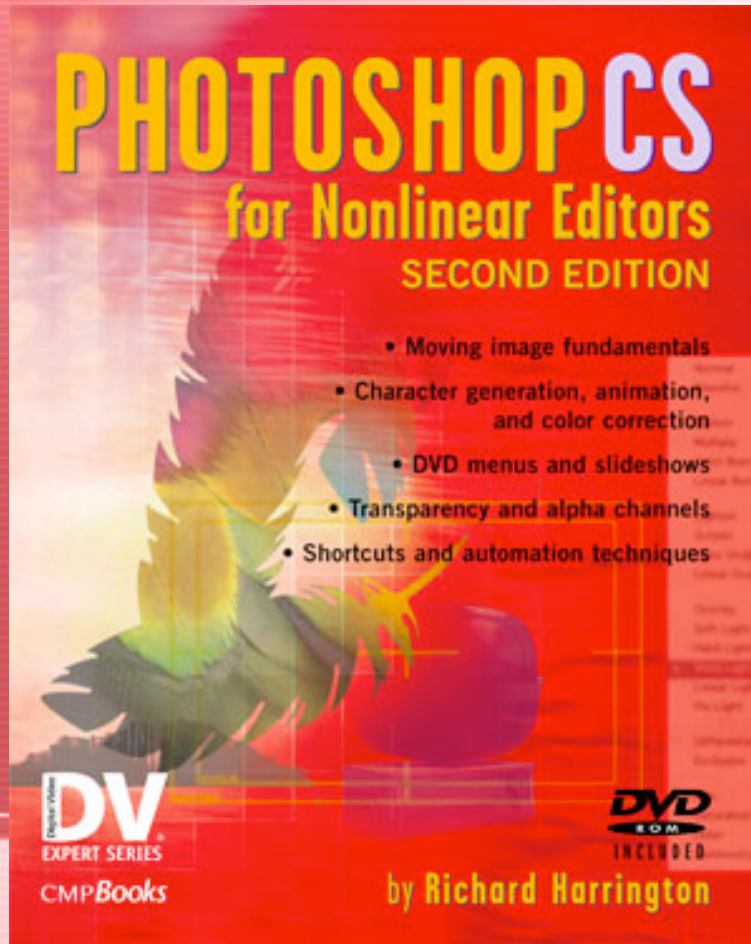
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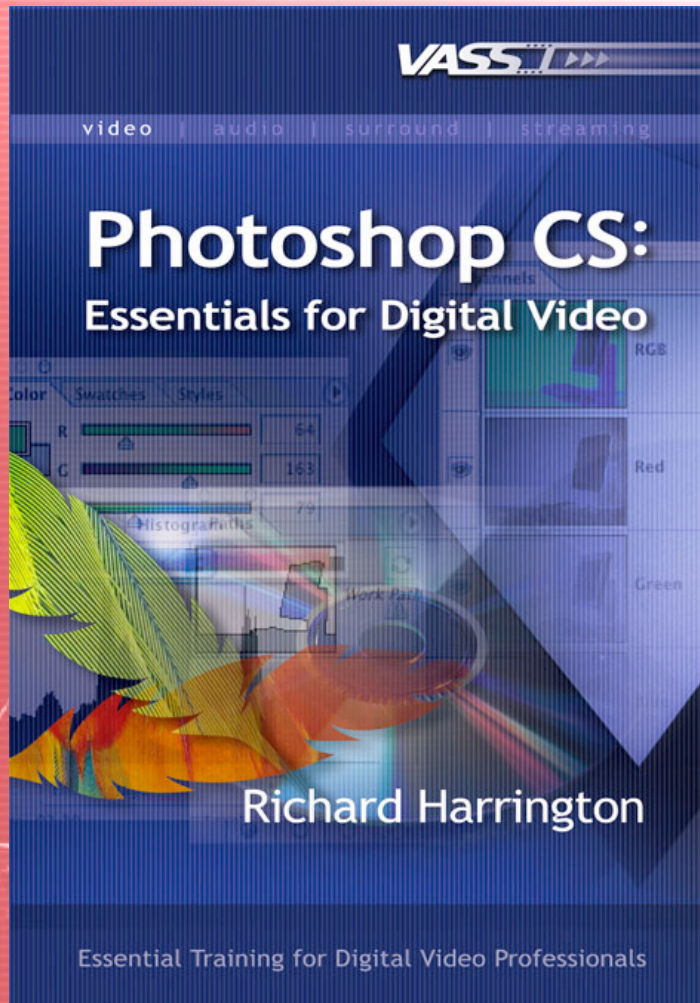


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30% Off on Tradeshow Floor
Order at DV.com or Amazon.com

Available from VASST.com



- **\$179 List**
- **\$99 with the discount code RHED**
- **2 Discs**
- **6 Hours**

About You

- **Primary Job**

- Video Production

- Web/Multi

- Print

-

- **are**

-

-

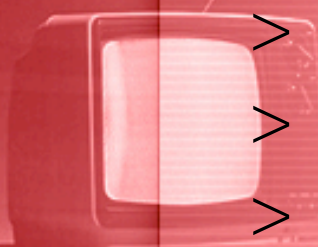
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-

2-

3-

5 or more years



Agenda



- **Specifications**
- **Safe Title Area**
- **Design Approach**
- **Motion Menus**
- **Q & A**



Specifications



The Specifications

When designing for NTSC Video

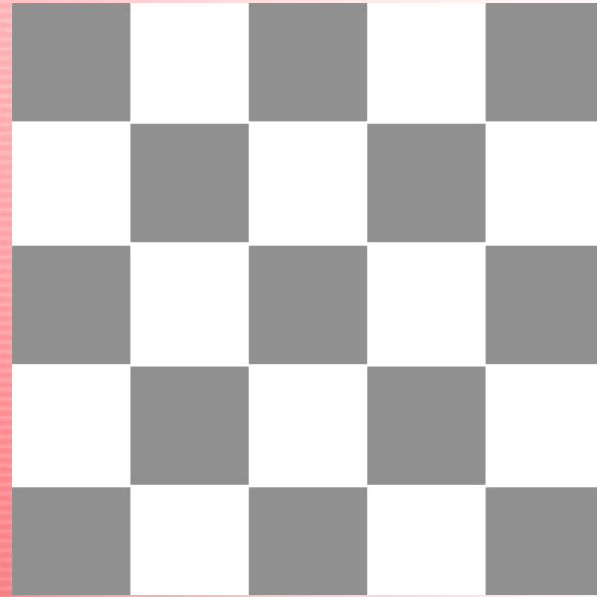
- **Final image should be 720 X 480 non-square pixels**
- **Render movie at 29.97 fps or 24 fps**
- **Render lower field first for smoother motion on TV**
- **Stick with progressive if the computer is your primary output**



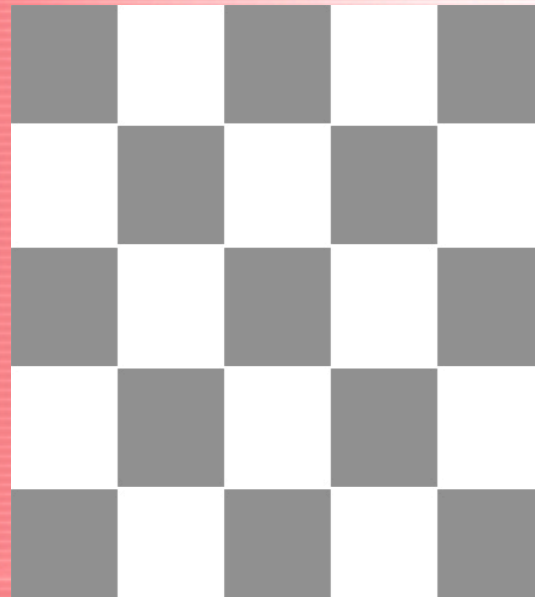
Pixels in Detail

- **Square vs. Non-Square**





***Square Pixel:
4 X 3 Aspect Ratio***



***Non-Square Pixel:
DV Aspect Ratio***



Pixels in Detail

- **Square vs. Non-Square**
- **Pixel Aspect Ratio**





COMPUTER



BY/DI



Design Constraints

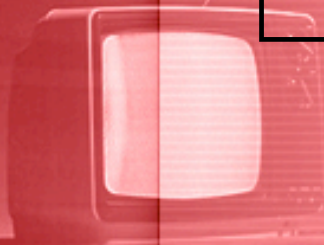


Design Constraints

- **Square vs. Non-Square**
- **Pixel Aspect Ratio**
- **Final file ends up 720 X 480**
- **Highlights use grid slices**
- **PSD layers OR Moving Menu, NOT both**

Common Sizes

Format	4 X 3 Aspect Ratio (Square Pixels)	16 X 9 Aspect Ratio (Square Pixels)	Native Size Nonsquare Pixels
NTSC	720 X 534	853 X 480	720 X 480
PAL	768 X 576 or 720 X 540	1024 X 576	720 X 576



Use of Grid



Use of Grid

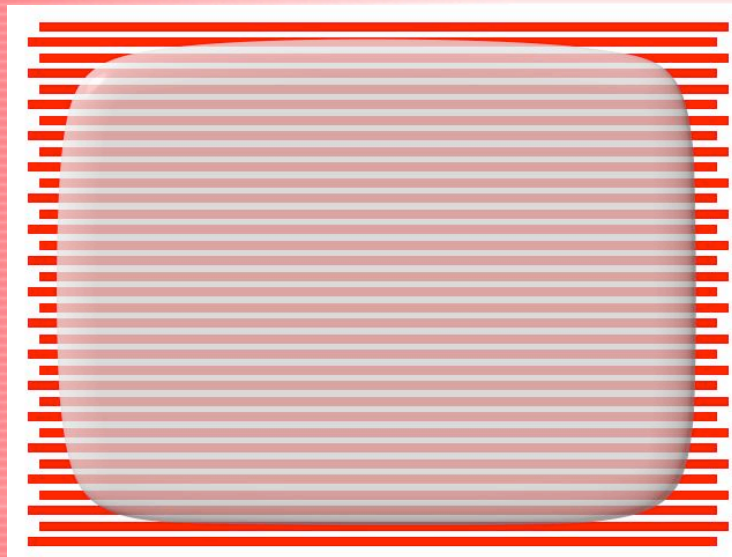


Safe Title Area



Safe Title Area

- Same as “Bleed” in Print
- Action Safe - 90% of image
- Title Safe - 80% of image



9.0
OPTIMIZED

- > PLAY
- > SLIDESHOW
- > MAKING IT WORK

Safe Title Area

- Same as “Bleed” in Print
- Action Safe - 90% of image
- Title Safe - 80% of image
- Critical safety margin



Safe Title Area

- Same as “Bleed” in Print
- Action Safe - 90% of image
- Title Safe - 80% of image
- Critical safety margin
- How to Create a Safe Title Area Overlay



Backgrounds from Stills

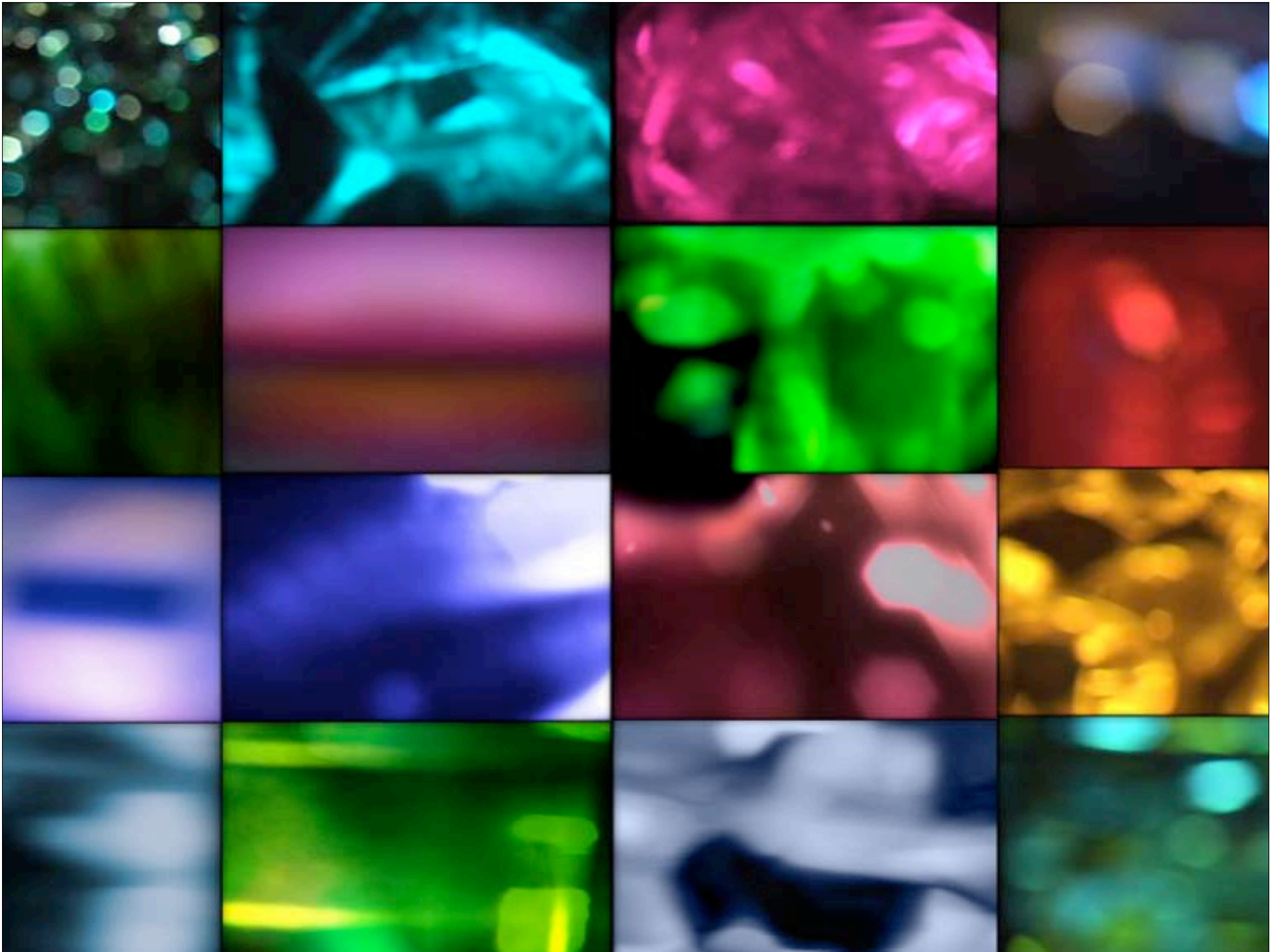


Creating the Highlight Layer



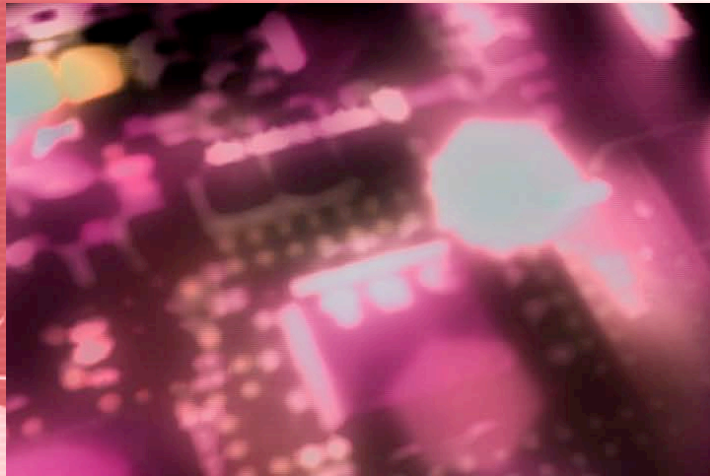
Backgrounds from Footage









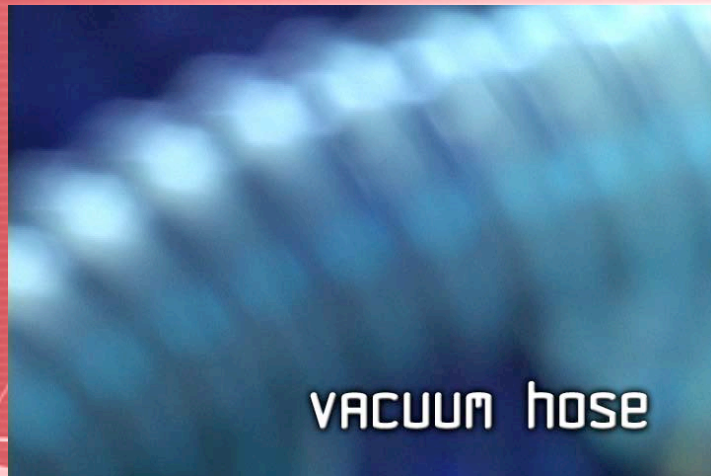




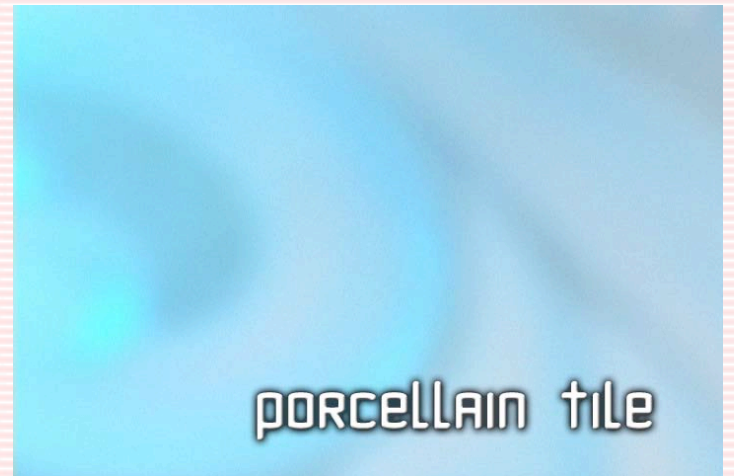
computer keyboard



paper clips



VACUUM hose



porcelain tile



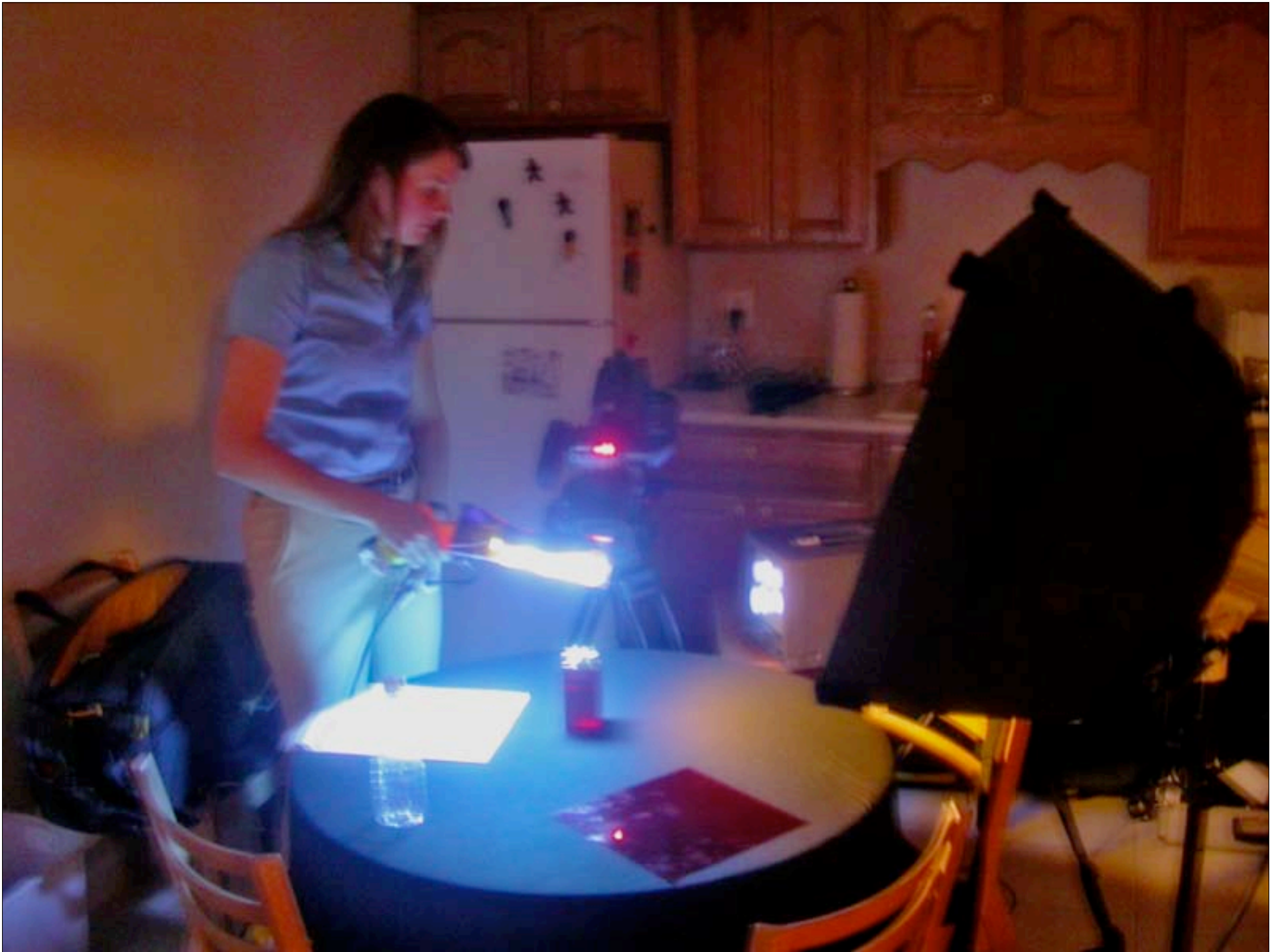














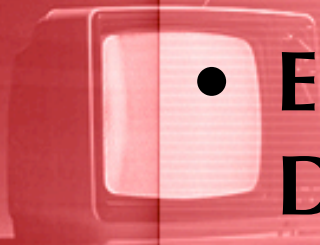


Rendering Advice



Rendering Advice

- End in Non-square pixel size
- Render to High-Quality codec
- Loop and Add Audio in Editing Program
- Loop video multiple times but carry music through
- Encode to MPEG-2 or bring into DVD Authoring as QT

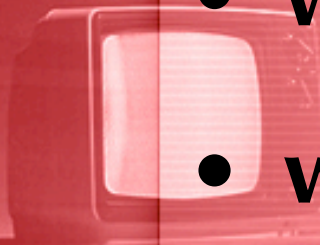


Resources



Resources

- www.creativecow.net
- www.macdesignonline.com
- www.cmpbooks.com
- www.dv.com
- www.fmctraining.com
- www.rhedpixel.com



Contact Me

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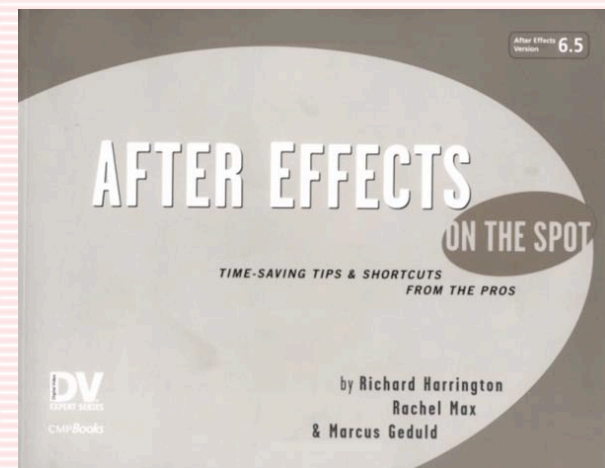
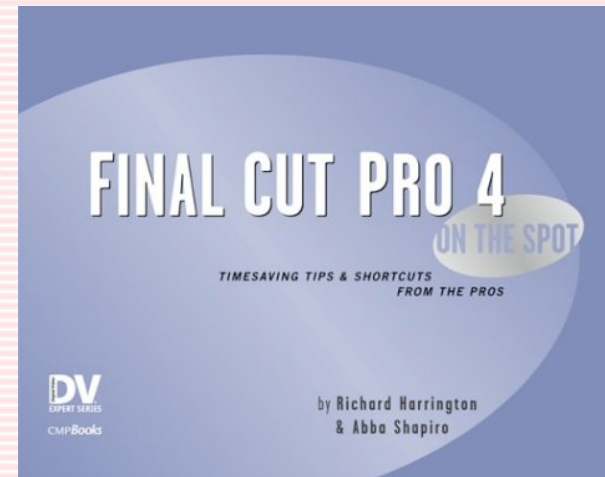
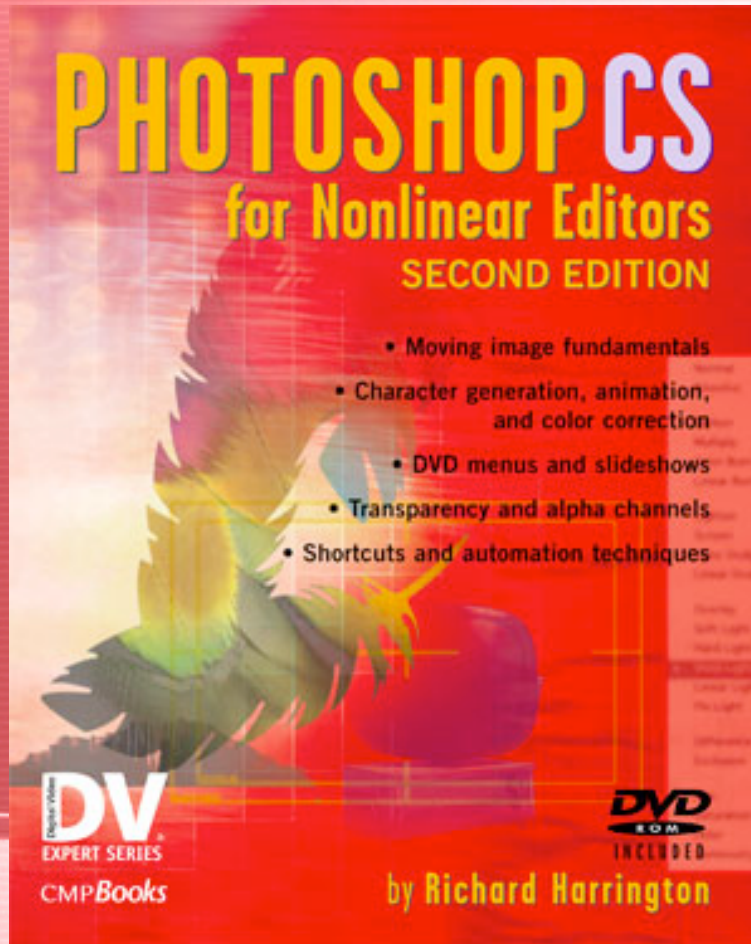
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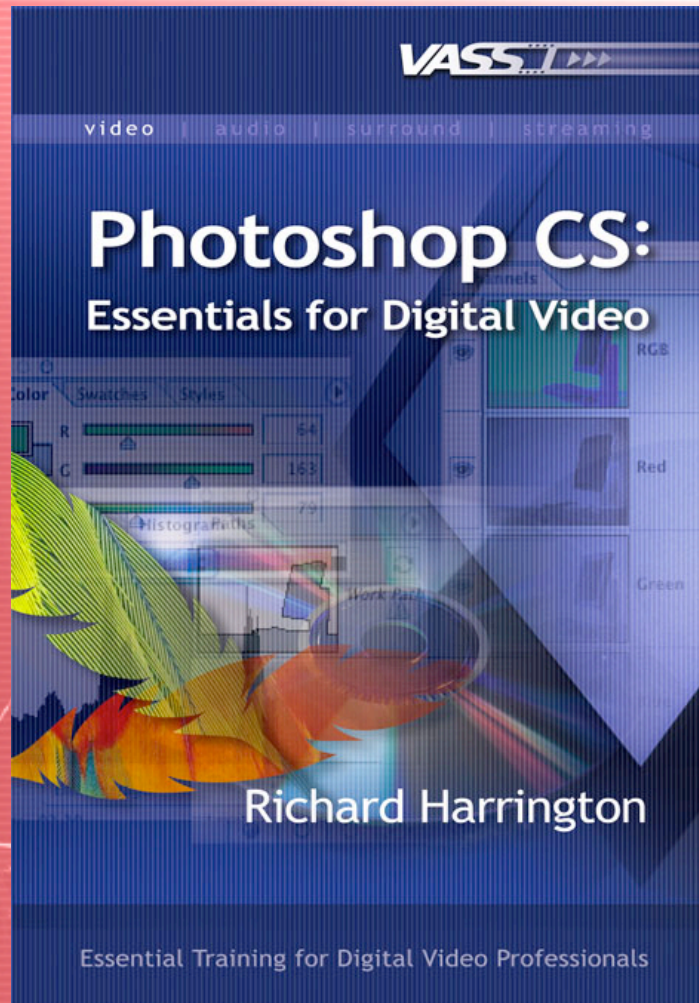


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Questions & Answers



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