



Lower Thirds

Design and Implementation Guidelines

Lower thirds are graphic overlays typically positioned in the lower area of the screen, often at the bottom right corner. They provide supplementary information without obstructing the main content, such as names, titles, or additional context relevant to the video.

Enhancing your video content with professional lower thirds can significantly improve viewer engagement and effectively communicate your award-winning status. The following guidelines provide a comprehensive approach to designing lower thirds that align with the A' Design Award's branding and aesthetic. By meticulously following the design specifications and technical details, you ensure clarity, brand consistency, and an engaging viewer experience.

When implementing Lower Thirds, please be compliant with award usage guidelines:

<https://competition.adesignaward.com/award-logo-usage-guidelines.html>

Lower Thirds

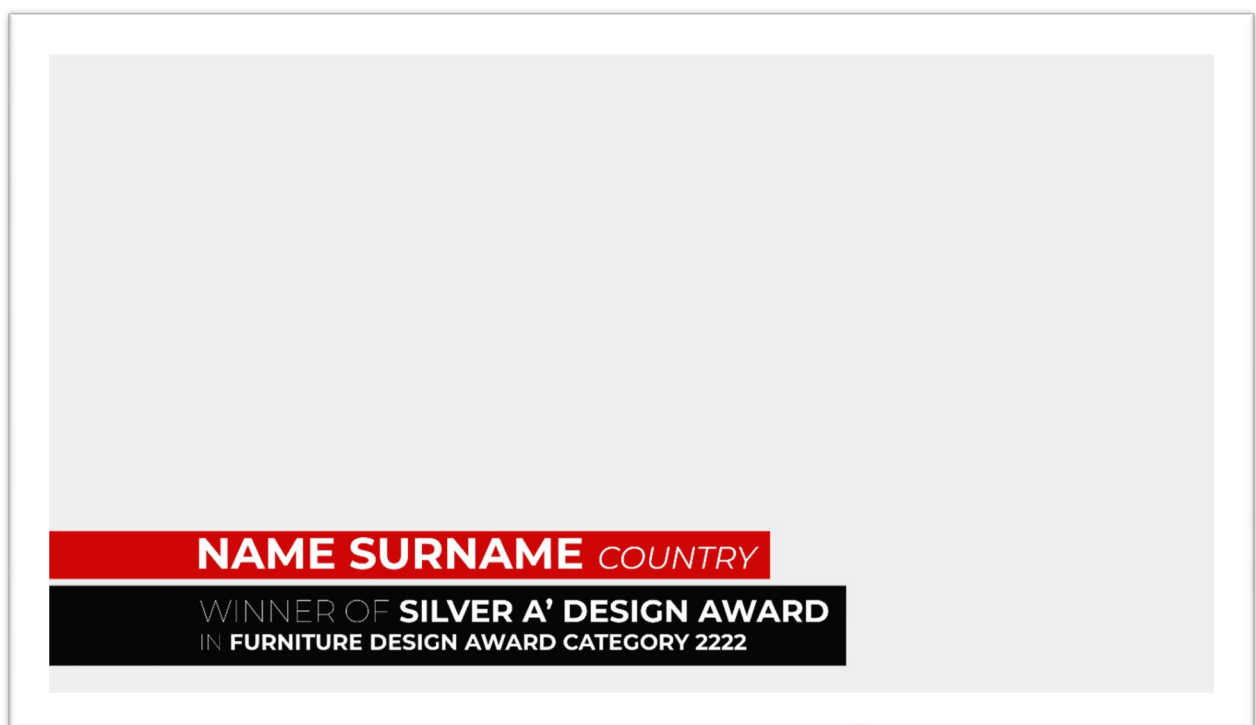
Design and Implementation Guidelines

"Design Overview"

The A' Design Award lower thirds consist of two horizontal stripes stacked vertically with precise measurements:

1. **Red Stripe:** Height of **60 units**.
2. **Black Stripe:** Height of **100 units**.
3. **Spacing Between Stripes:** **10 units**.

Total Combined Height: 170 units (60 + 10 + 100 units).



Above, example of Lower Thirds implementation with left margin.

Lower Thirds

Design and Implementation Guidelines

“Red Stripe Details”

Red Stripe Details

- **Position:** Bottom right corner of the screen.
- **Dimensions:**
 - Height: **60 units**.
 - **Padding:** **10 units** on all sides except the **left edge**, where an optional animated trophy may be placed.
- **Typography:**
 - **Primary Text:**
 - Font: **Montserrat Bold** (or similar **bold sans-serif** font).
 - Size: **70 pt**.
 - Style: **Uppercase** letters.
 - **Secondary Text** (optional):
 - Font: **Montserrat Italic**.
 - Size: **50 pt**.
 - Style: **Italicized** to differentiate from the primary text.

Example for Award Status Announcement

- **Primary Text:** NAME SURNAME
- **Secondary Text:** COUNTRY

Lower Thirds

Design and Implementation Guidelines

“Black Stripe Details”

Black Stripe Details

- **Position:** Directly below the red stripe, separated by a **10-unit** space.
- **Dimensions:**
 - Height: **100 units**.
 - **Padding:** **20 units** on all sides except the **left edge**, where an optional animated trophy may be placed.
- **Typography:**
 - **First Line:**
 - **Text Example:**
WINNER OF SILVER A' DESIGN AWARD
 - **“WINNER OF”:**
 - Font: **Montserrat Thin**.
 - Size: **50 pt**.
 - Style: **Uppercase** letters.
 - **“SILVER A' DESIGN AWARD”:**
 - Font: **Montserrat Black**.
 - Size: **50 pt**.
 - Style: **Uppercase** letters.

- **Second Line:**
 - **Text Example:** IN FURNITURE DESIGN CATEGORY 2020
 - **"IN":**
 - Font: **Montserrat Thin**.
 - Size: **35 pt**.
 - Style: **Uppercase** letters.
 - **"FURNITURE DESIGN CATEGORY 2020":**
 - Font: **Montserrat Black**.
 - Size: **35 pt**.
 - Style: **Uppercase** letters.
- **Line Spacing:** 10 units between the first and second lines.

Visual Hierarchy

- **First Line:**
 - WINNER OF (Thin, 50 pt) + SILVER A' DESIGN AWARD (Black, 50 pt)
- **Second Line:**
 - IN (Thin, 35 pt) + FURNITURE DESIGN CATEGORY 2020 (Black, 35 pt)
- **In Between the First and Second Line:**
 - 10 Units of Spacing.

Lower Thirds

Design and Implementation Suggestions

“Additional Design Elements”

Animated Trophy Placement

- **Position:** Can be placed at the **left edge** on top of both stripes.
- **Integration:** The trophy can be placed on top of the stripes, creating visual interest.

Borders and Padding

- **Red Stripe:**
 - **Padding:** 10 units on top, bottom, and right sides.
- **Black Stripe:**
 - **Padding:** 20 units on top, bottom, and right sides.

Colour Scheme

- **Red Stripe:** Use the official **A' Design Award red colour**.
- **Black Stripe:** Solid **black** or specified shade per branding guidelines.

Fonts

- **Recommended Font Family:** **Montserrat** for consistency.
- **Alternatives:** Any similar **sans-serif** fonts if Montserrat is unavailable.

Lower Thirds

Design and Implementation Guidelines

“Implementation Suggestions”

Consistency

- Ensure the lower thirds appear **uniformly** whenever used.
- Maintain consistent **font sizes, weights, and colours** throughout the video.

Visibility

- Text should be **legible** against the video background.
- Consider adding a **semi-transparent** background or **drop shadow** if necessary.
- Font sizes are noted for 4K resolution, if you change to a higher resolution, you may scale the fonts proportionately.

Timing

- Introduce lower thirds at **appropriate moments**, such as when highlighting your award or introducing a speaker.
- **Duration:** Keep on screen long enough to be read comfortably.

Animation

- Use **subtle animations** (e.g., fade-in, slide-in from the side) for introducing the lower thirds. We recommend fade-in and slide-in from the side combined.
- Animations should be **smooth** and not distract from the main content.

Lower Thirds

Design and Implementation Guidelines

“Technical Specifications”

Resolution

- Design the lower thirds in the **same resolution** as your video output (e.g., **Full HD, 4K, 8K**).

File Formats

- Export in formats supporting **transparency**:
 - **PNG sequences**.
 - Video formats with **alpha channels**.

Safe Zones

- Ensure all critical elements are within the **title-safe area** to prevent cropping on different screens.

Alternatively

- Design and recreate the lower thirds in your video editing software natively using tools made available to you, such as text boxes etc, indeed doing so you may be able to animate the Lower Thirds via transitions and movements.

Lower Thirds

Design and Implementation Guidelines

“Technical Guidelines”

Font Hierarchy

- **Weight Variations:**
 - Use **Montserrat Thin** for less prominent words (e.g., “WINNER OF”, “IN”).
 - Use **Montserrat Black** for key information (e.g., award level, category).
- **Size Differences:**
 - Maintain the specified font sizes (**70 pt** for the first element, **50 pt** for the second element) of Red Stripe and (**50 pt** for the first line, **35 pt** for the second line) of Black Stripe to establish visual hierarchy.

Colour Contrast

- Ensure sufficient contrast between text and background:
 - **White** text on the **red** stripe.
 - **White** text on the **black** stripe.

Branding Alignment

- Adhere strictly to the **A’ Design Award branding guidelines**.
- Use official colours and fonts to maintain brand consistency:
<https://competition.adesignaward.com/award-logo-usage-guidelines.html>

Trophy Integration

- If including the **animated trophy**, ensure it does not obstruct the text.
- The trophy should be **scaled appropriately** relative to the stripes.