

# Creating Content for the Marquee: After Effects

Due to the unique requirements of the display, **all content must be created using the MCCA-provided Adobe After Effects project file.** This document will provide reference and instructions to assist you in successfully creating content to fit on the outdoor marquee.

Please refer to the **"0. READ ME FIRST"** composition within the After Effects project file for further instructions.

## Content Composition Names

### Motion Content:

1. **Upper East**  
1728 x 540 px
2. **Upper West**  
1728 x 648 px
3. **Spine**  
1728 x 180 px

Build content in composition:  
**"Upper Full Screens"**

Full motion/video or static designs are accepted.

### Static Content:

4. **Lower East Face**  
720 x 432 px
5. **Lower East Bend**  
252 x 432 px
6. **Lower West Bend**  
180 x 432 px
7. **Lower West Face**  
720 x 432 px

Build content in compositions:  
**"Lower East Screens"**  
& **"Lower West Screens"**

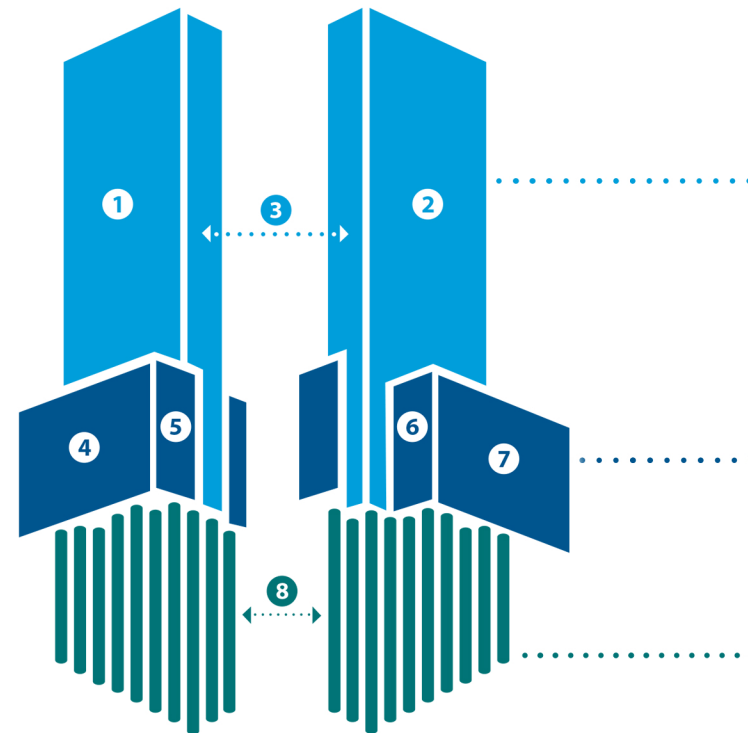
Only static designs are accepted. No fades or transitions. Please see the **"0. Read Me First"** composition in the project file for further details.

### Solid Color:

8. **Light Column Color**  
600 x 100 px

Place solid color in composition:  
**"Light Column Color"**

These spotlights will illuminate the structural columns based on the static color in this composition, most noticeable after sundown.



## Deliverable File

Please render the composition named **"FINAL RENDER"** as an mp4.

All files must be exactly 15 or 30 seconds long. **Any audio included will not play.**

Before rendering, please check the **"SIMULATION PREVIEW"** composition to ensure the designs will appear on the marquee as intended. You can also use the layer **"Upper Blocked Sections Guide"** in the **"Upper Full Screens"** composition to ensure your content is visible.

The deliverable rendered file should be **3840 px x 2160 px** and will look similar to the example image to the right, which is labeled here for your reference.



Please reach out to the MCCA Digital Media Team if you have any questions: [DigitalMedia@MassConvention.com](mailto:DigitalMedia@MassConvention.com)