

# AOTG: BANNERS

## Design Functional Specifications

AOTG Banners - Ver. 2.0, Round 1 - Wed Oct 26 2016 - By Maxence Le Corre

# List of device covered

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DEVICE NAME	DIAGONAL (INCHES)	DPI	DENSITY DDPX	DEVICE WIDTH * HEIGHT (PIXEL)	
Samsung Galaxy A5 (2016)	5	294	1.8	720 x 1280	
Samsung Galaxy E7	5.5	267	1.7	720 x 1280	
Samsung Galaxy S5	5.1	432	2.7	1080 x 1920	
Samsung Galaxy S6	5.1	577	3.6 - XXXHDPI	1440 x 2560	
Samsung Galaxy S6 Edge	5.1	577	3.6 - XXXHDPI	1440 x 2560	
Samsung Galaxy S6 Edge Plus	5.7	518	3.2	1440 x 2560	
Samsung Galaxy S7 Edge	5.5	534	3.3	1440 x 2560	
Sony Xperia Z3	5.2	424	2.7	1080 x 1920	
Samsung Galaxy Grand Prime (SM-G530H)	5	220	1.4	540 x 960	
Lenovo A7000-A	5.5	267	1.7	720 x 1280	
Lenovo A6000	5	294	1.8	720 x 1280	
Xiaomi Mi 4i	5	441	2.8	1080 x 1920	
SAMSUNG GALAXY V PLUS	4	233	1.5	480 x 800	Smallest screen size
SAMSUNG GALAXY J 7	5.5	267	1.7	720 x 1280	
Samsung Galaxy Note 3	5.7	386	2.4	1080 x 1920	
Samsung Galaxy Note 5	5.7	518	3.2	1440 x 2560	
SAMSUNG GALAXY TAB 3V	7	170	1 - MDPI	600 x 1024	Smallest Tablet screen size
LENOVO TAB 2 A7-30	7	170	1 - MDPI	600 x 1024	
GALAXY TAB S 8.4	8.4	359	2.24	1600 x 2560	Biggest screen size
GALAXY TAB 4 7.0	7	216	1.35	800 x 1280	
GALAXY TAB A 8.0	8	160	1 - MDPI	768 x 1024	
iPhone 5 ** 32bit	4	326	2 - XHDPI	640 x 1136	
iPhone 5S	4	326	2 - XHDPI	640 x 1136	
iPhone 6	4.7	326	2 - XHDPI	750 x 1334	
iPhone 6 Plus	5.5	401	3 - XXHDPI	1080 x 1920	
iPhone 6s Plus	5.5	401	3 - XXHDPI	1080 x 1920	
iPad Air	9.7	264	2 - XHDPI	1536 x 2048	
iPad Air 2	9.7	264	2 - XHDPI	1536 x 2048	
iPhone SE	4	326	2 - XHDPI	640 x 1136	
iPhone 6S	4.7	326	2 - XHDPI	750 x 1334	

Density ≈ @3x - XXHDPI
  Density ≈ @2x - XHDPI
  Density ≈ @1x - MDPI



# Standard banners

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## One asset to fit all platforms

The following banner specifications have been designed so that, for a given banner, the graphic designer only have to create one asset. This asset will be designed at the biggest size and then resized into multiple smaller assets that will cover all the cases defined contractually. The “safe area” shown in green in the wireframes will not be cropped during this process, so that anything in that area will remain visible. However, for the sake of clarity, a gradient will be applied and will affect the safe area as well, except on mobile devices where the gradient could be applied from left to right. This is meant to guarantee that banner titles and synopsis will always be readable as well as CTA and pagination clearly standing out from the background. For more details, see page “*Gradient overlay and drop shadow*”.

Given the list of devices that need to be covered, the largest asset will be the one for the Galaxy TAB S 8.4, which has a screen width of 2560 \* 1600 px on landscape mode and requires a banner at the following dimension: 1626 \* 697 px. The graphic designer will use this size to design the initial banner.

## TEXT LIMITATION

### Titles

Our recommendations for title text limitation is based on the smallest screen of the list: the Samsung Galaxy V Plus Android phone with a screen size of 480 x 800 px in portrait mode.

From our tests, truncation could happen from:

- 58 characters (for the minimum) - 75 characters (for the maximum)
- 8 words (for the minimum) - 13 words (for the maximum)

### Synopsis

Our recommendations for synopsis text limitation is based on the smallest tablet screen of the list: the Samsung Galaxy TAB 3V and the Lenovo TAB 2 A7-30, both Android tablets with a screen size of 1024 x 600 px in landscape mode (small screen phones aren't considered in this scenario as they won't display synopsis).

From our tests, truncation could happen from:

- 206 characters (for the minimum) - 235 characters (for the maximum)
- 27 words (for the minimum) - 37 words (for the maximum)

### Important note:

Our tests have been run with texts in latin characters. As certain languages as Bahasa Melayu can have long words and therefore cause “precocious” carriage returns and leave some lines with empty spaces, the numbers indicated above must be considered as recommendations. They are meant to cover most of the cases but it doesn't mean truncation will never happen before, in the case of certain expressions or words.

### Example of a current AOTG 7 banner that wouldn't work on AOTG 8

Text information and Google Play/App Store buttons wouldn't be appear clearly on some high density screens. Textual information will need to be inserted via AppGrid and be limited in characters.





# Pre-Login banners

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## A different set of banners

The Pre-Login banners will require a different set of images as the dimensions will be different, according to Astro’s request. Therefore, the designer cannot design only one banner to cover both the Pre-Login and Logged-in cases.

### Important note:

Having bigger assets can have an impact on the performance as the files will be heavier.

## One asset to fit all platforms

The same concept will apply here: one banner to fit all platforms. It is worth mentioning that this concept comes with inherent constraints: all additional elements added by the designer in the banner and other than the main picture will need to be big in order to be seen on all platforms: texts, logos, etc.

### Example:

the implementation of App Store/ Google Play logos on the current AOTG 7 banners (Cf. attached picture) won’t work in the “1 image fits all” concept. To make it work, those logos would need to be 3 times bigger. Same goes for the text: it would not be readable on all platforms/devices. But if 3 times bigger, those elements will appear too big for a web banner seen from a desktop with medium pixel density screen.

Therefore, and because of the constraints mentioned above, we recommend to have only one main image in the banner with the most important part being located in the safe area. All the important informations should be either in the title or description. Those textual informations will be populated in AppGrid and be limited in characters.

### Important note:

Pre-Login banners Type A will have an empty space left on mobiles (Cf. attached picture). Therefore, we recommend Pre-Login banners to be Type B (with title and description).

## TEXT LIMITATION

### Titles

Our recommendations for title text limitation is based on the smallest screen of the list: the Samsung Galaxy V Plus Android phone with a screen size of 480 x 800 px in portrait mode.

From our tests, truncation could happen from:

- 68 characters (for the minimum) - 94 characters (for the maximum)
- 10 words (for the minimum) - 19 words (for the maximum)

### Description

Our recommendations for title text limitation is based on the smallest screen of the list: the Samsung Galaxy V Plus Android phone with a screen size of 480 x 800 px in portrait mode.

From our tests, truncation could happen from:

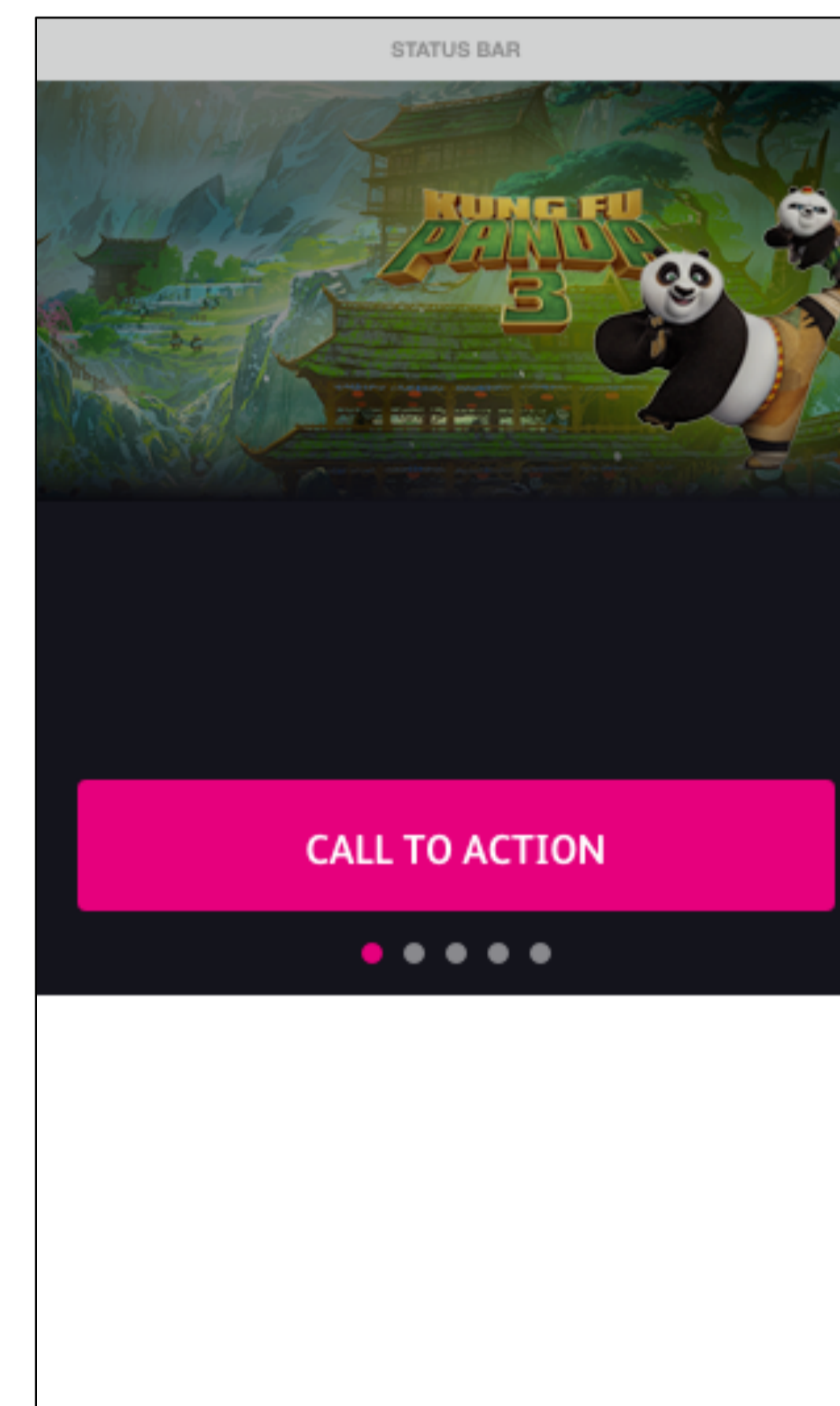
- 196 characters (for the minimum) - 223 characters (for the maximum)
- 26 words (for the minimum) - 37 words (for the maximum)

### Important note:

Our tests have been run with texts in latin characters. As certain languages as Bahasa Melayu can have long words and therefore cause “precocious” carriage returns and leave some lines with empty spaces, the numbers indicated above must be considered as recommendations. They are meant to cover most of the cases but it doesn’t mean truncation will never happen before, in the case of certain expressions or words.

### Pre-Login banner type A

Without title and description, the lower area of the banner would look empty.



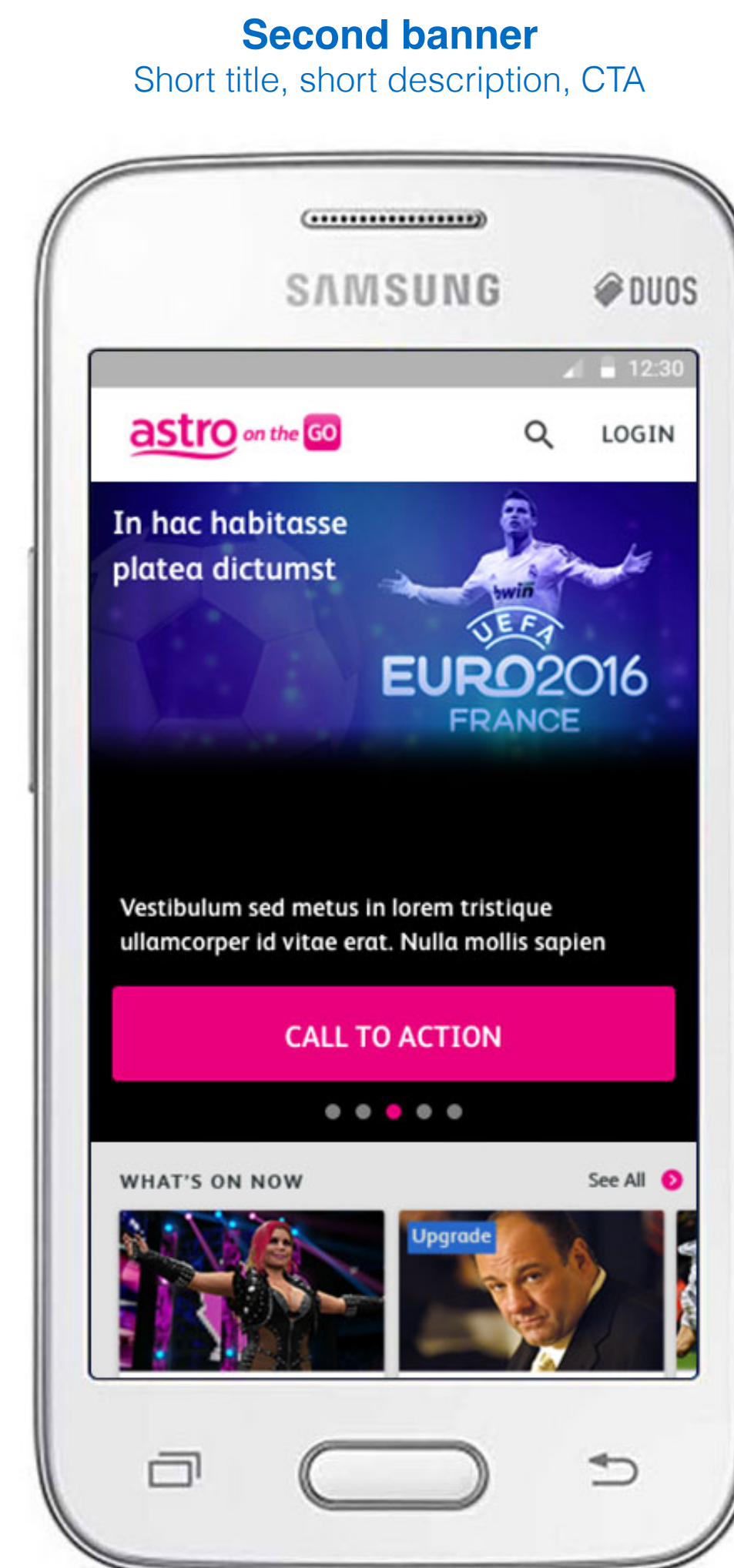
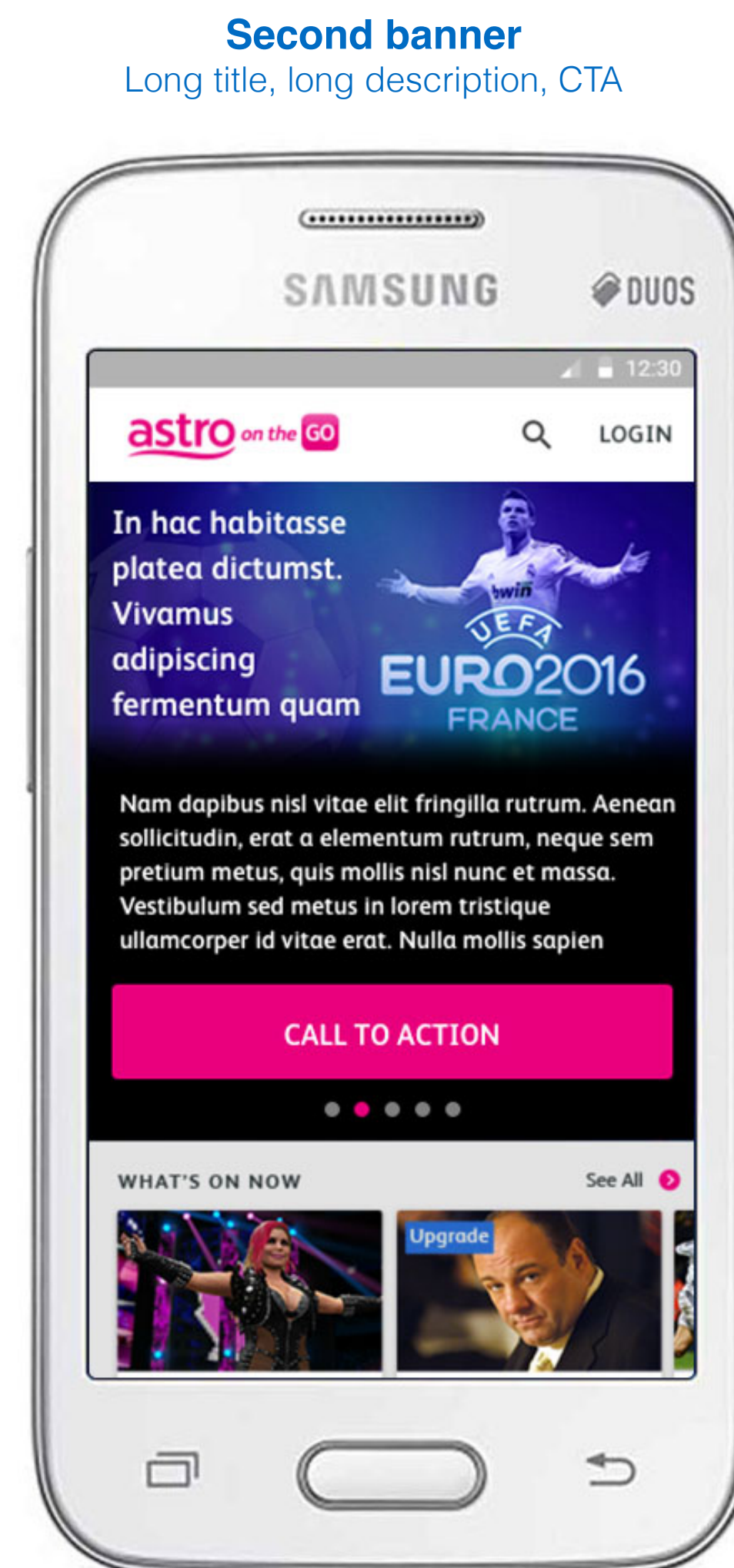
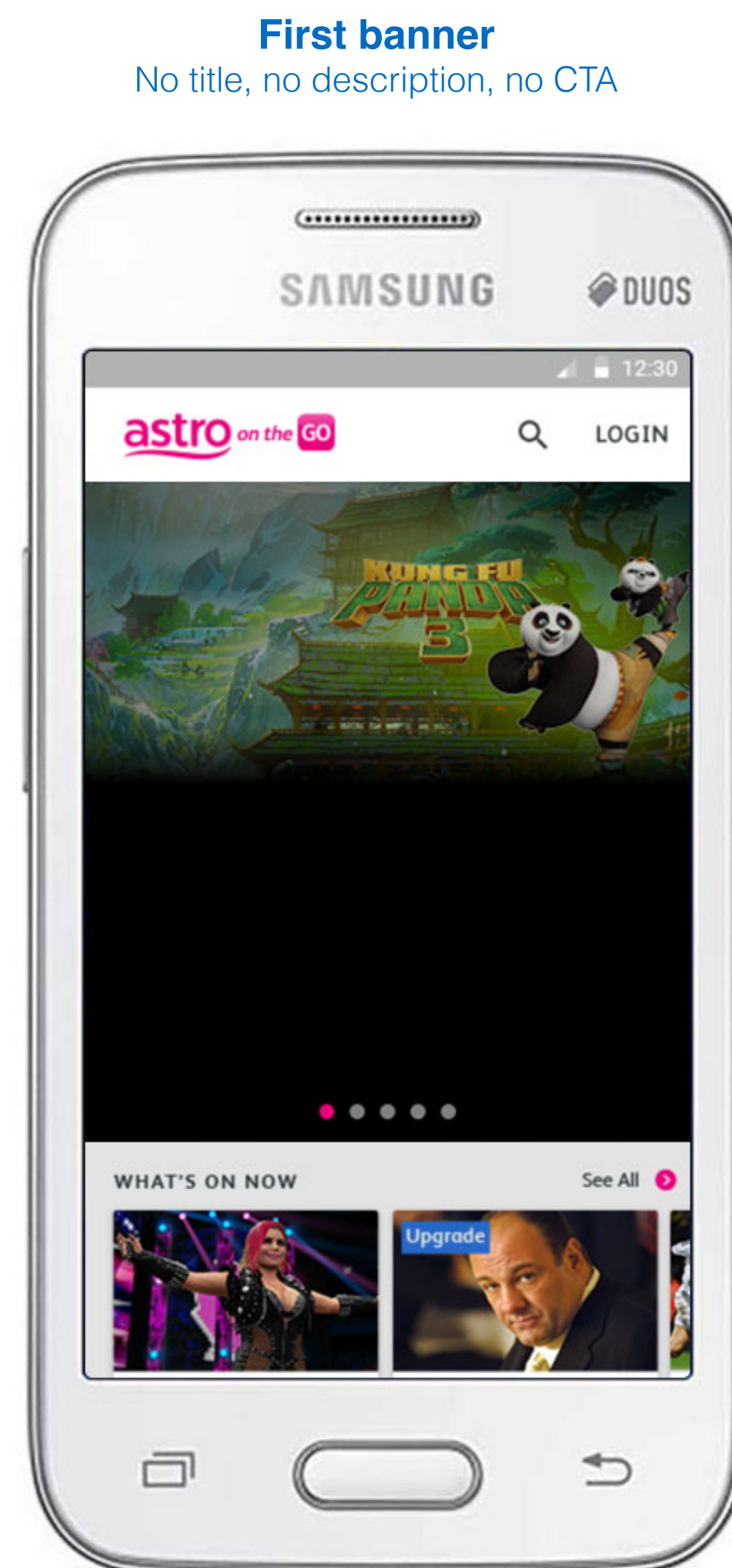


## Height of the banner area based on the highest banner of a banner set

We cannot change the banner height depending on the each banner content. It would result in having the content below then banner constantly moving up and down while the user swipes through the banners.

For this reason, the pre-login banner height will be based on the tallest banner of a set (the one with the more metadata content: title, description, CTA).

Therefore, some banner could look empty with a large black area.



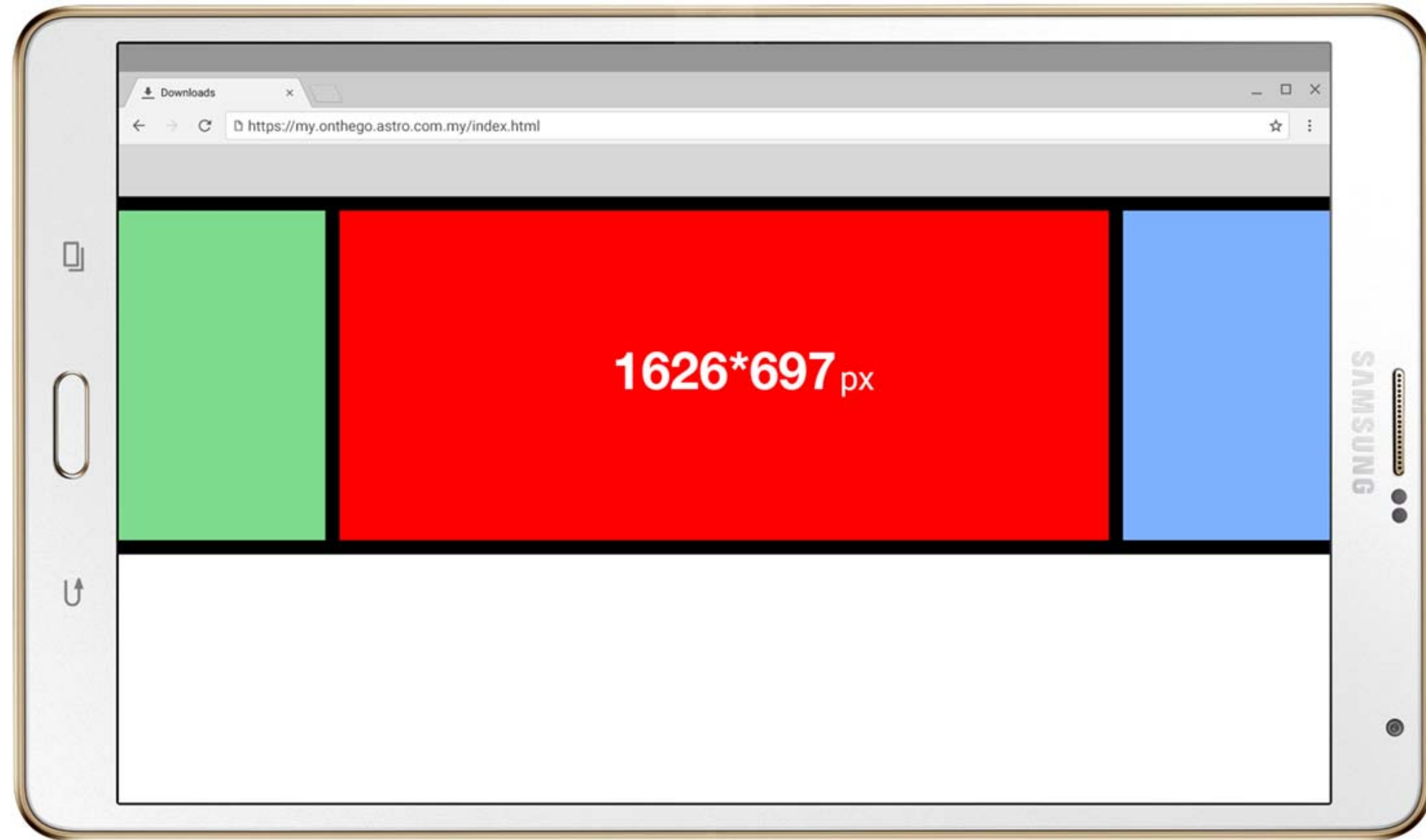


# Biggest asset from Samsung Galaxy TAB S 8.4

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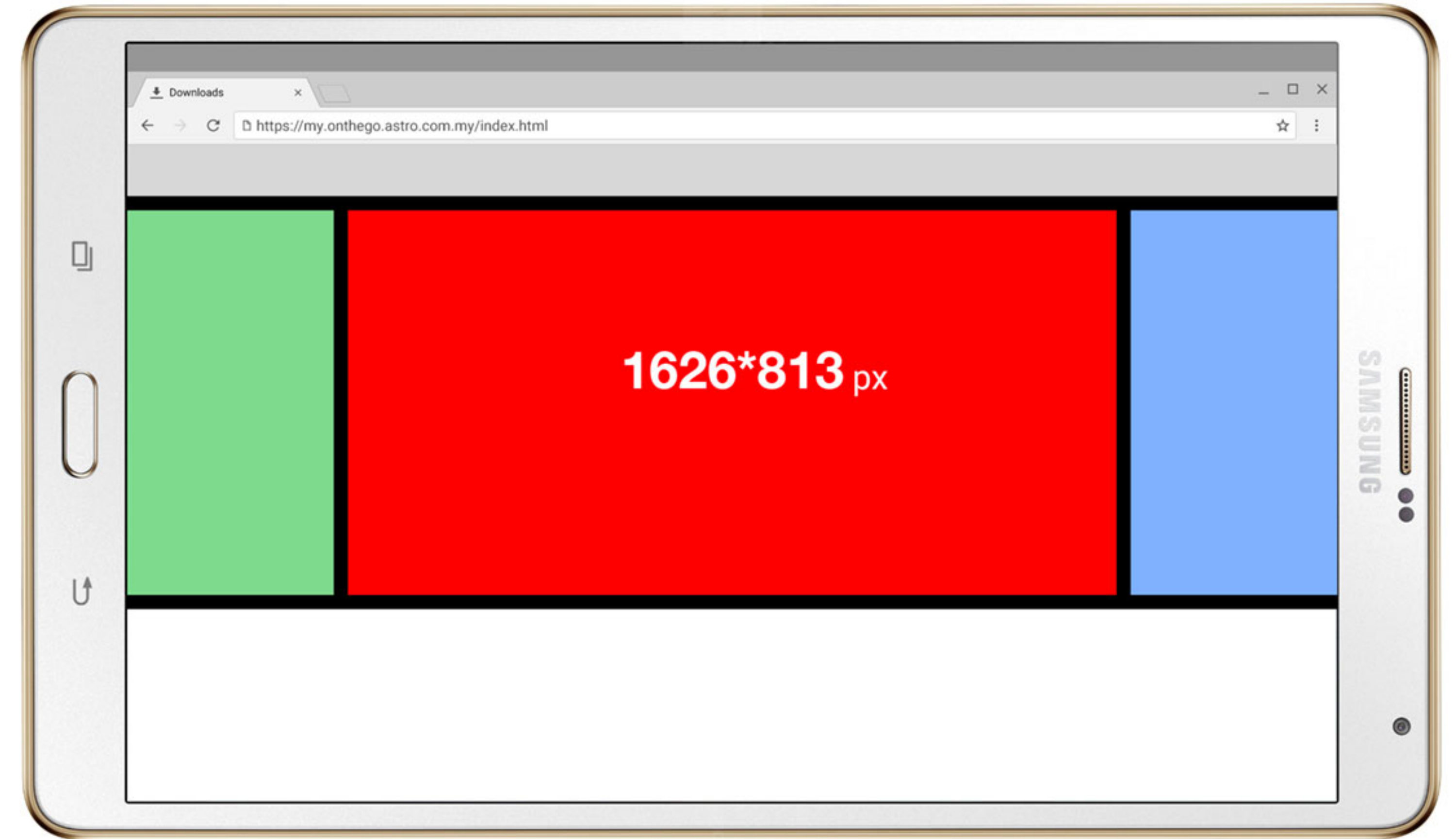
## Standard banners

Samsung Galaxy TAB S 8.4 on portrait mode - AOTG website browsed from Google Chrome



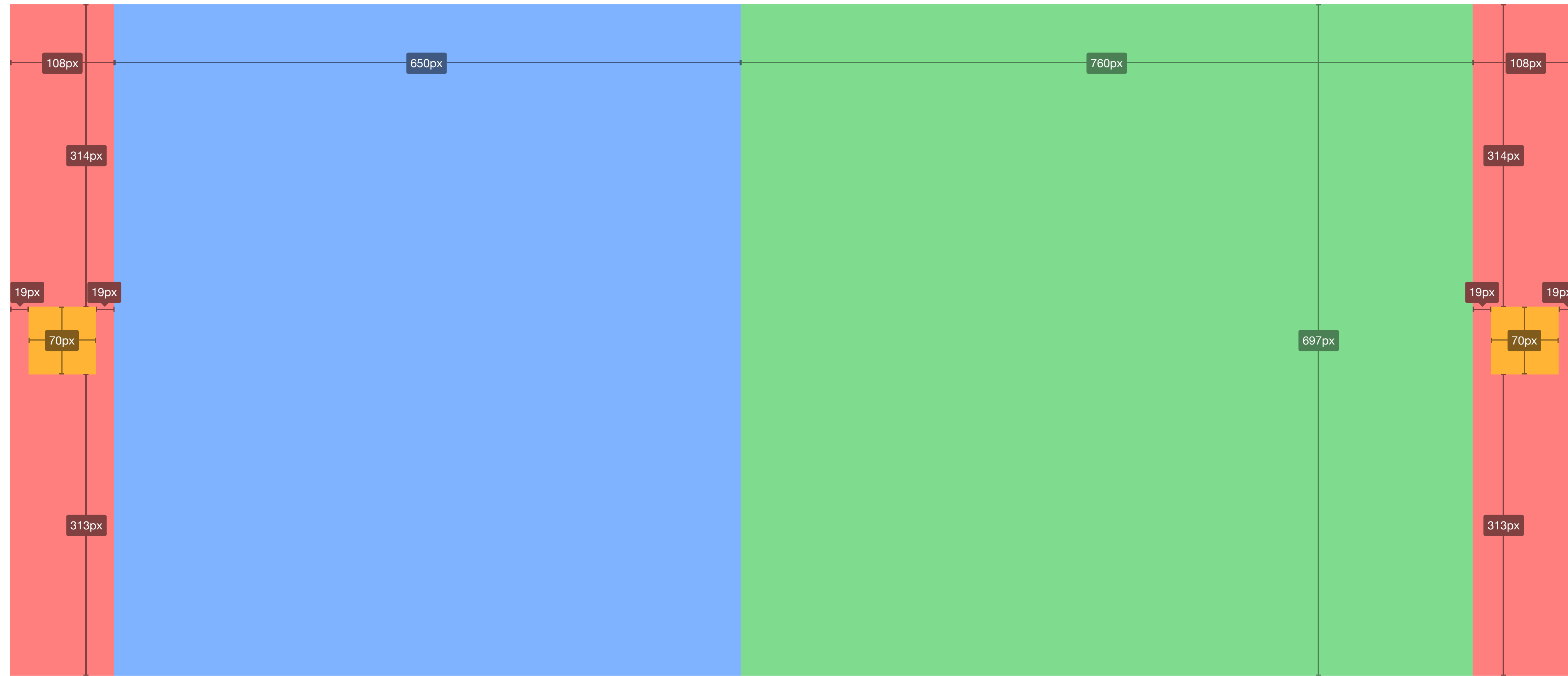
## Pre-Login banners

Samsung Galaxy TAB S 8.4 on portrait mode - AOTG website browsed from Google Chrome



## Samsung Galaxy TAB S 8.4 screen specifications

8.4 inches - 359 DPI - Pixel density ratio: 2.24 - XHDPI



## The initial file size

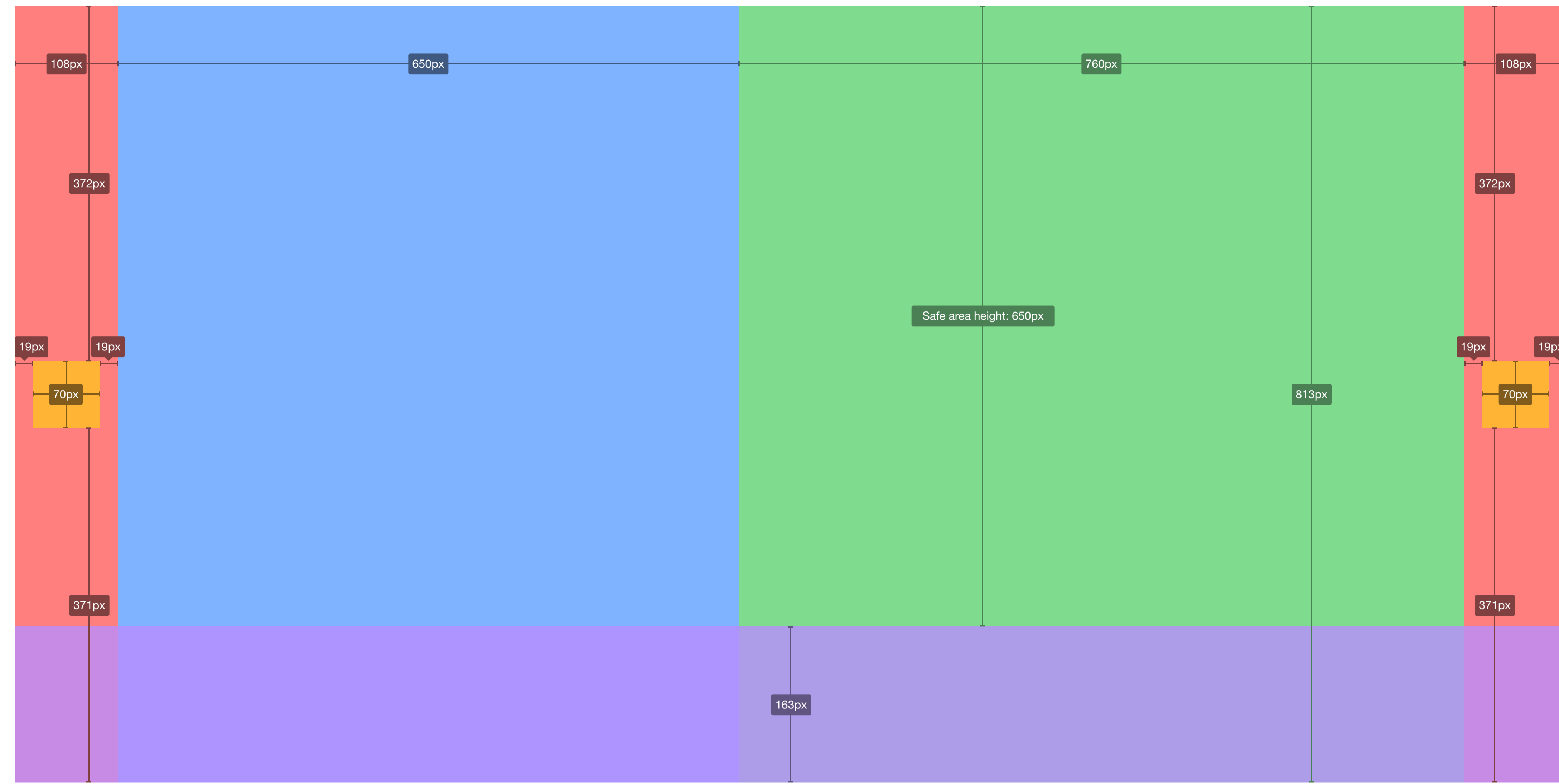
The graphic designer will have his template file following the dimensions specified on this wireframe.

The total size will be:

Width: **1626px**

Height: **697 px**

- Inner padding
- Metadata area
- Safe area
- Arrow icon area



## The initial file size

The graphic designer will have his template file following the dimensions specified on this wireframe.

The total size will be:

Width: **1626px**

Height: **813 px**

## Bottom part: 20% of the banner height

The banner height will be taller on mobile devices so that the description can be inserted on a black background. In order to create a smooth transition between the image and the background color, the banner will have a gradient applied on 20% of its height at the bottom. **For this reason, the safe area is only 650px tall in that case. Nothing visually important should be placed in the purple area.**

The gradient will be:

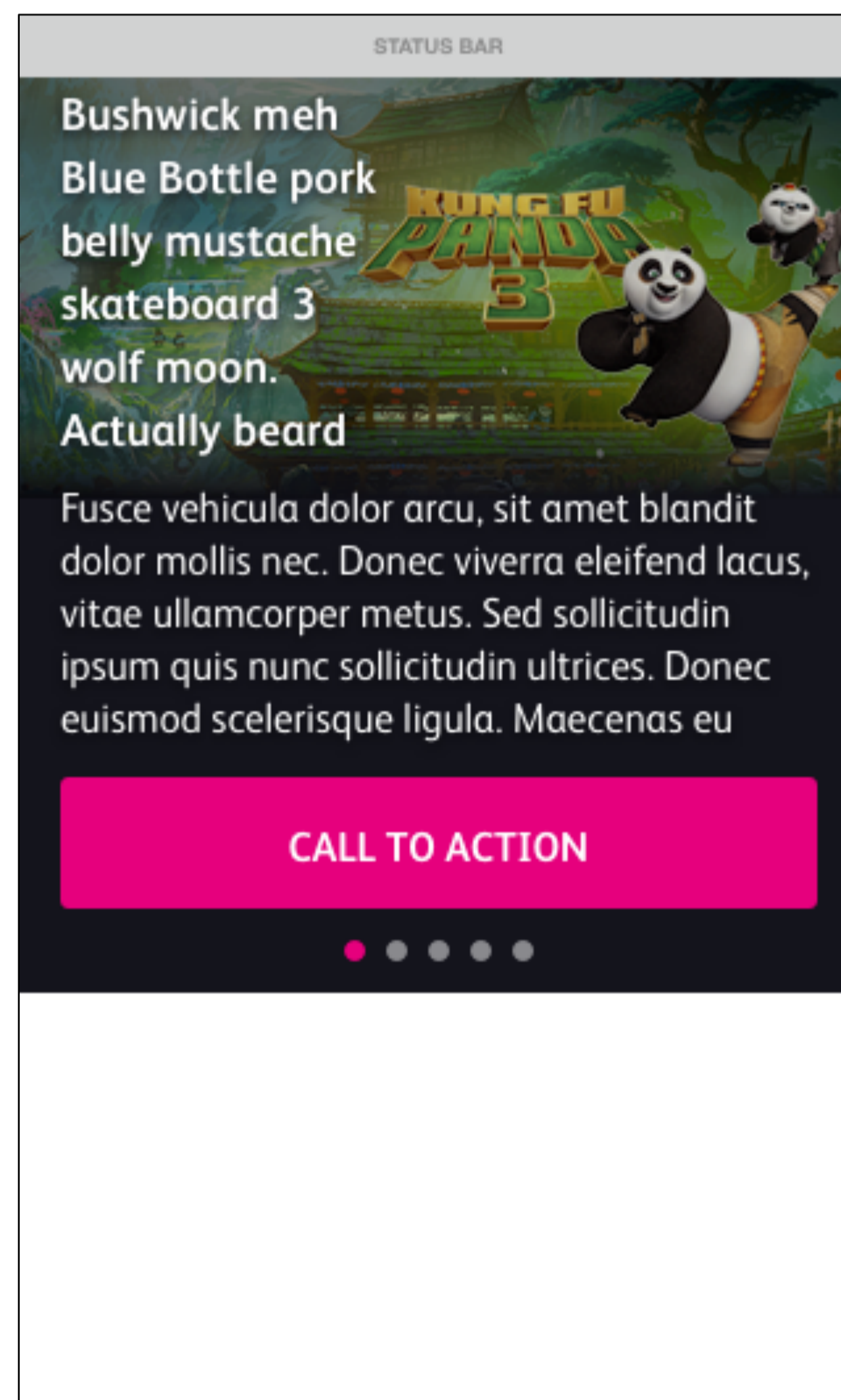
- Black 0% at the top
- Black 100% at the bottom

See example below for a preview.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient

### Small screen view

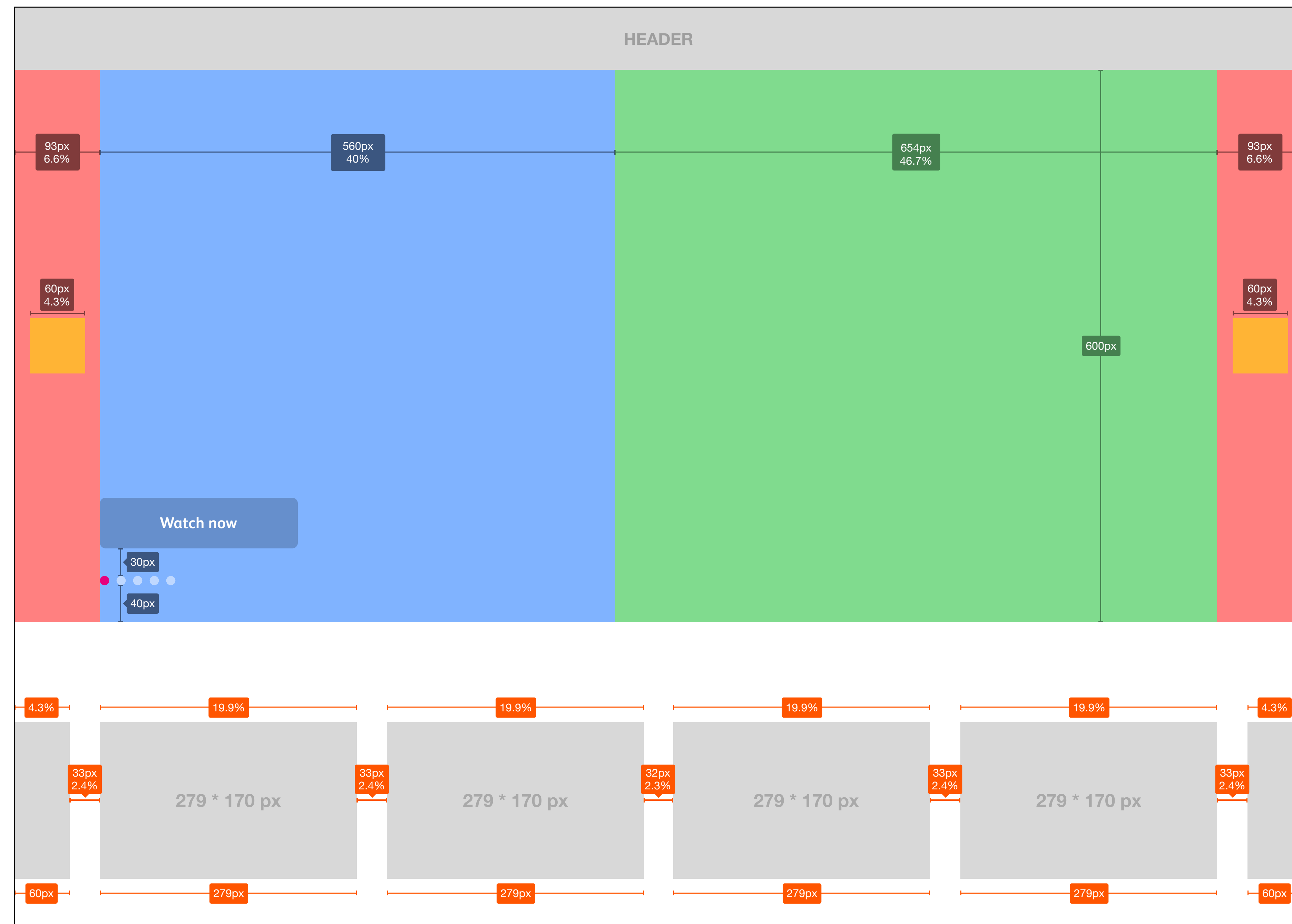
Image fading out in the background in its 20% bottom part





# **Standard Banners for WEB: Large Screens**

Screen width  $\geq 1400\text{px}$



## Banner size

Width: 1400px

Height: 600px

Over 1400px width, the height will remain fixed at 600px and margins will appear (Cf. "Margins for large screens" page).

## Reactive area towards the content detail page

- **In the case of a banner type A:** the CTA will be clickable/tappable
- **In the case of a banner type B:** the CTA will be clickable/tappable
- **In the case of a banner type C:** the full banner will be clickable/tappable

## Navigation through the banners

The areas that are shown in red (these areas are part of the image - they are not empty margins - the red is only shown on this document for the sake of clarity and will not appear on the final design - same goes for the other colors) will serve two purpose:

- **inner padding for aligning the HTML components** (title/synopsis/CTA/pagination) with the first full tile on the page
- they will be the **reactive areas for "Previous"/"Next" navigation** - the left area will stand for "Previous" when the one on the right for "Next". By being large those areas will help the experience: the UI won't require a high level of accuracy, which will be beneficial especially for user in a mobile context (phones and tablets).

The arrows on both side will have different behaviour depending on the user's device (their design will be defined in the Visual Design phase)

### In the case of a desktop:

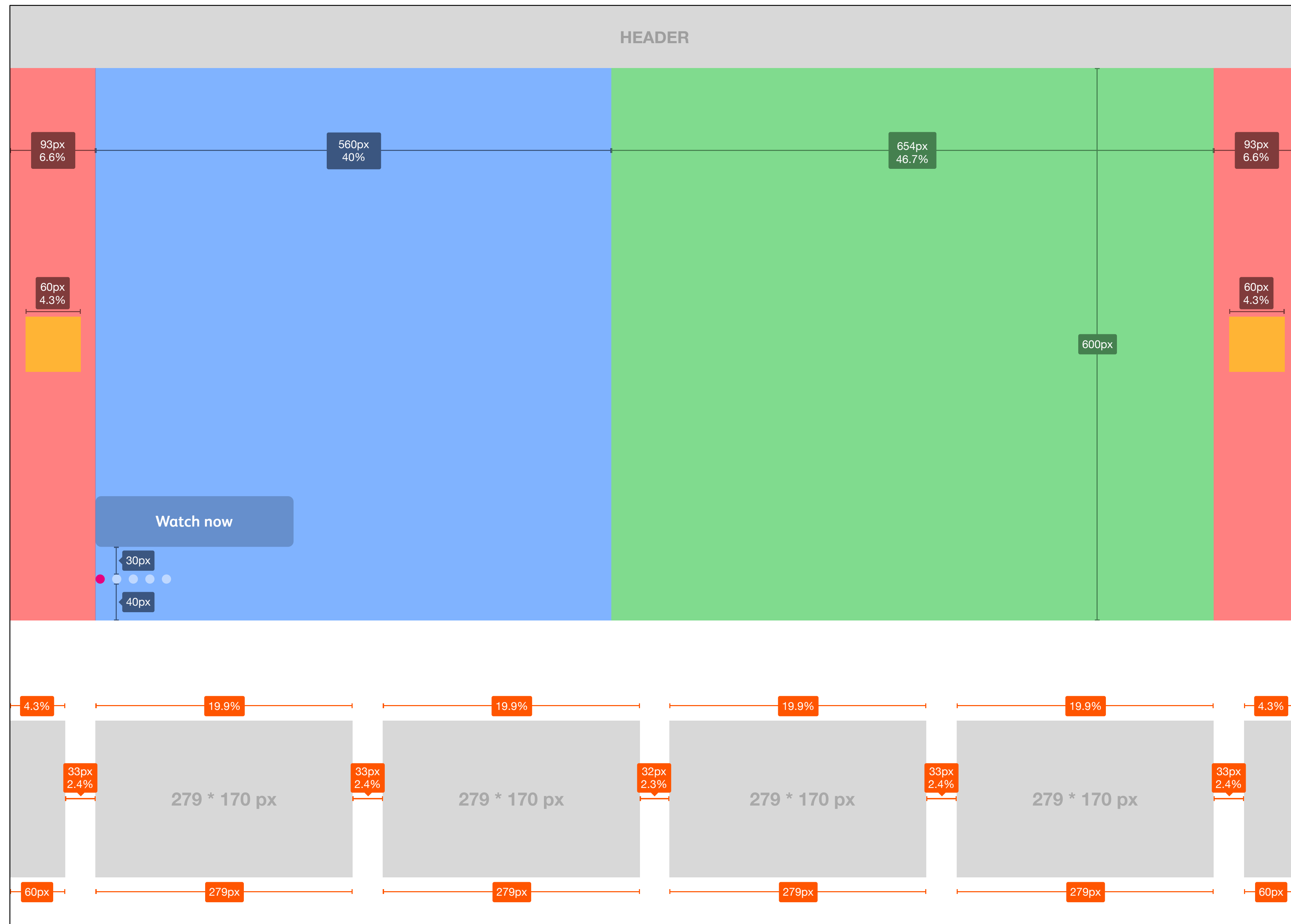
- Arrows will be invisible when the cursor is out of the banner
- Arrows will appear semi-transparent when the cursor hovers the banner out of the red areas
- Arrows will appear fully opaque when the cursor hovers the red areas.

### In the case of a touch device:

- Arrows will be semi-transparent by default
- Arrows will be fully opaque when the user taps somewhere on the red areas.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails





## Banner type A:

- CTA
- Pagination

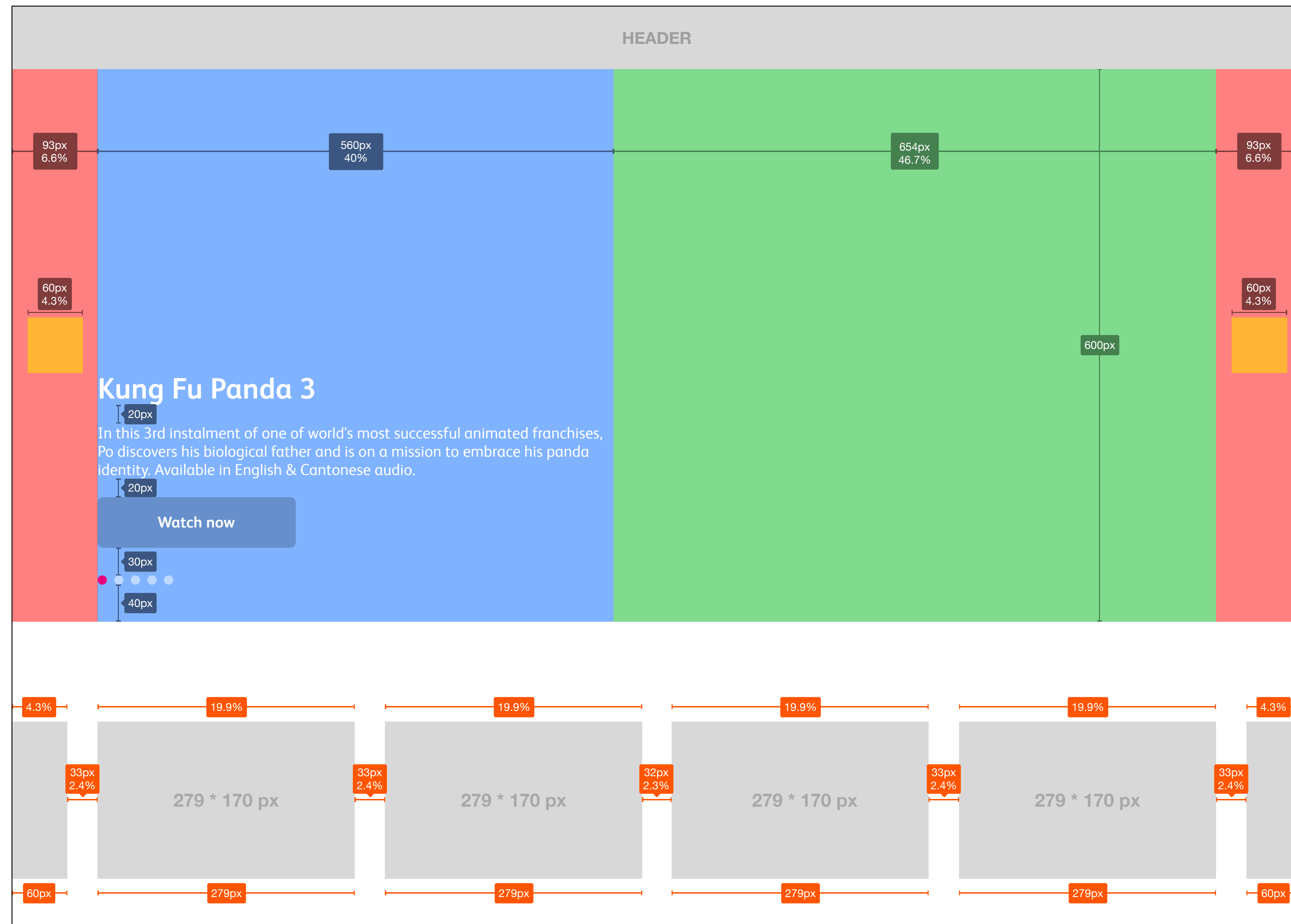
## Banner size

Width: 1400px

Height: 600px

Over 1400px width, the height will remain fixed at 600px and margins will appear (Cf. "Margins for large screens" page).

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

## Banner type B:

- Title
- Synopsis
- CTA
- Pagination

## Banner size

Width: 1400px

Height: 600px

Over 1400px width, the height will remain fixed at 600px and margins will appear (Cf. "Margins for large screens" page).

## Banner title

FS Albert Pro Bold: 32px

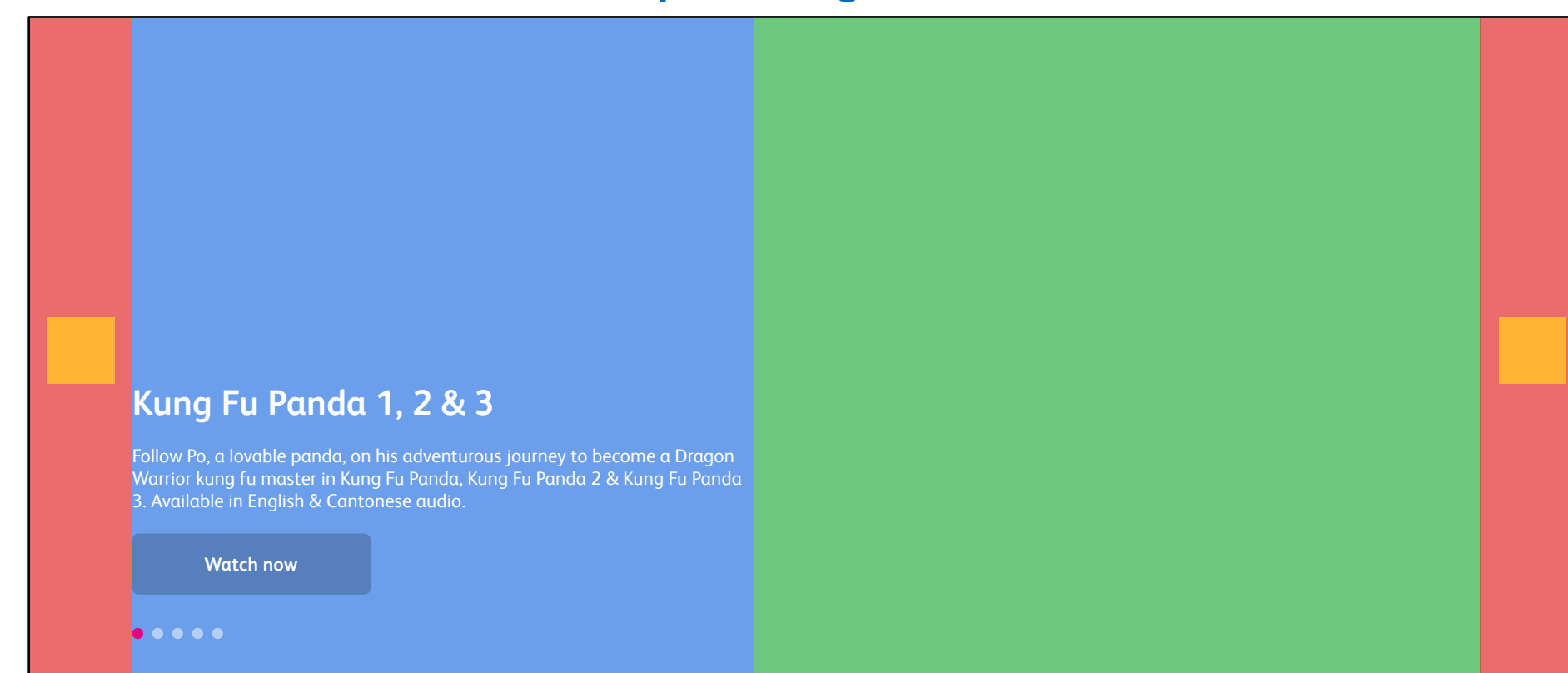
## Banner synopsis

FS Albert Pro Regular: 17px

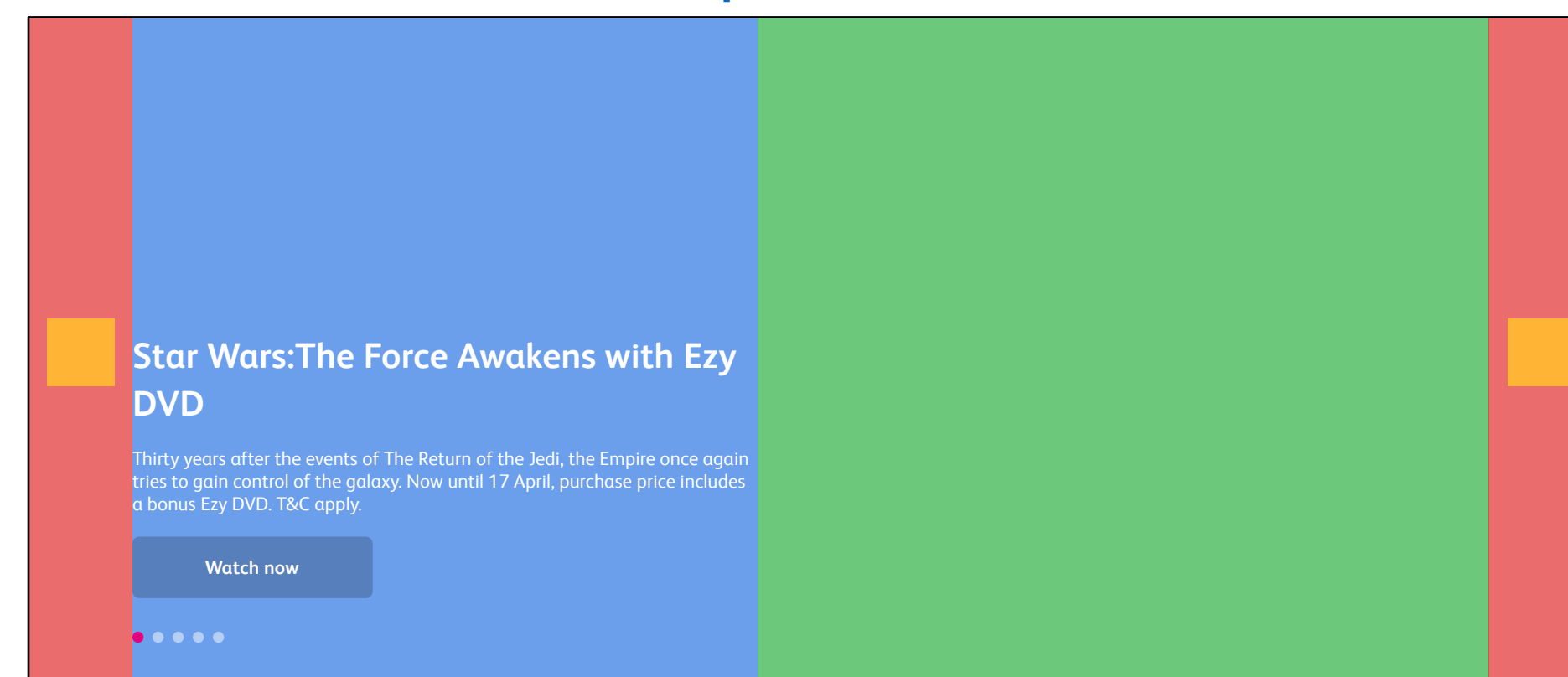
## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

Example: Kung Fu Panda



Example: Star Wars



Example: Delusion



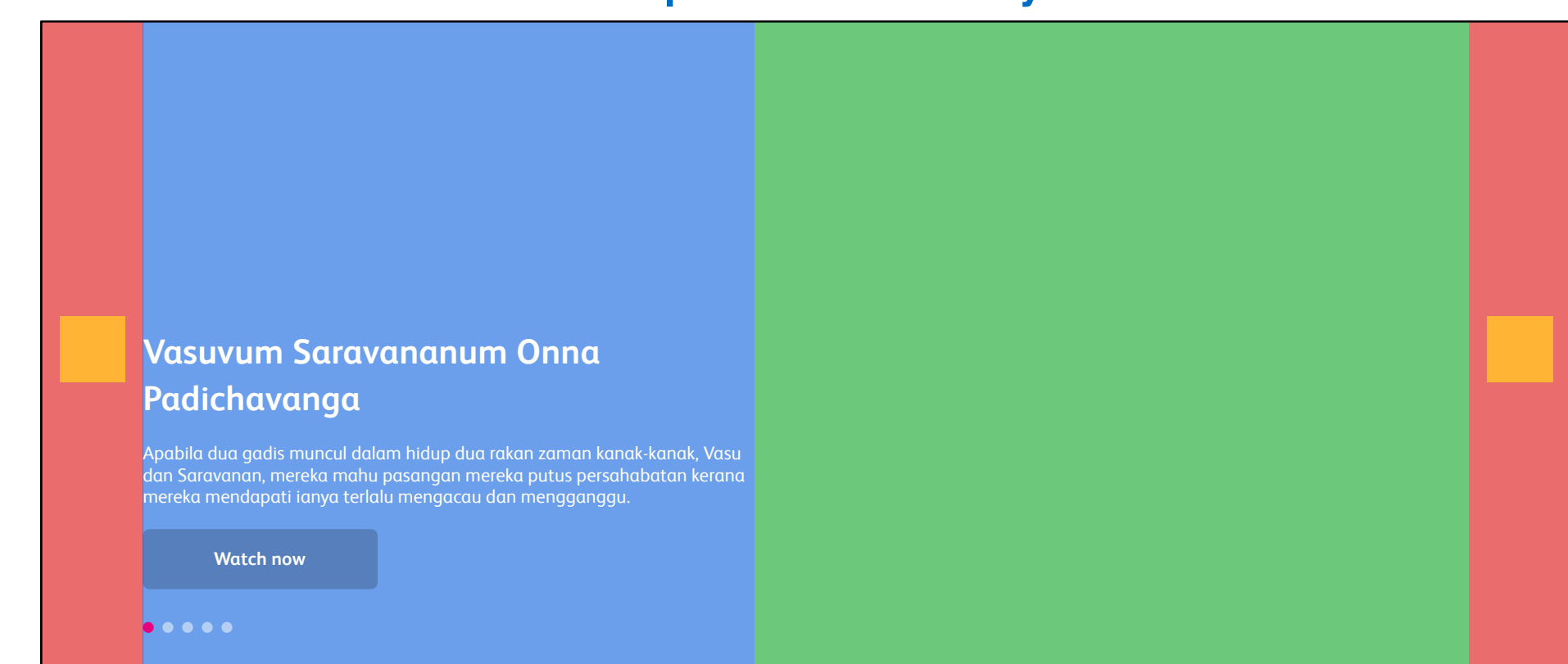
Example: Chinese characters



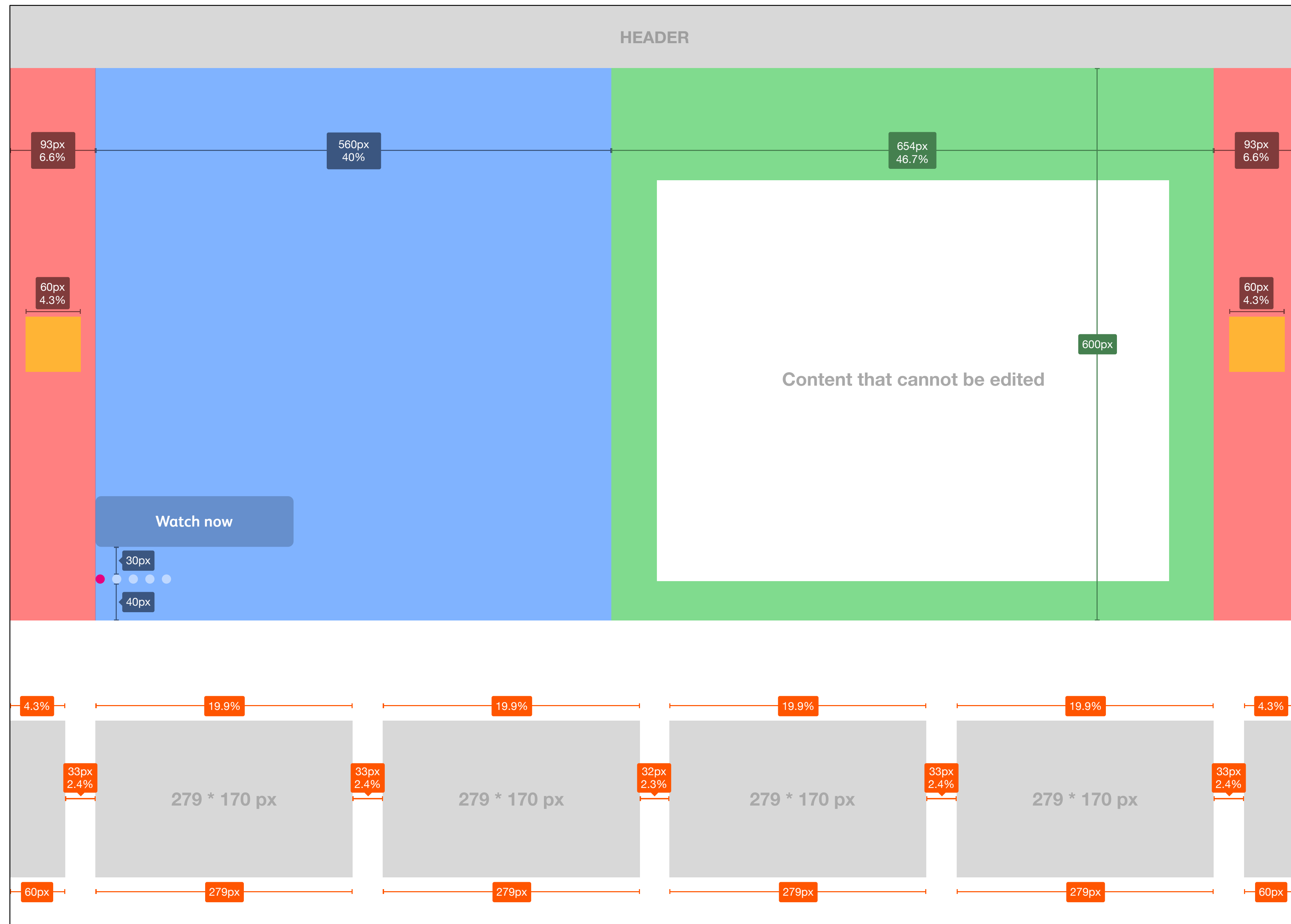
Example: Tamil characters



Example: Bahasa Melayu







## Banner type C:

- CTA
- Pagination
- Non editable content

## Banner size

Width: 1400px

Height: 600px

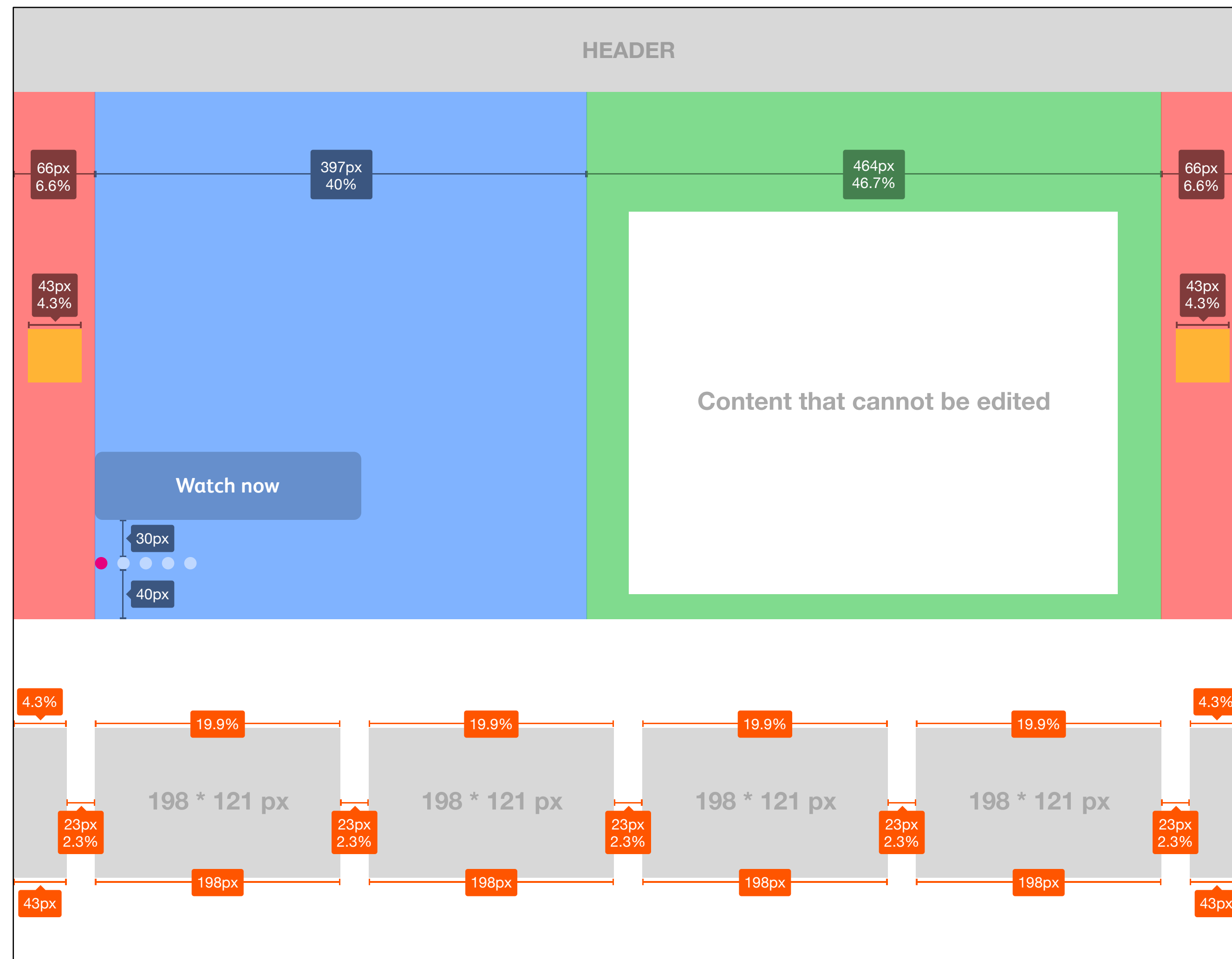
Over 1400px width, the height will remain fixed at 600px and margins will appear (Cf. "Margins for large screens" page).

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails









## Banner type C:

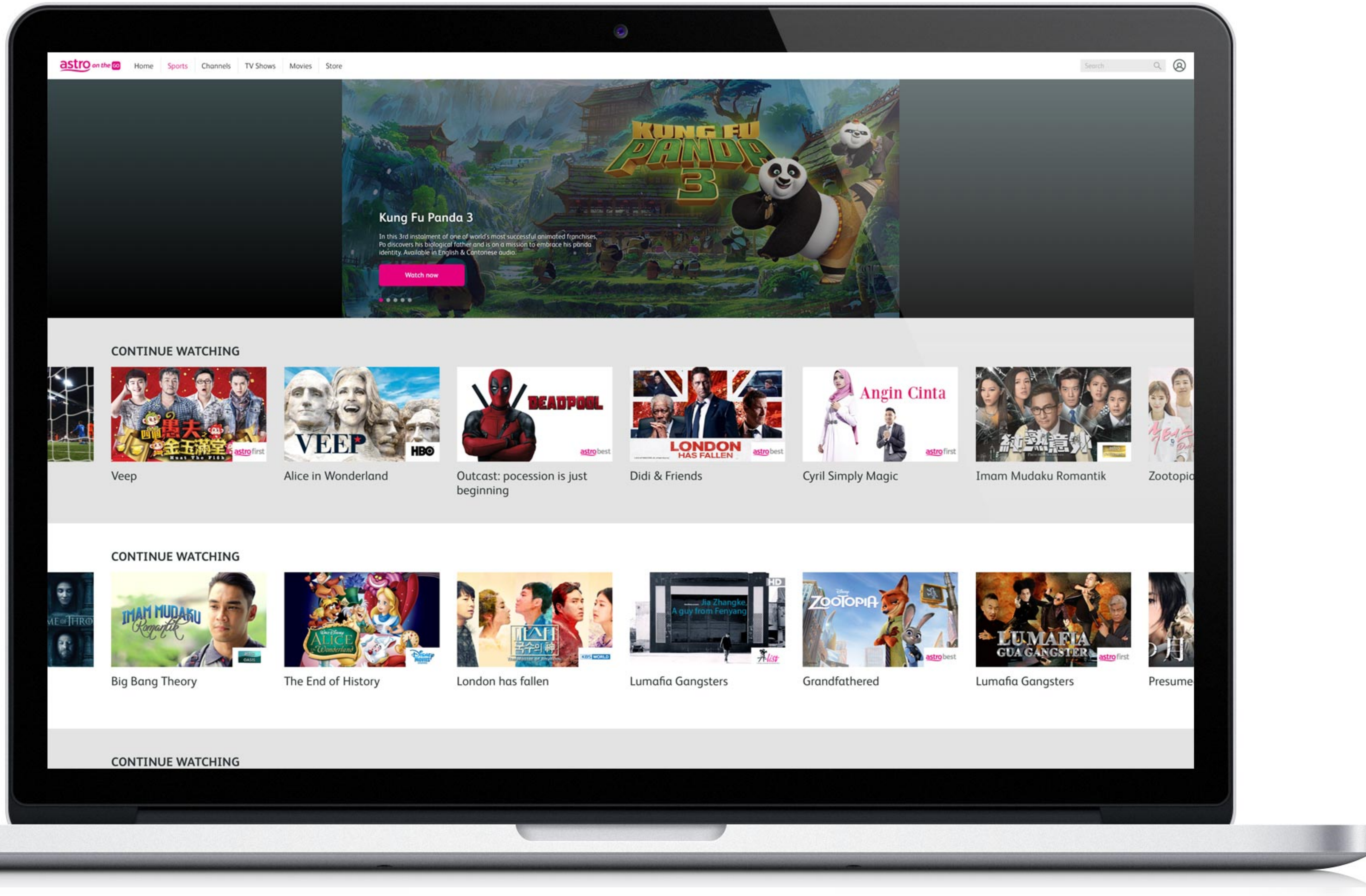
- CTA
- Pagination
- Non editable content

## Banner size

Width: 993px  
Height: 426px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



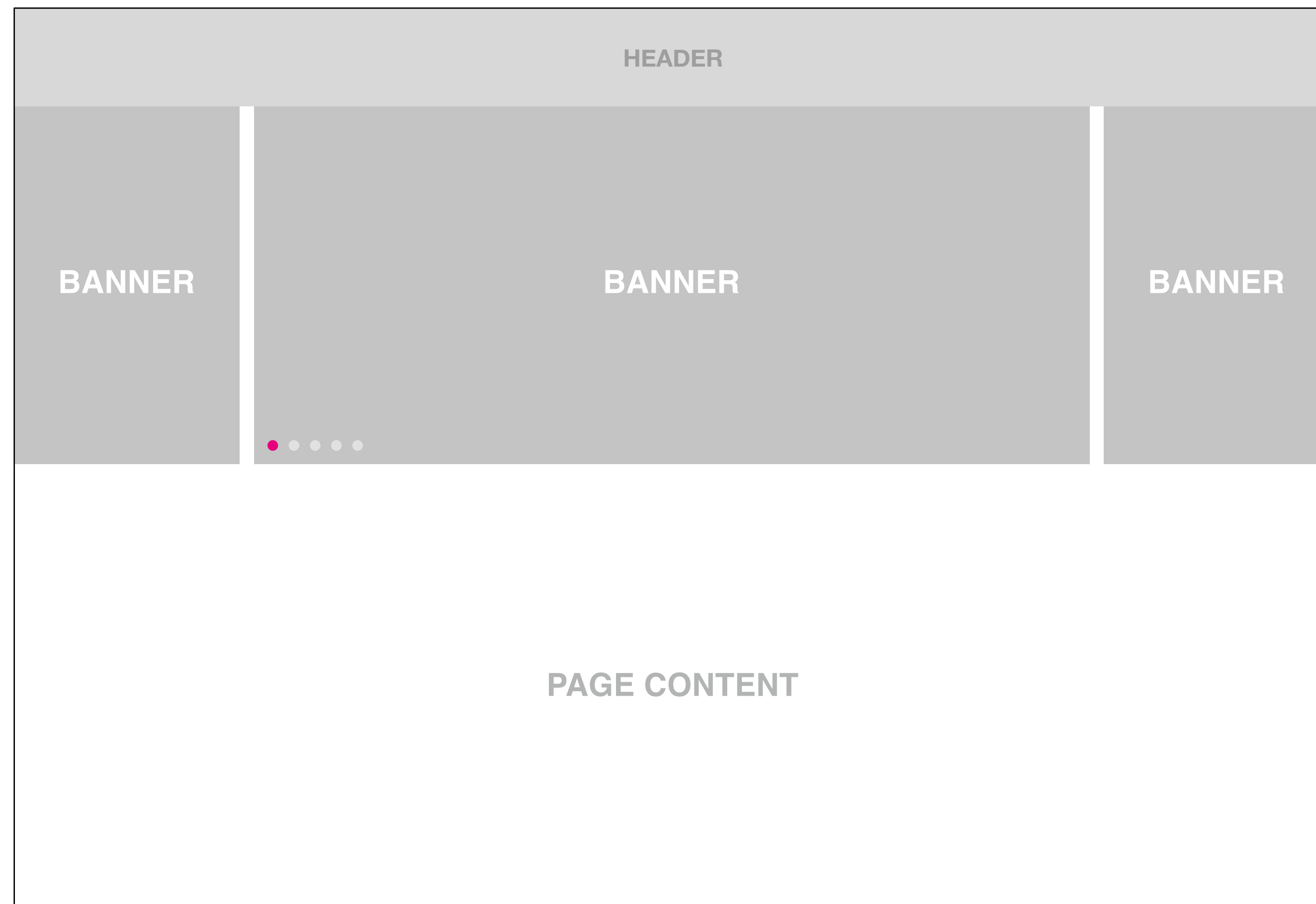




# **Standard Banners for WEB: Medium Screens**

Screen width: from 769px to 992px





## 3 Banners

Within this range, the website will show:

- 1 full banner horizontally center aligned
- 1 partially shown banner on the right
- 1 partially shown banner on the left

## Bottom anchoring

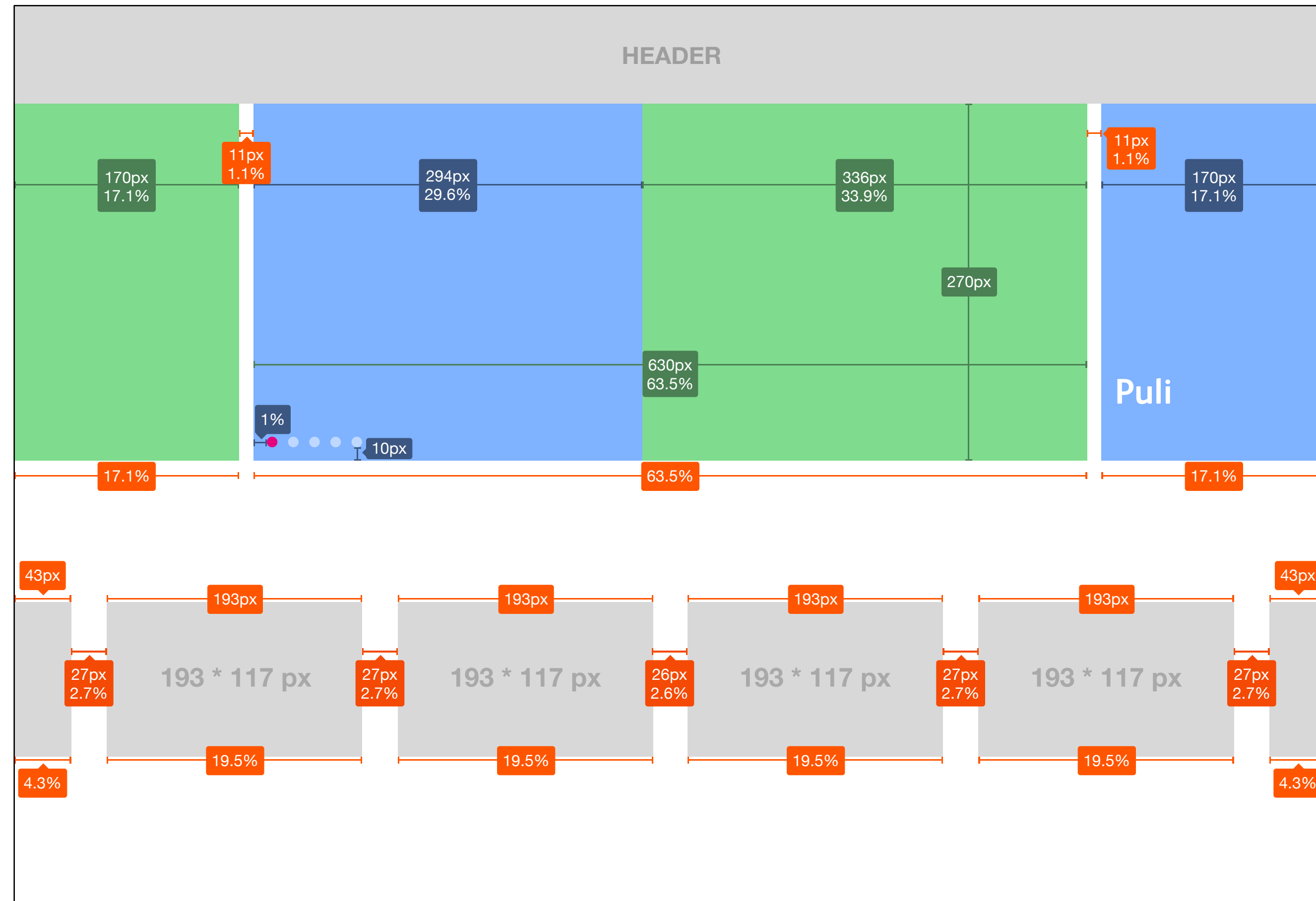
The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Navigation and reactive area (click/tap)

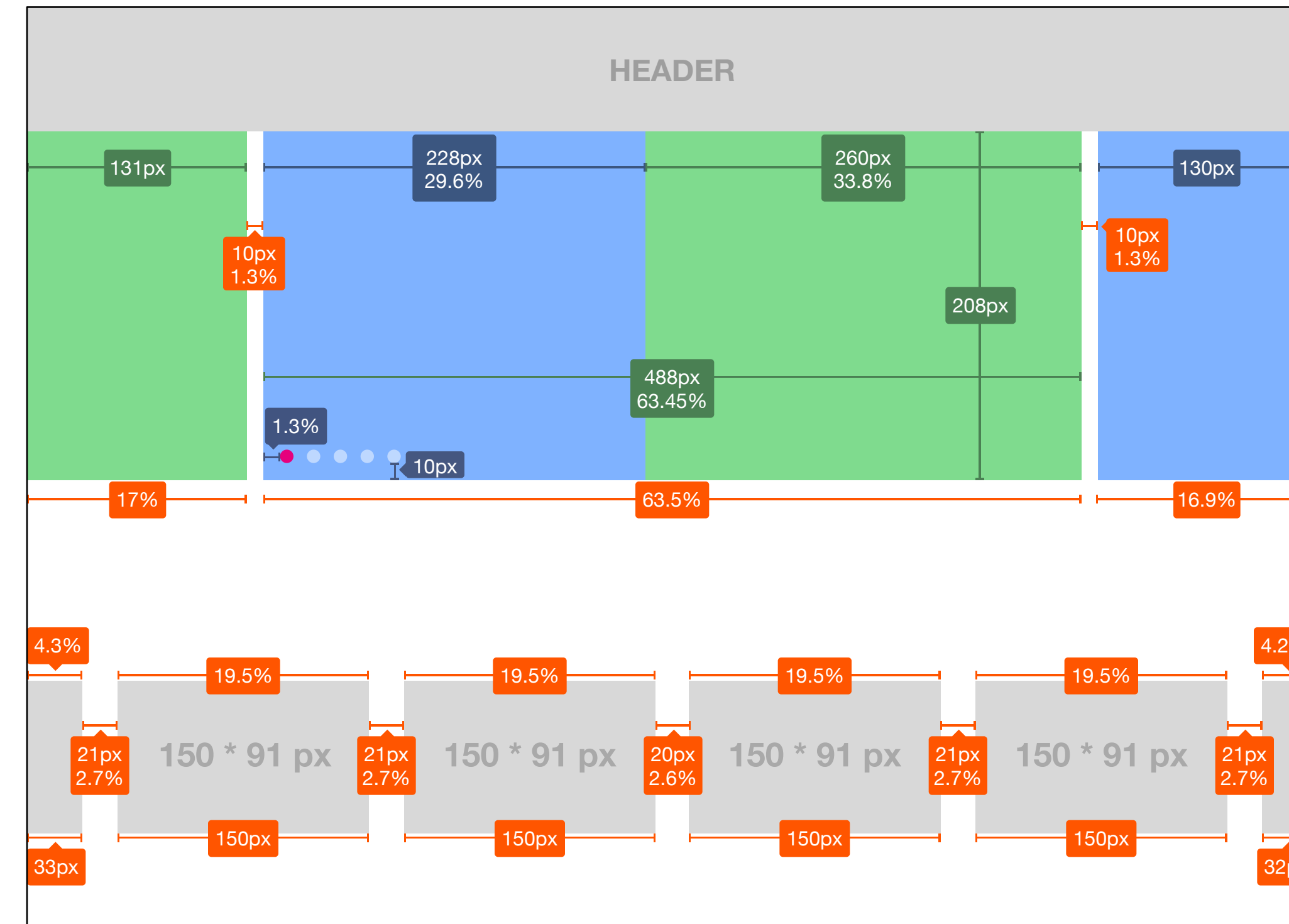
The user will be able to navigate through the banners either by swiping, or clicking/taping on the partial banners. Those will act as “Previous” / “Next” buttons. After being clicked/tapped on, the partial banner will translate to the center, following pagination constraints. Those constraints will also apply in the case of the swipe action, which means that a user won’t be able to reach the last banner in just one swipe.

In this “3-banner-layout-model”, each banner will be fully clickable/tappable .

Banner layout at 992 px



Banner layout at 769 px



## Banner type A:

- Pagination

## Banner size

Width: 630px

Height: 270px

The banner will naturally fit the 992px width screens and be dynamically resized in HTML to fit lower screen width until 769px.

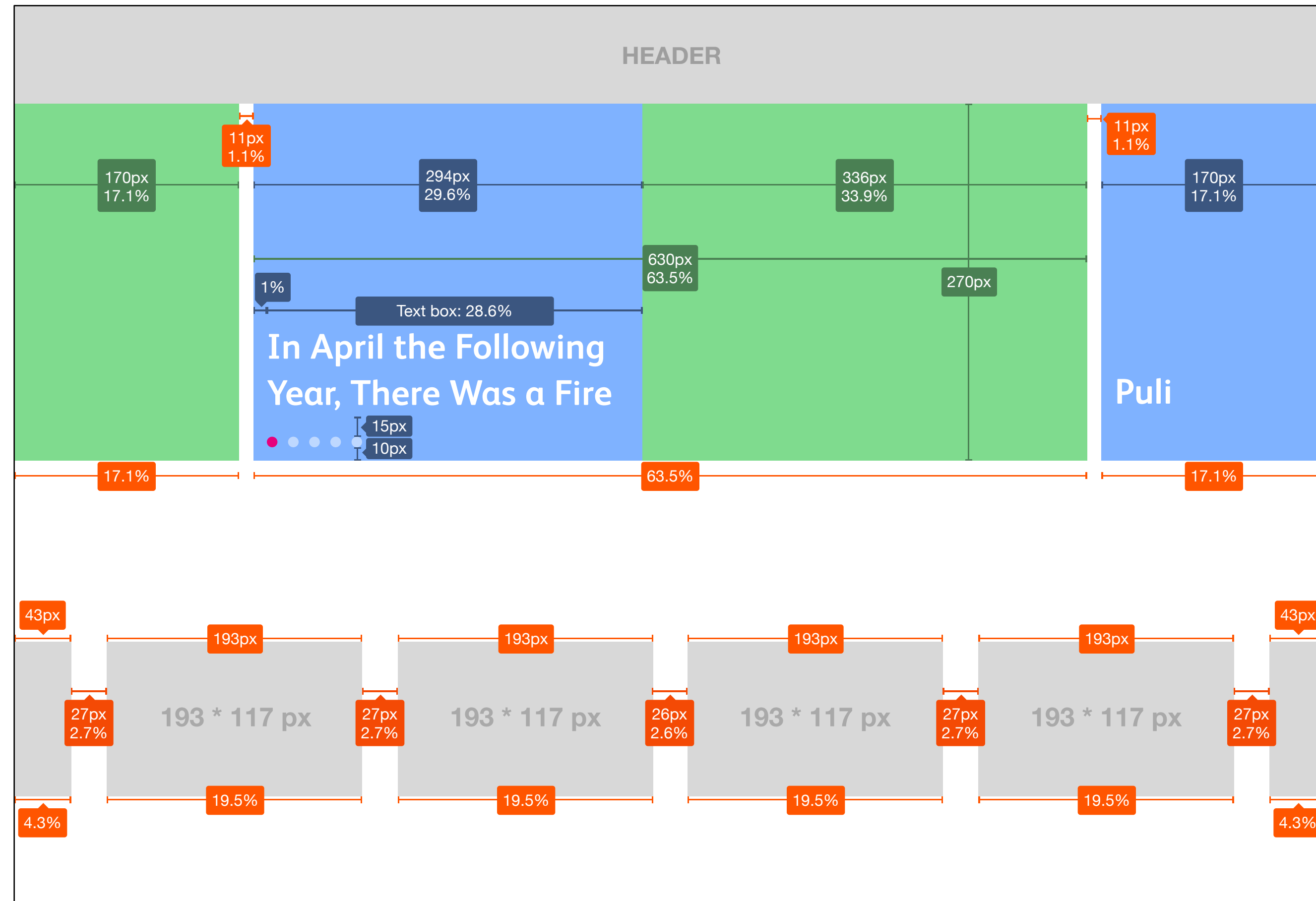
## Banner background

The banner will naturally fit the 992px width screens and be dynamically

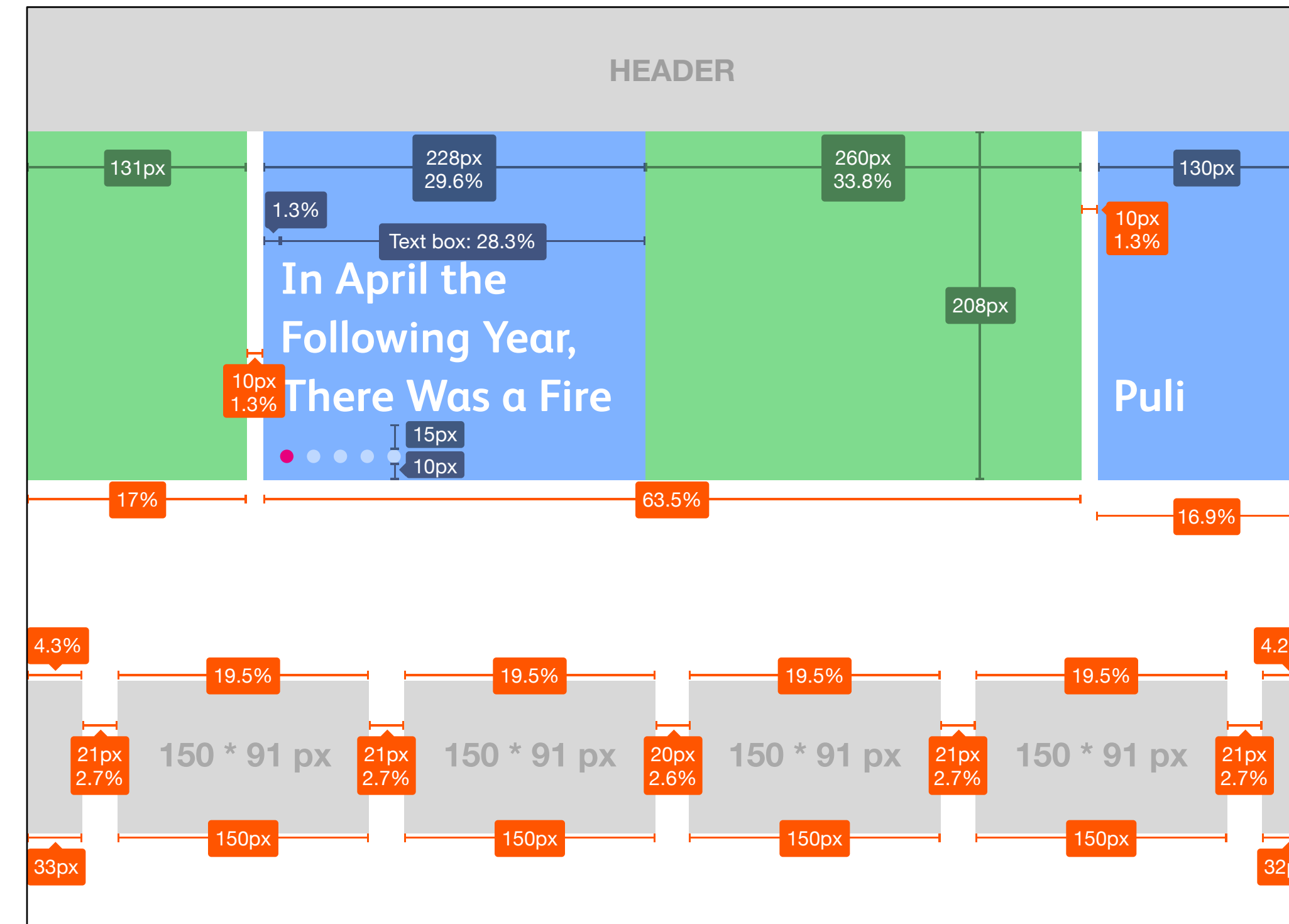
- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



Banner layout at 992 px



Banner layout at 769 px



## BANNER TYPE B:

- Title
- Pagination

We cannot have the synopsis displayed in this range as the 769px width is too narrow and would result in pushing up the title off screen in too many cases.

Enabling this would be possible with another media-query but this is out of current scope of work.

## Banner size

Width: 630px

Height: 270px

The banner will naturally fit the 992px width screens and be dynamically resized in HTML to fit lower screen width until 769px.

## Banner title

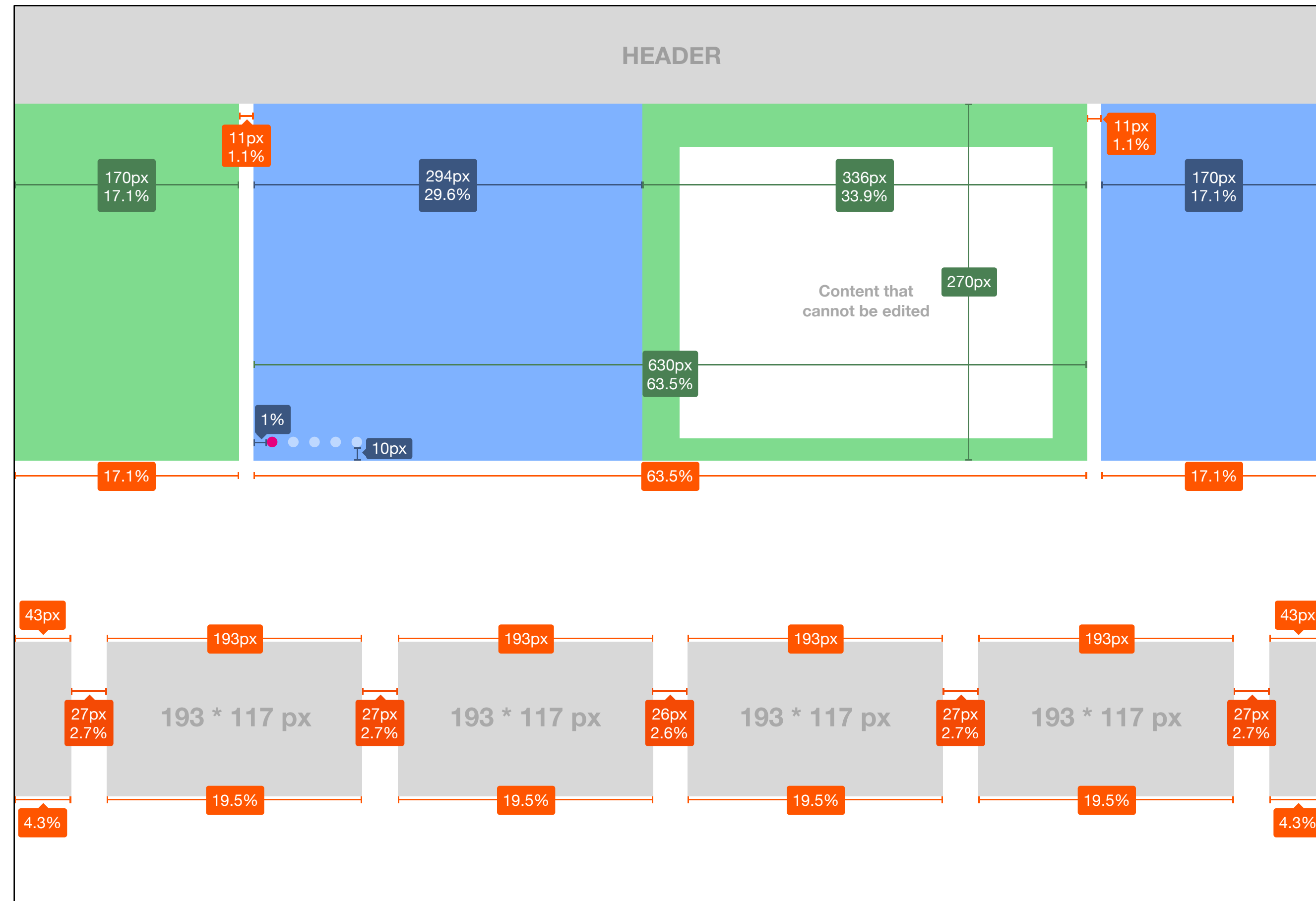
FS Albert Pro Bold: 27px

## Bottom anchoring

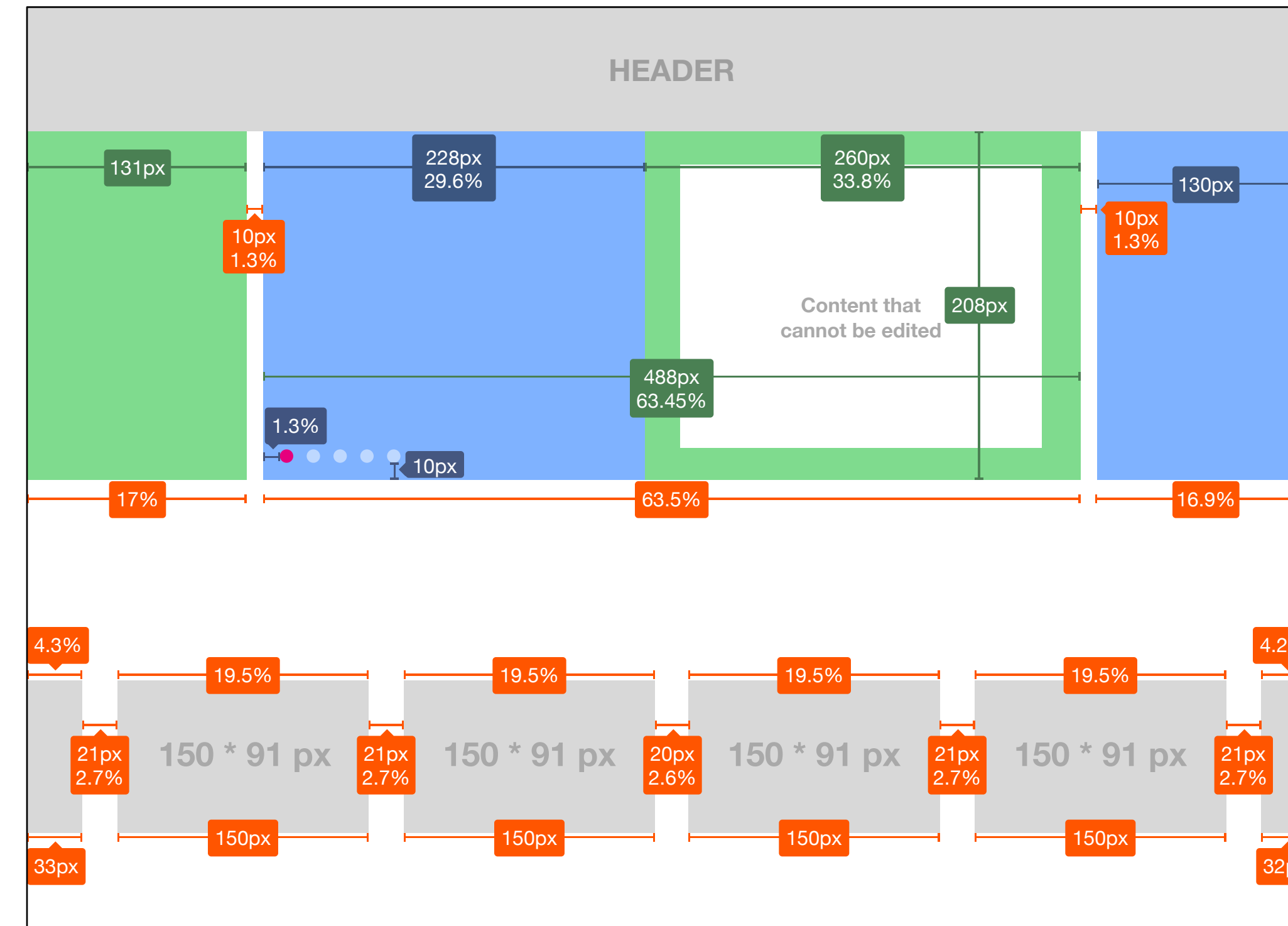
The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

Banner layout at 992 px



Banner layout at 769 px



## Banner type B:

- Pagination
- Non editable content

## Banner size

Width: 630px

Height: 270px

The banner will naturally fit the 992px width screens and be dynamically resized in HTML to fit lower screen width until 769px.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

# **Standard Banners for WEB: Small Screens**

Screen width:  $\leq 768\text{px}$





## Banner type A:

- Pagination

## Banner size

Width: 768px

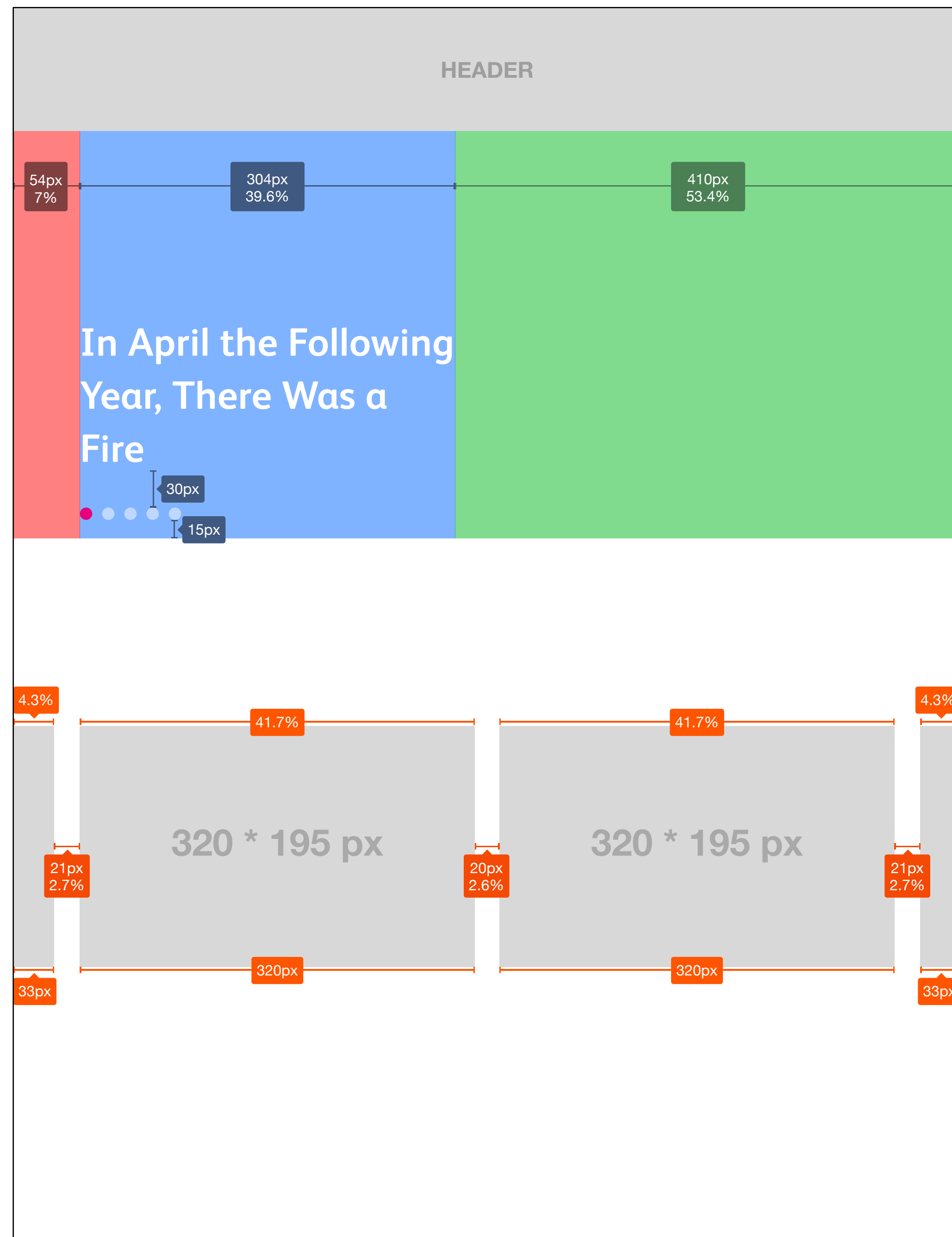
Height: 330px

The banner will dynamically get resized in HTML to fit lower screen width. It will always be full-width.

## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

## BANNER TYPE B:

- Title
- Pagination

No synopsis can be displayed here due to lack of screen estate.

## Banner size

Width: 768px  
Height: 330px  
The banner will dynamically get resized in HTML to fit lower screen width. It will always be full-width.

## Banner title

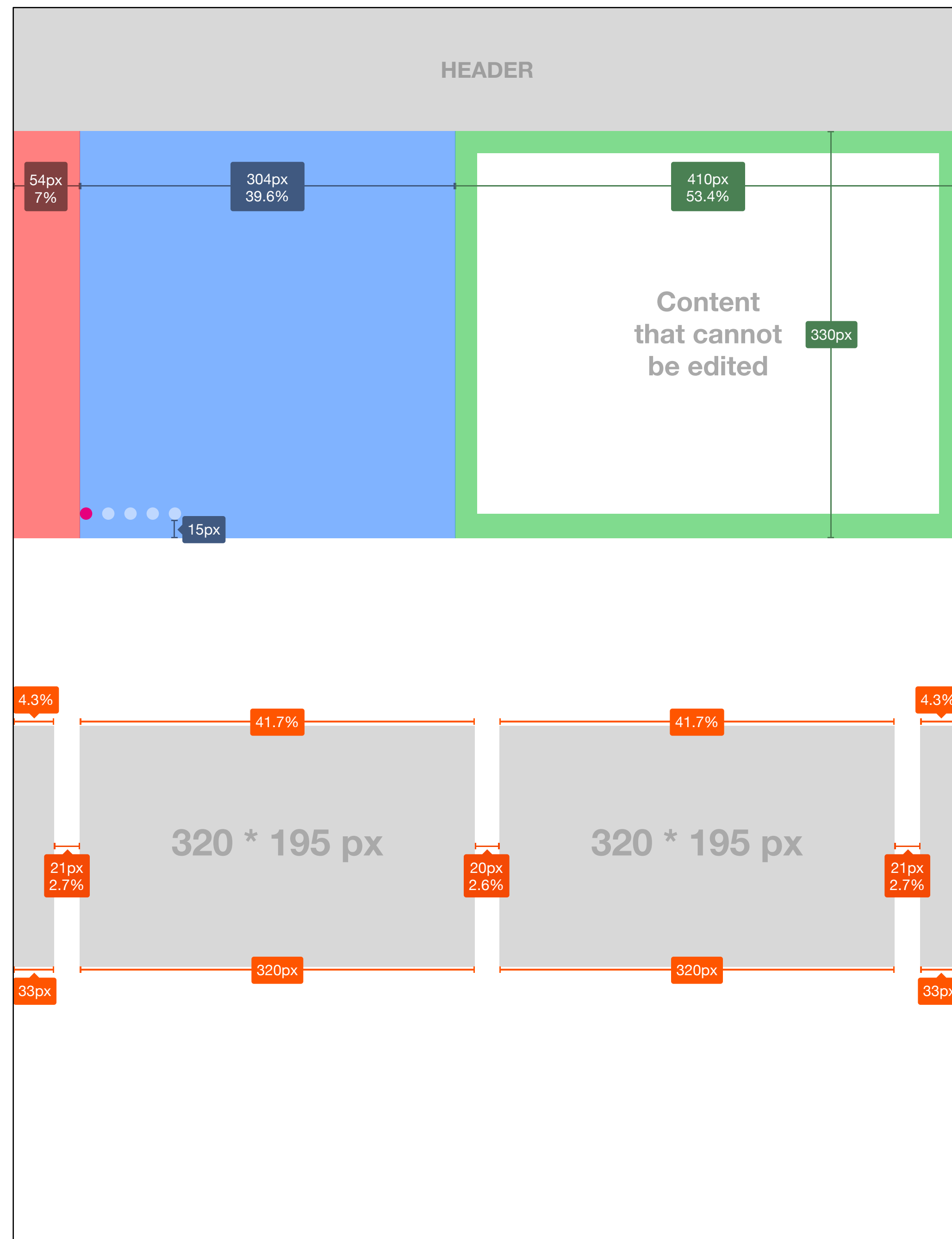
FS Albert Pro Bold: 32px

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Reactive area: click/tap

The banner will be fully clickable/tappable.



## Banner type C:

- Pagination
- Non editable content

## Banner size

Width: 768px  
Height: 330px  
The banner will dynamically get resized in HTML to fit lower screen width. It will always be full-width.

## Reactive area: click/tap

The banner will be fully clickable/tappable.

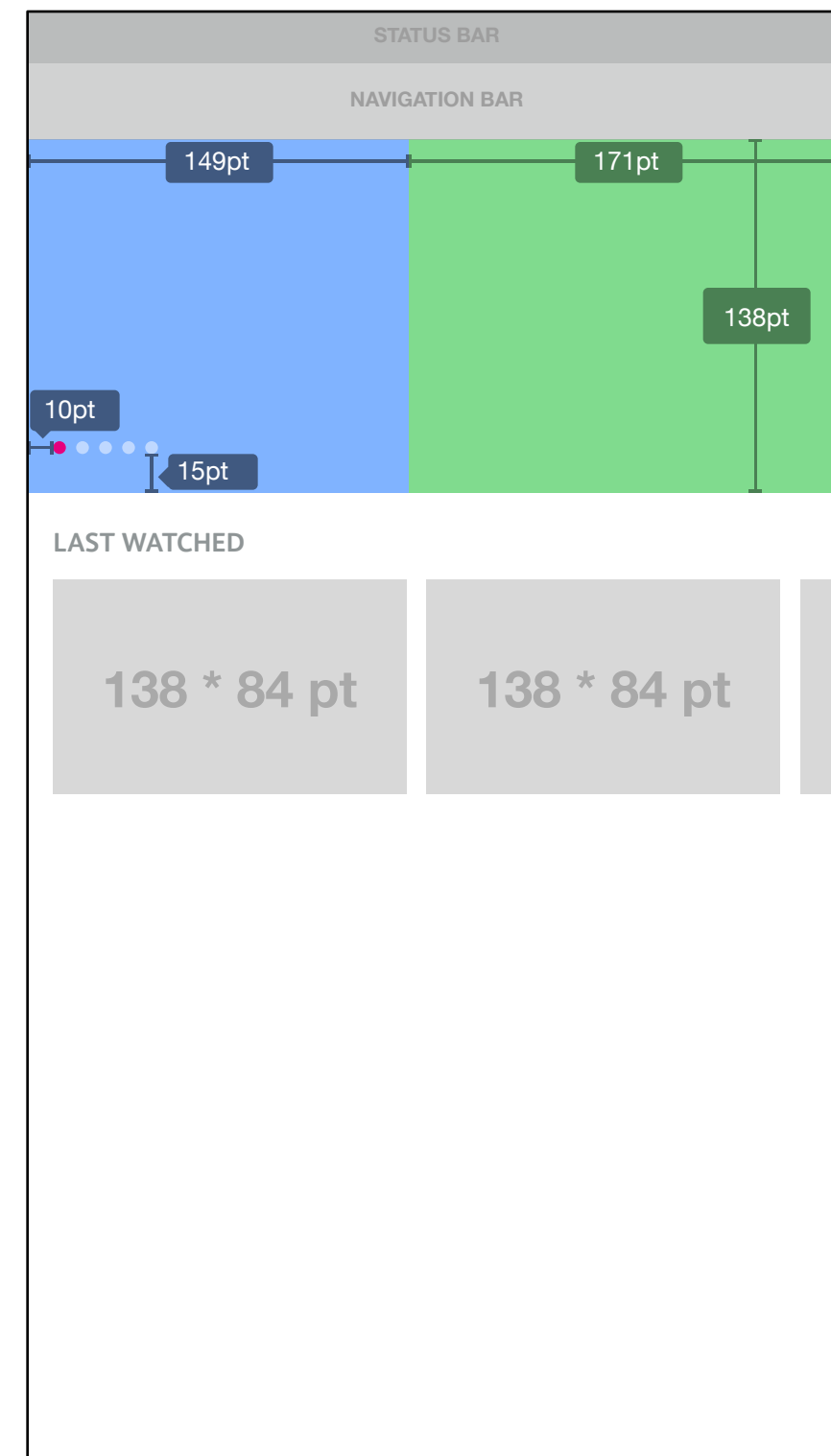
- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



# Standard Banners for iOS: iPhones

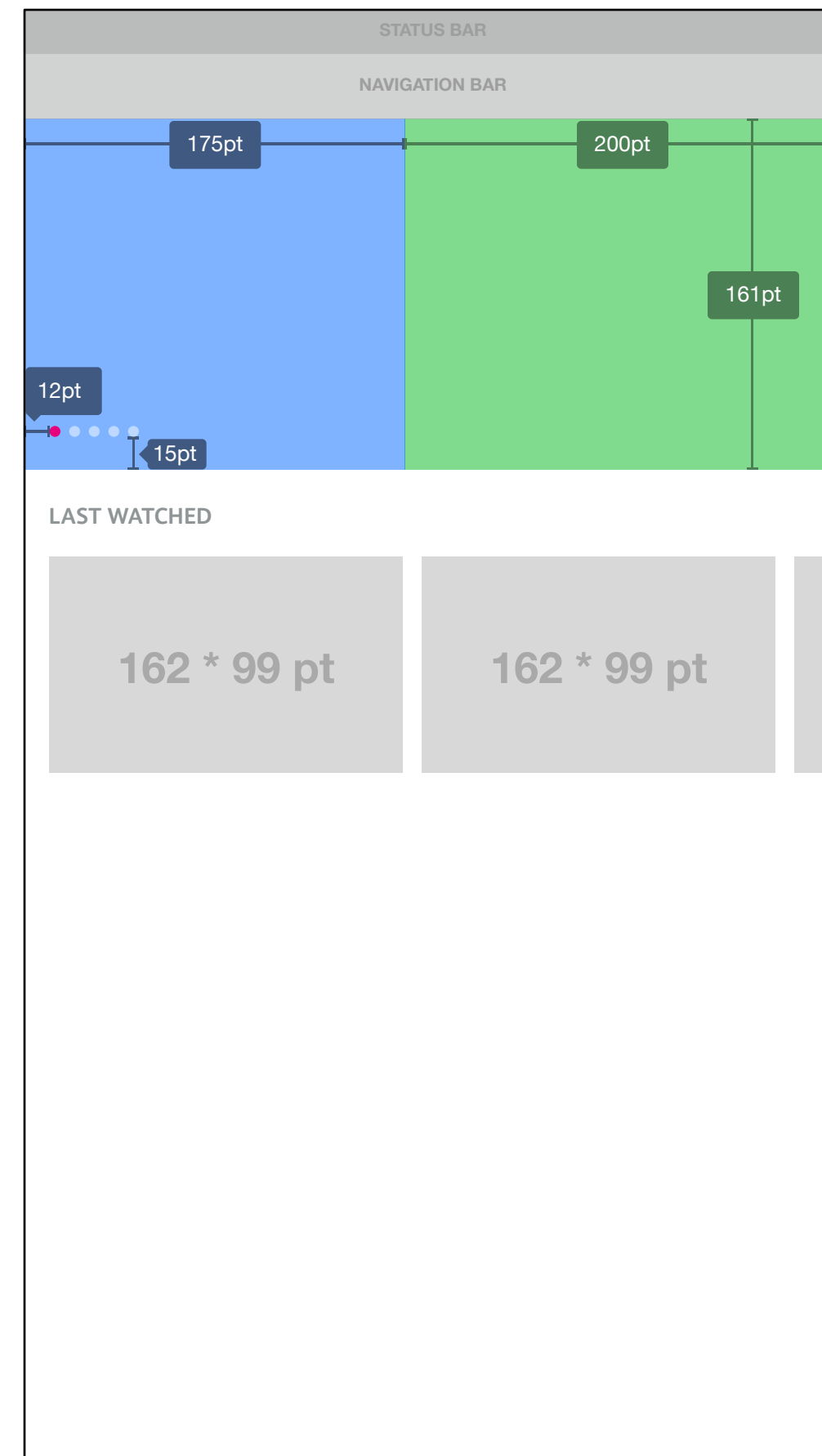
## iPhone 5/SE

4" screen - 320\*568 pt - Pixel Density 2.0



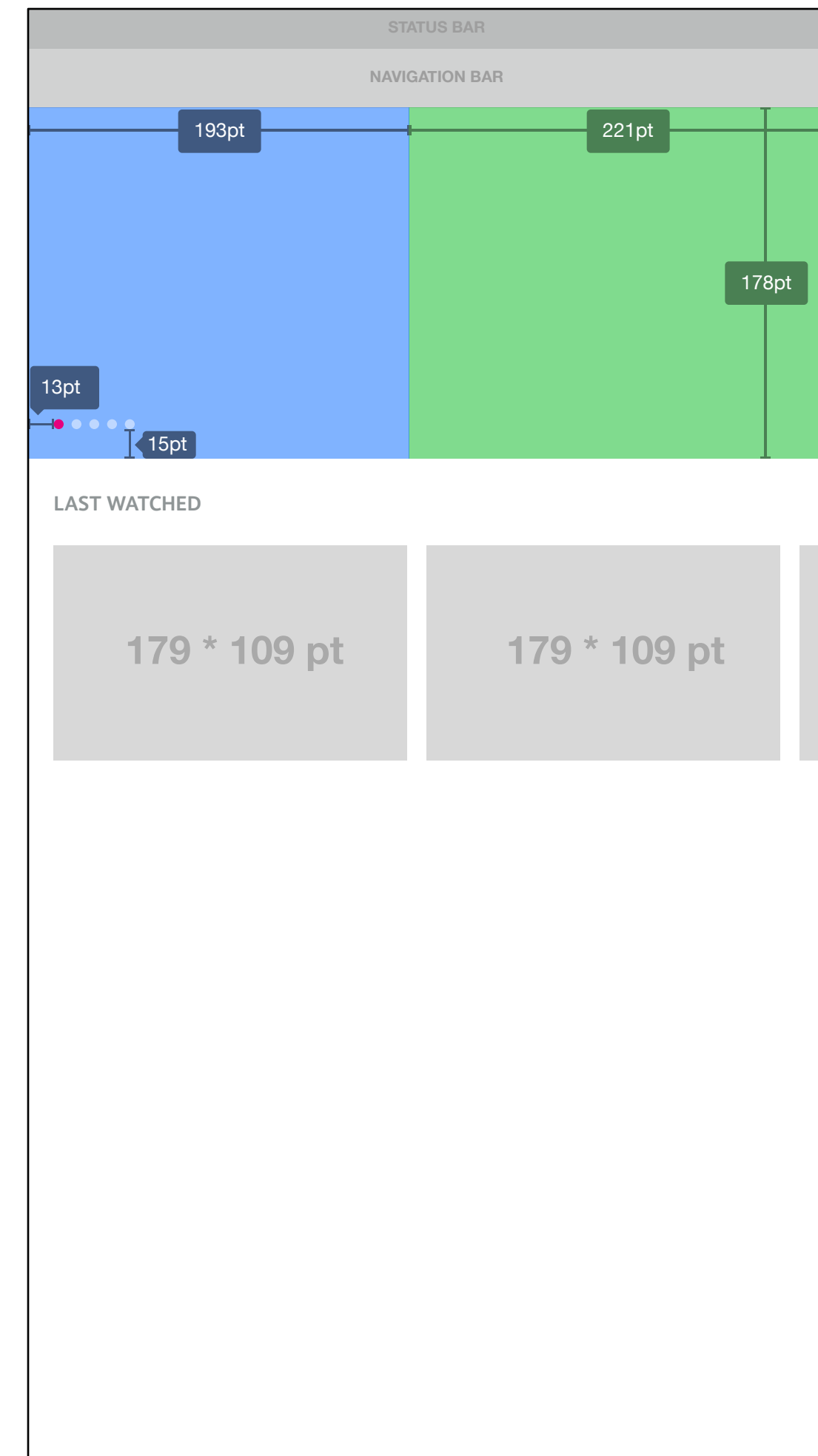
## iPhone 6

4.7" screen - 375\*667 pt - Pixel Density 2.0



## iPhone 6 Plus

5.5" screen - 414\*736 pt - Pixel Density 3.0  
Assets downsampled 1.15 (87%)



## Banner type A:

- Pagination

## Banner size

### iPhone 5 / SE

Width: 640px  
Height: 276px

### iPhone 6

Width: 750px  
Height: 322px

### iPhone 6 Plus

Width: 1242px  
Height: 534px

The banner will always be displayed full-width.

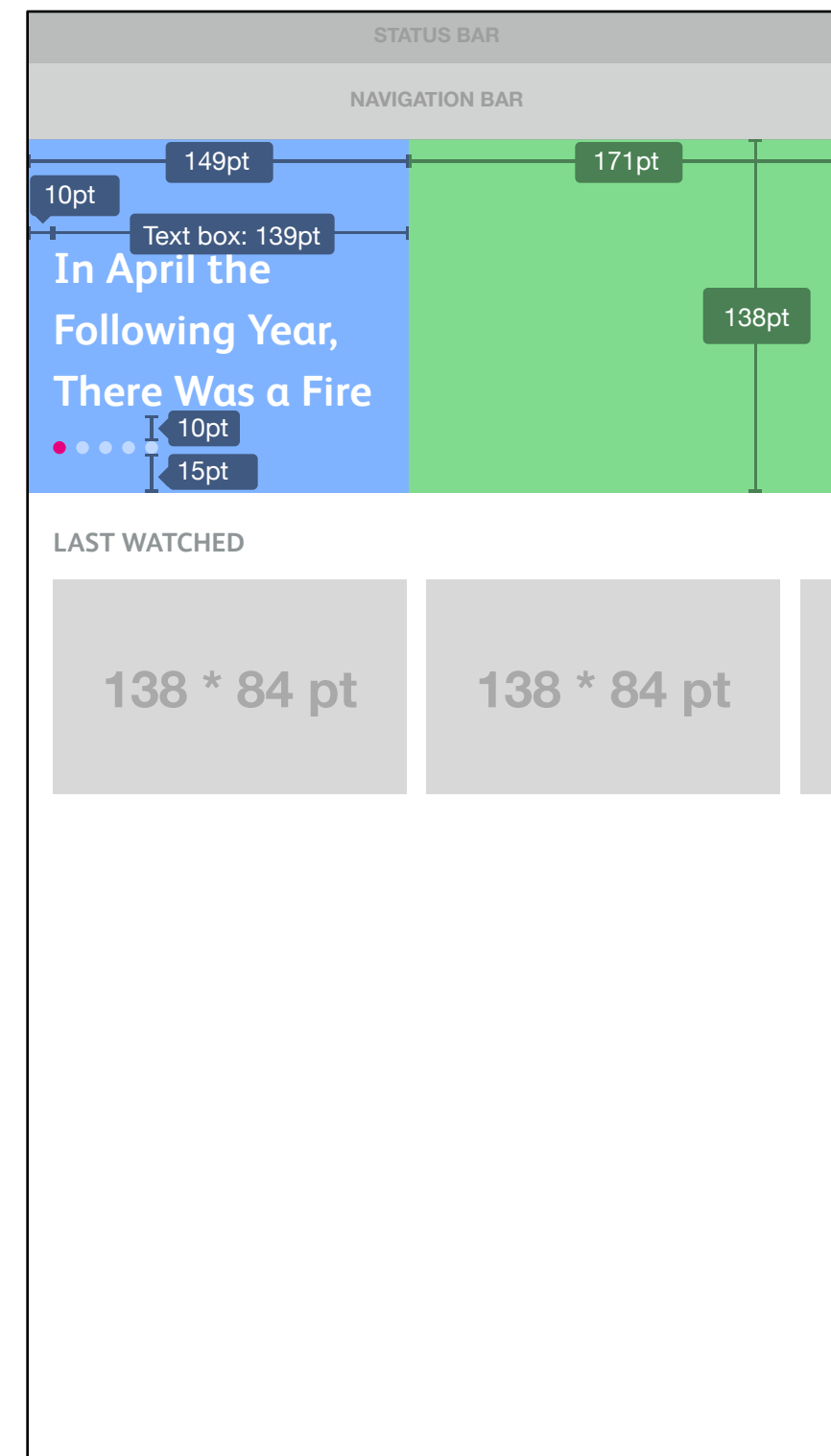
## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

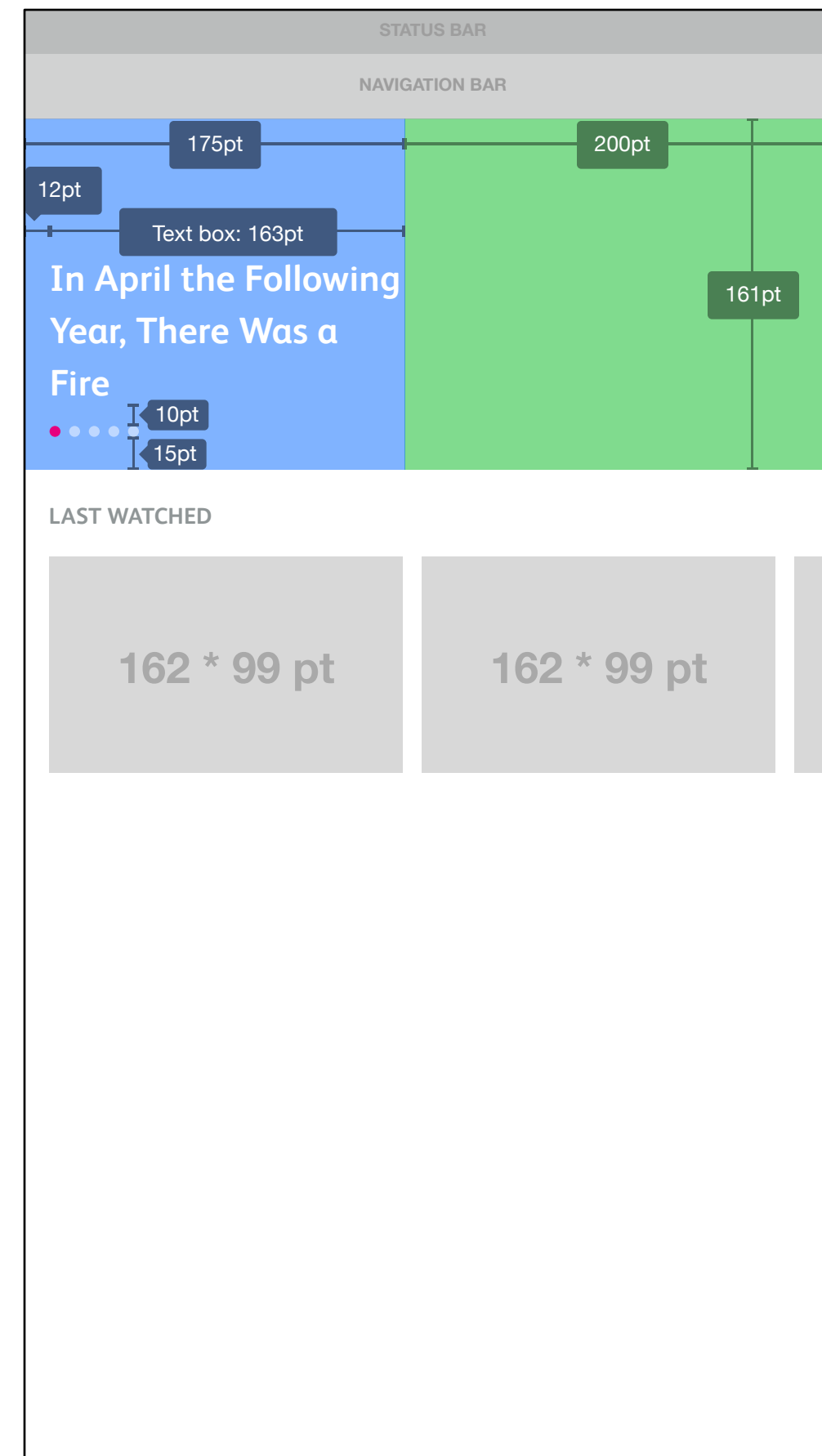
## iPhone 5/SE

4" screen - 320\*568 pt - Pixel Density 2.0



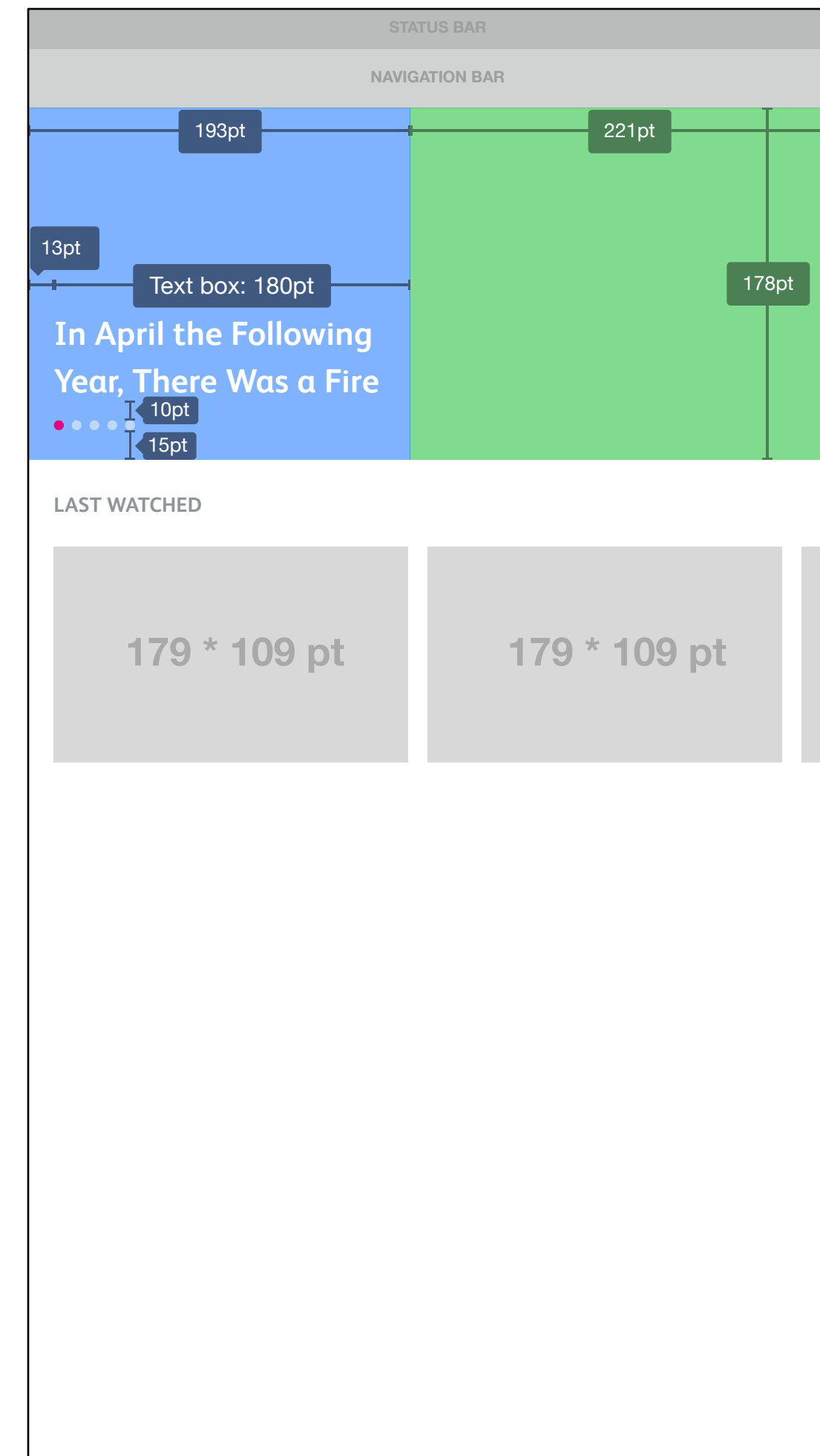
## iPhone 6

4.7" screen - 375\*667 pt - Pixel Density 2.0



## iPhone 6 Plus

5.5" screen - 414\*736 pt - Pixel Density 3.0  
Assets downsampled 1.15 (87%)



## Banner type B:

- Title
- Pagination

No synopsis can be displayed here due to lack of screen estate.

## Banner size

### iPhone 5 / SE

Width: 640px  
Height: 276px

### iPhone 6

Width: 750px  
Height: 322px

### iPhone 6 Plus

Width: 1242px  
Height: 534px

The banner will always be displayed full-width.

## Banner title

FS Albert Pro Bold: 17pt

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Reactive area: click/tap

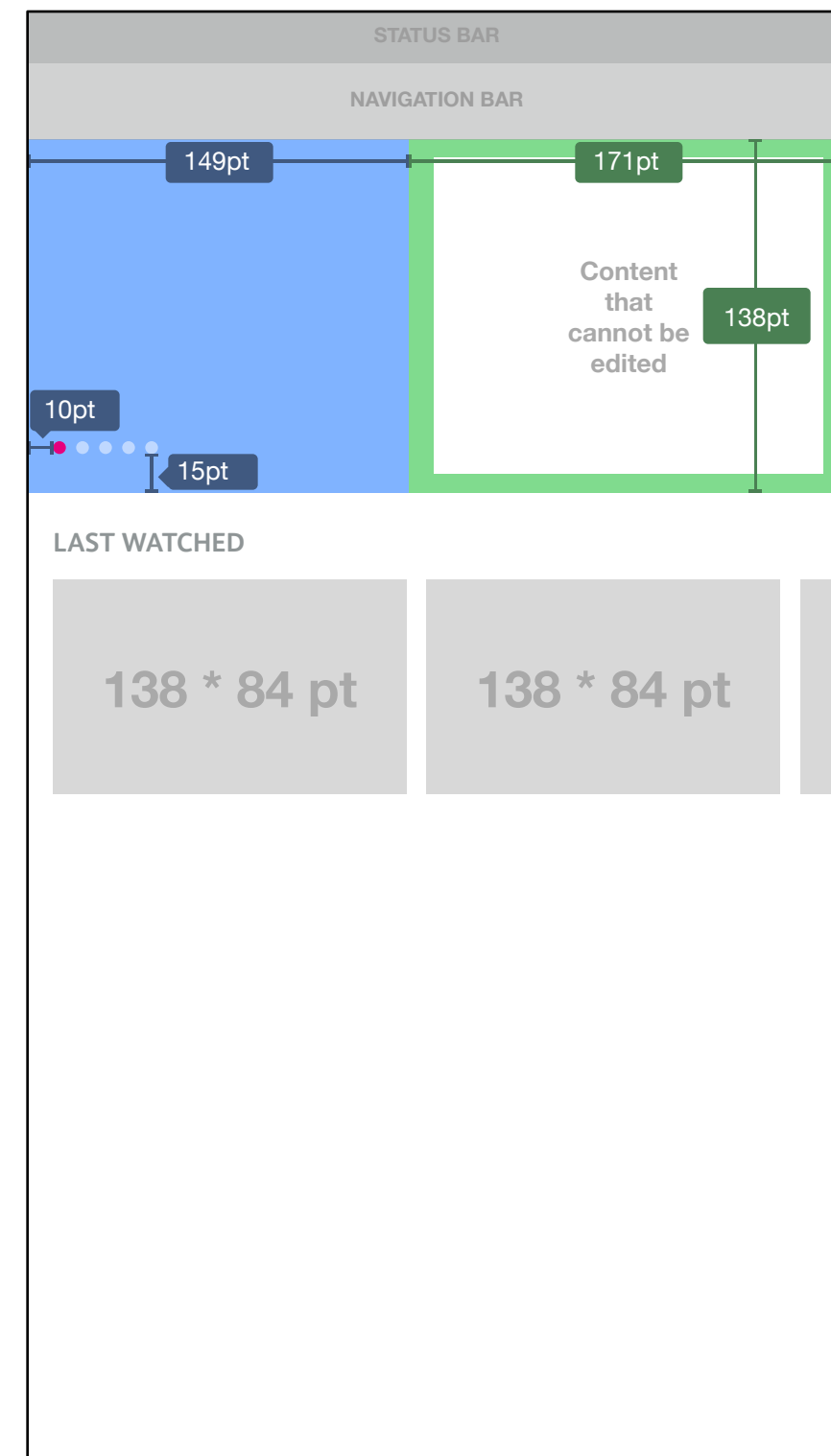
The banner will be fully tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



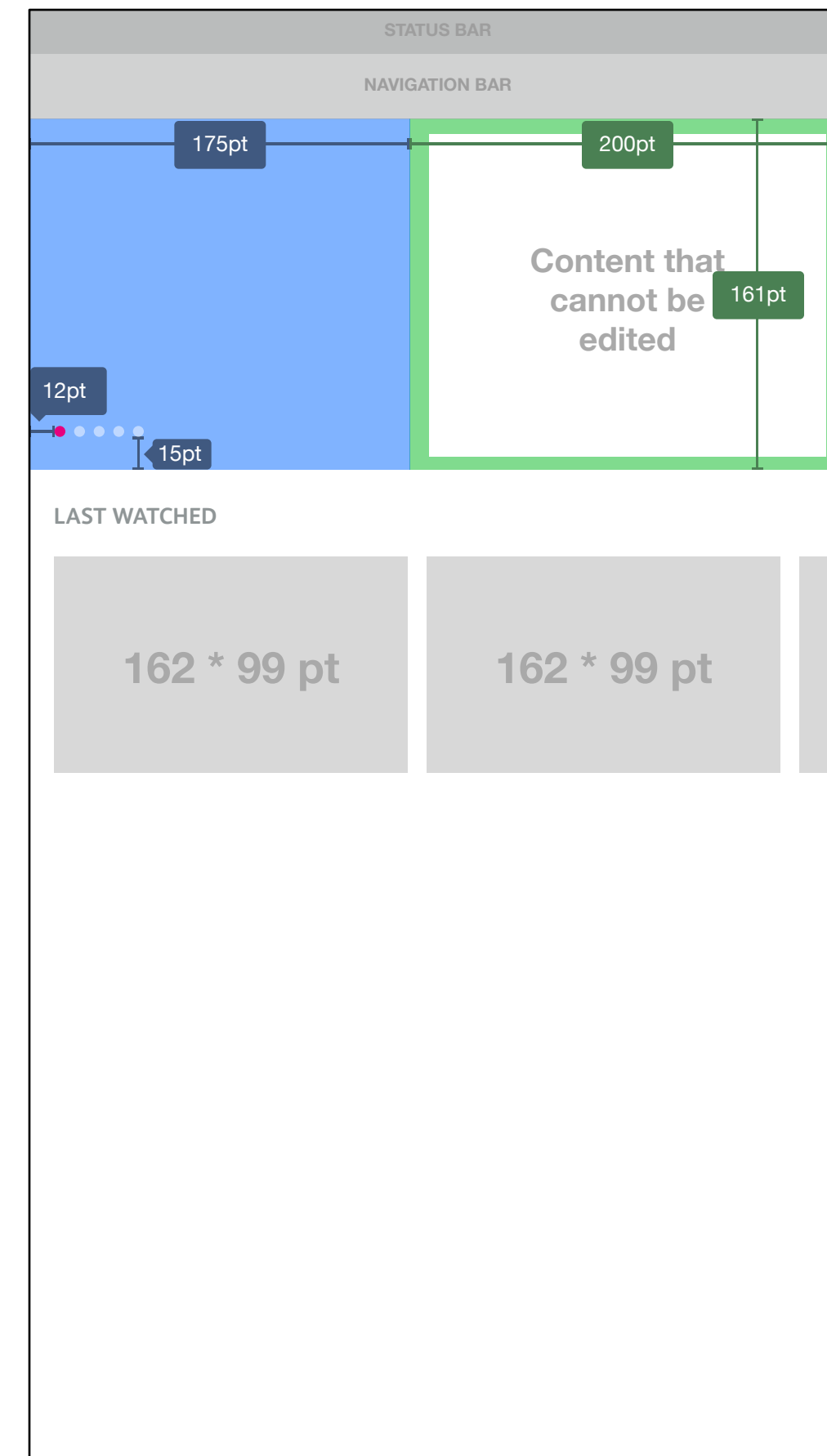
## iPhone 5/SE

4" screen - 320\*568 pt - Pixel Density 2.0



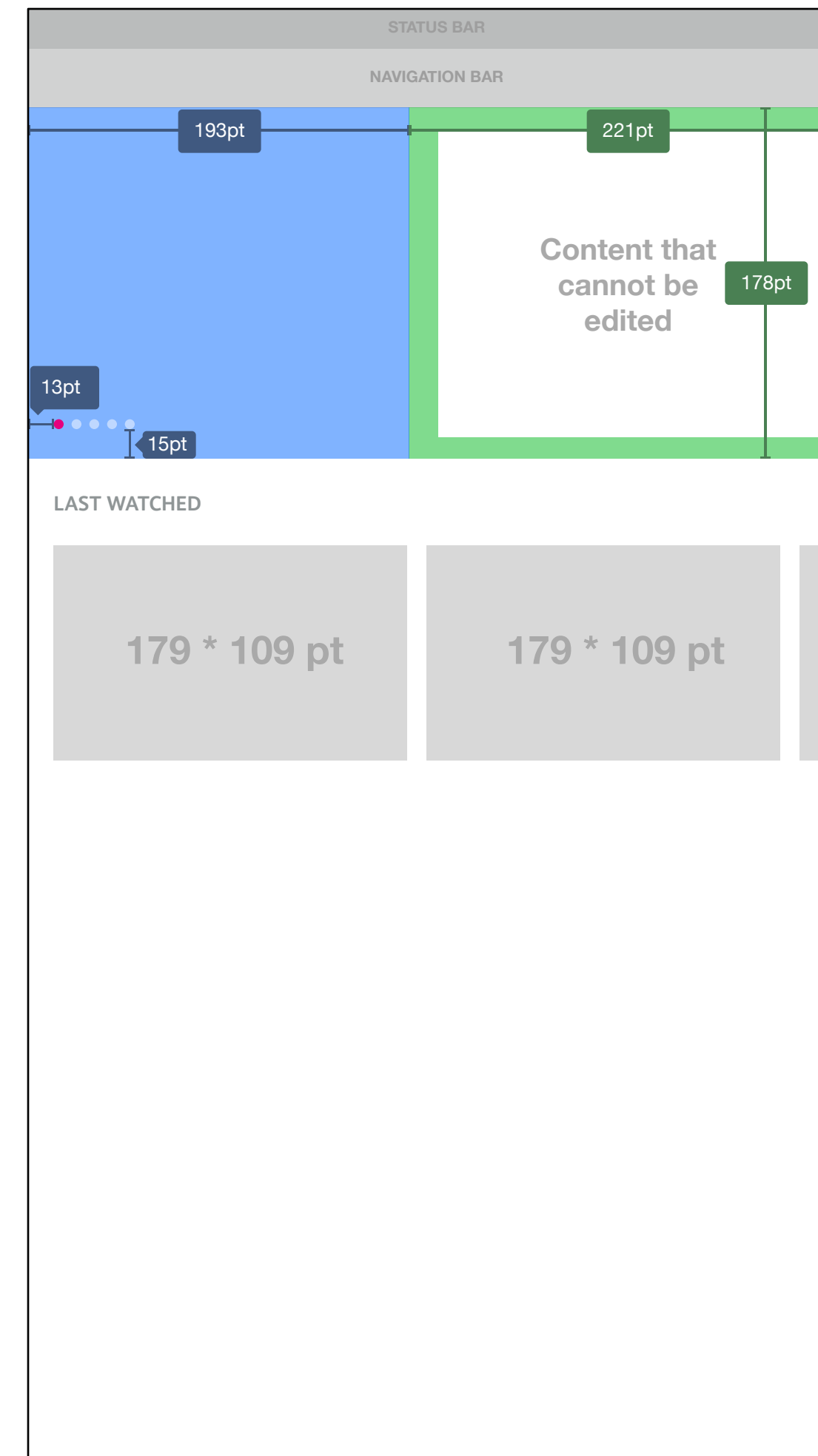
## iPhone 6

4.7" screen - 375\*667 pt - Pixel Density 2.0



## iPhone 6 Plus

5.5" screen - 414\*736 pt - Pixel Density 3.0  
Assets downsampled 1.15 (87%)



## Banner type C:

- Pagination
- Non editable content

## Banner size

### iPhone 5 / SE

Width: 640px  
Height: 276px

### iPhone 6

Width: 750px  
Height: 322px

### iPhone 6 Plus

Width: 1242px  
Height: 534px

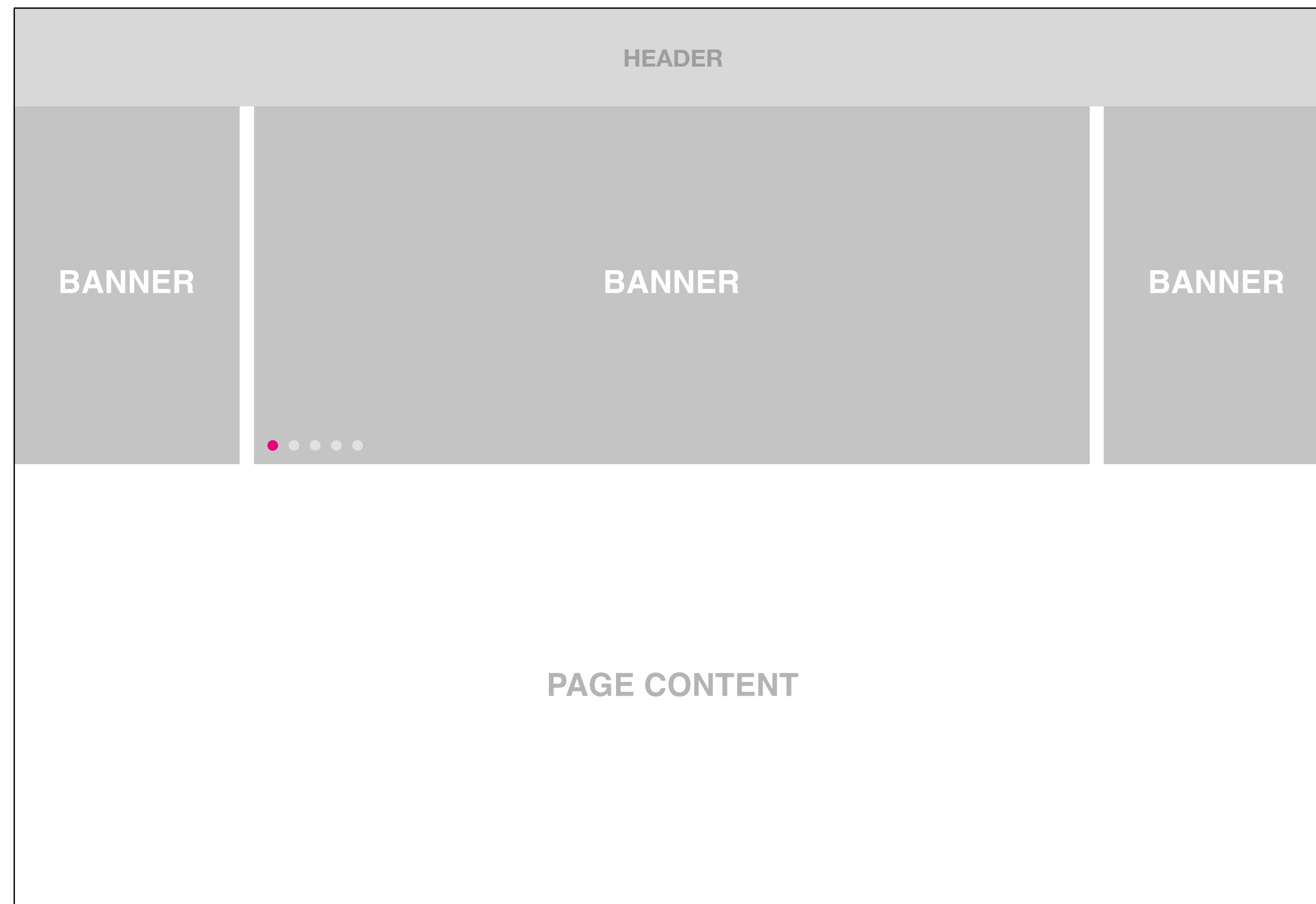
The banner will always be displayed full-width.

## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

# Standard Banners for iOS: iPads



The following specifications are the same as the ones mentioned for the web in the case of medium screen width sizes.

## 3 Banners

Within this range, the website will show:

- 1 full banner horizontally center aligned
- 1 partially shown banner on the right
- 1 partially shown banner on the left

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

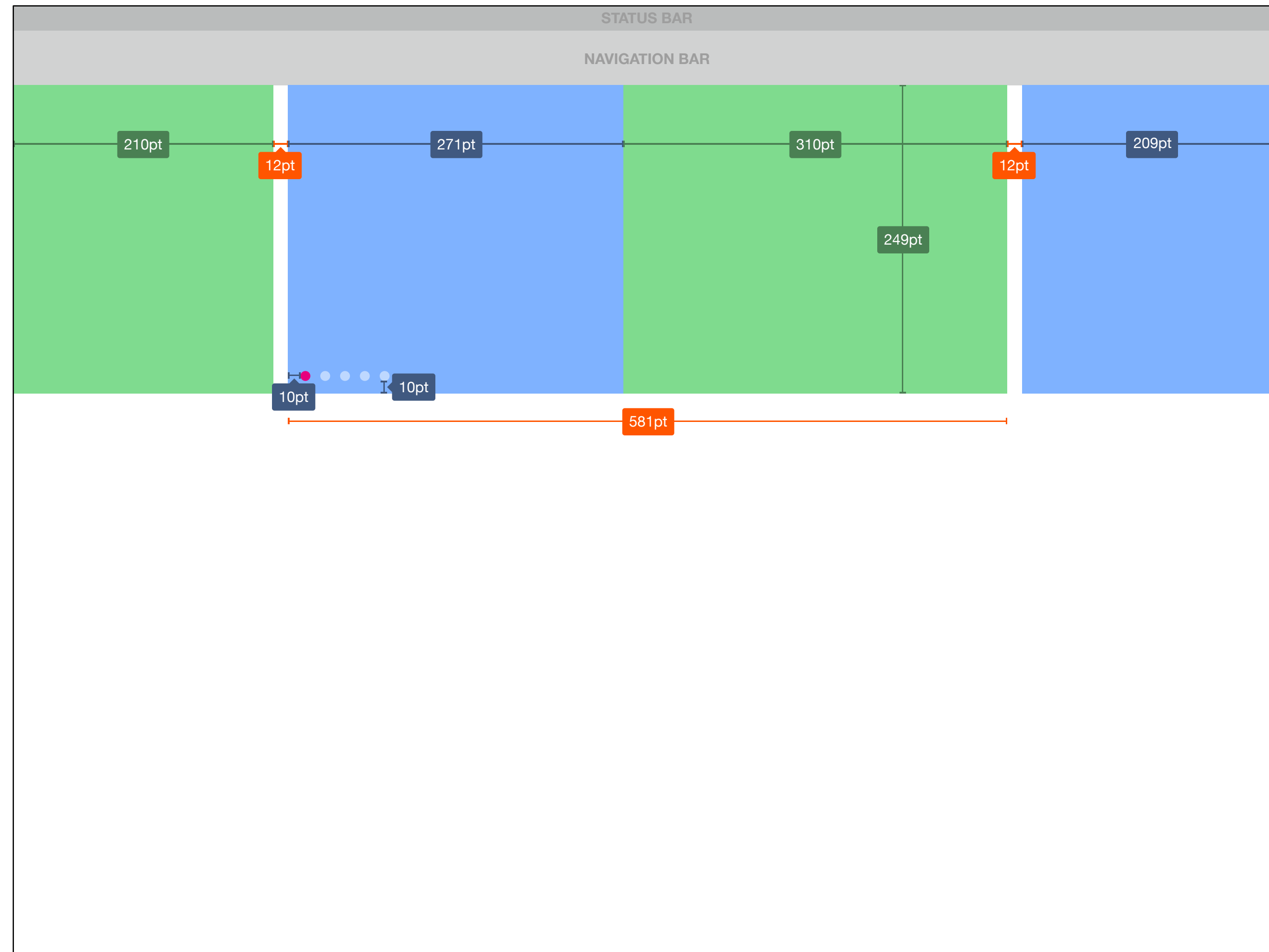
## Navigation and reactive area (click/tap)

The user will be able to navigate through the banners either by swiping, or clicking/taping on the partial banners. Those will act as “Previous” / “Next” buttons. After being clicked/tapped on, the partial banner will translate to the center, following pagination constraints. Those constraints will also apply in the case of the swipe action, which means that a user won’t be able to reach the last banner in just one swipe.

In this “3-banner-layout-model”, each banner will be fully clickable/tappable .



**iPad - Landscape**  
1024\*768 pt - Pixel Density 2.0



## Banner type A:

- Pagination

## Banner size

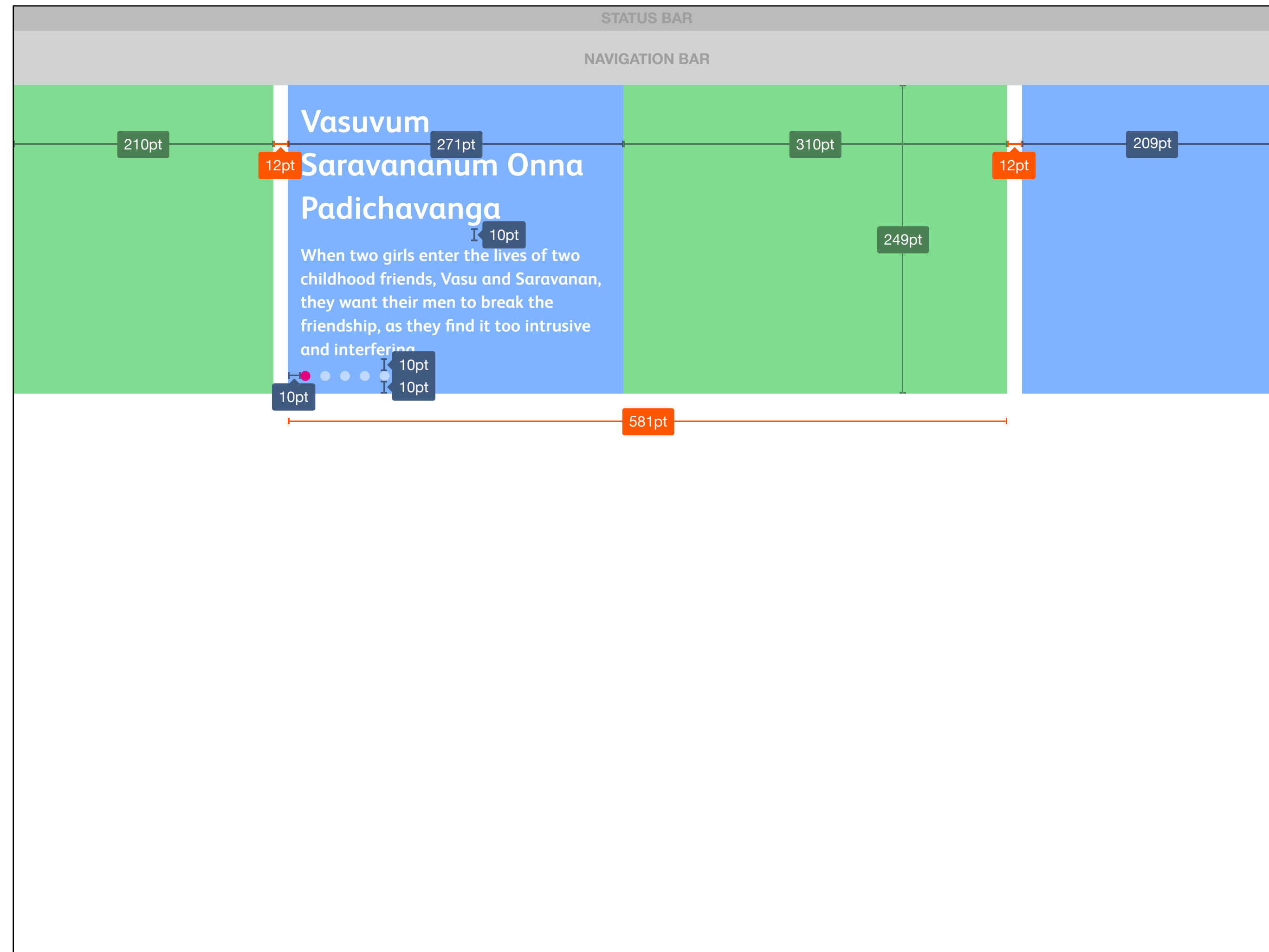
**iPad - Landscape:**

Width: 1162px

Height: 498px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

**iPad - Landscape**  
1024\*768 pt - Pixel Density 2.0



## Banner type B:

- Title
- Synopsis
- Pagination

## Banner size

**iPad - Landscape:**  
Width: 1162px  
Height: 498px

## Banner title

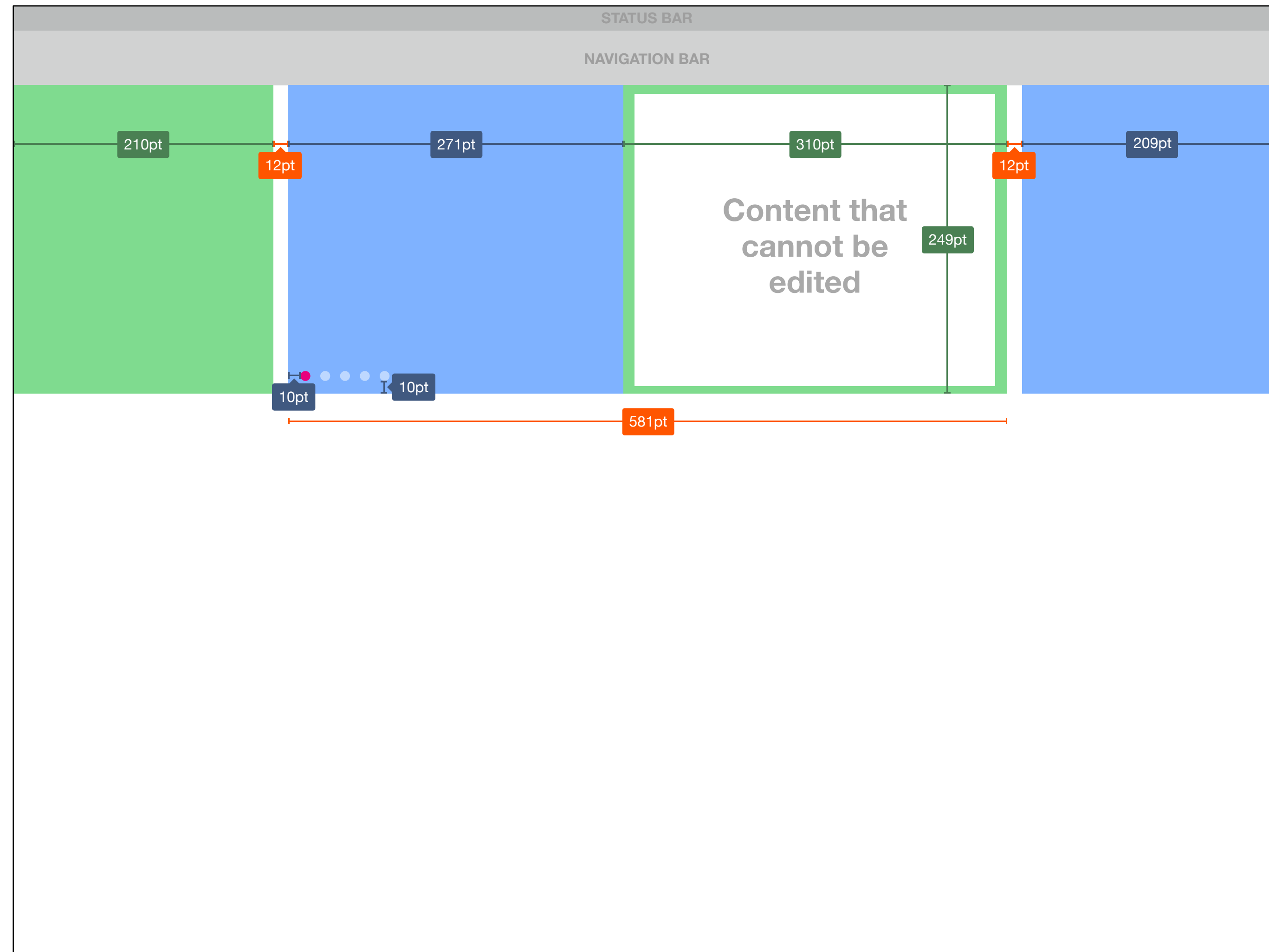
FS Albert Pro Bold: 27pt

## Banner synopsis

FS Albert Pro Bold: 15pt

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

**iPad - Landscape**  
1024\*768 pt - Pixel Density 2.0



## BANNER TYPE C:

- Pagination
- Non editable content

## Banner size

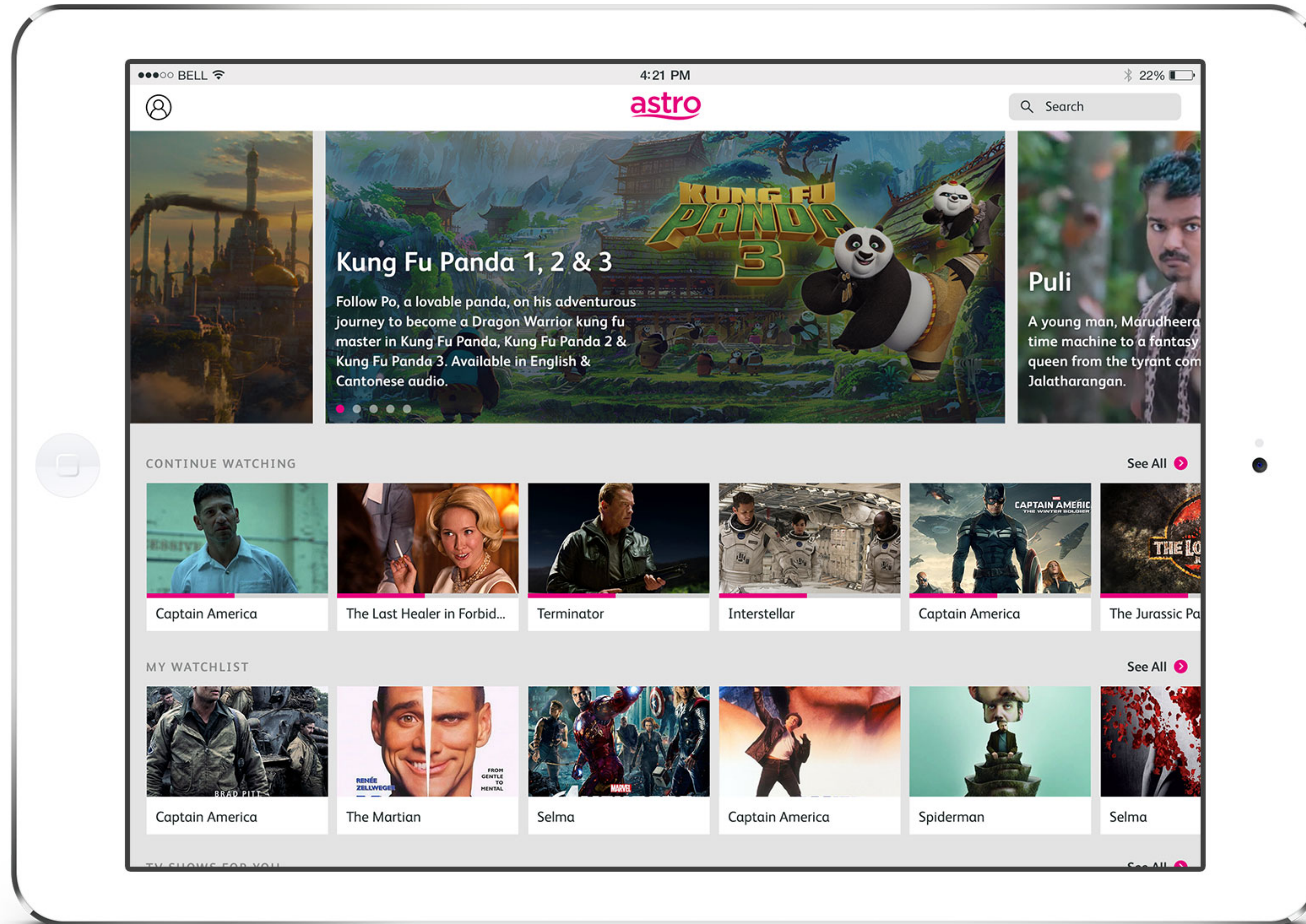
**iPad - Landscape:**

Width: 1162px

Height: 498px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



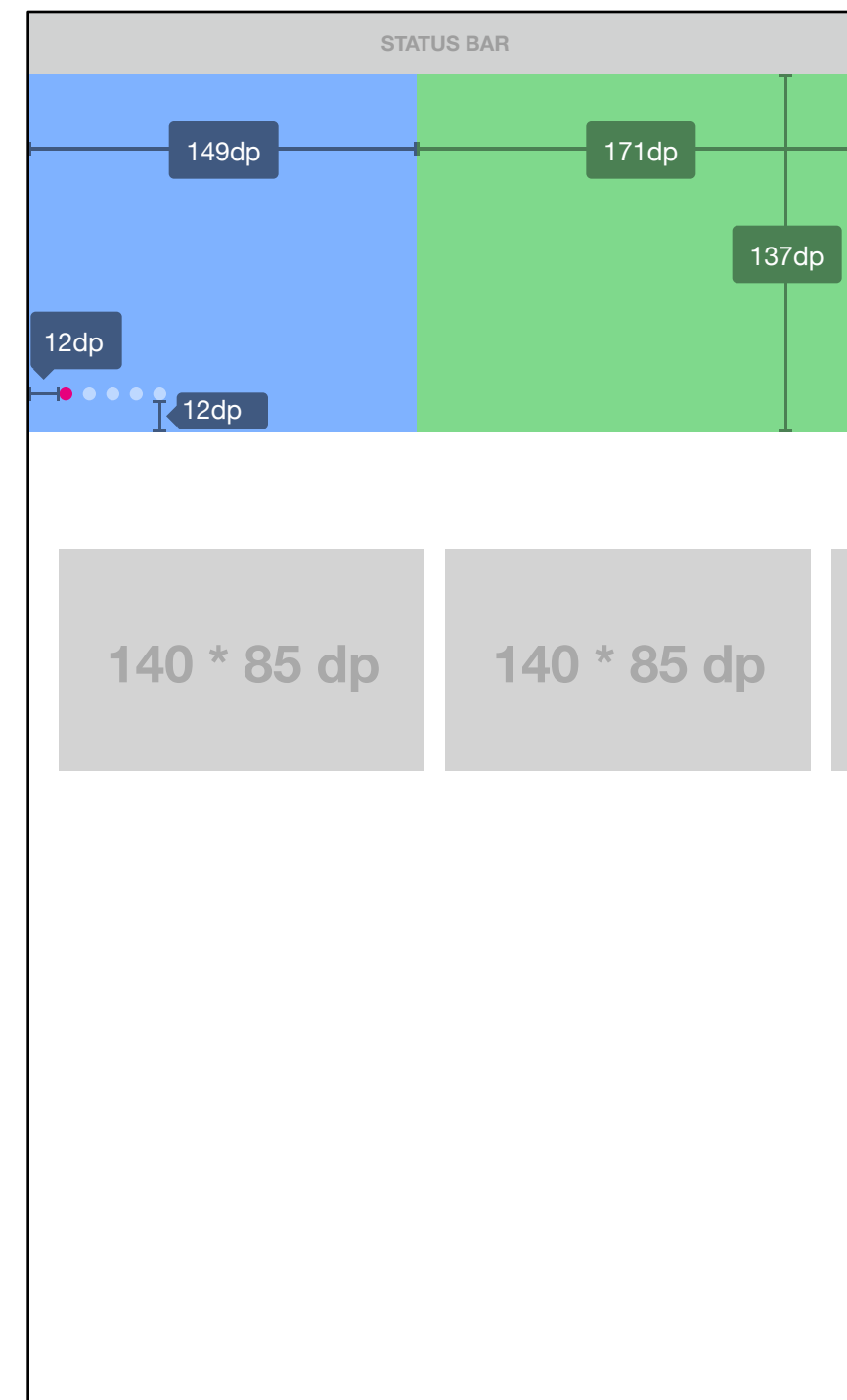




# **Standard Banners for Android Phones**

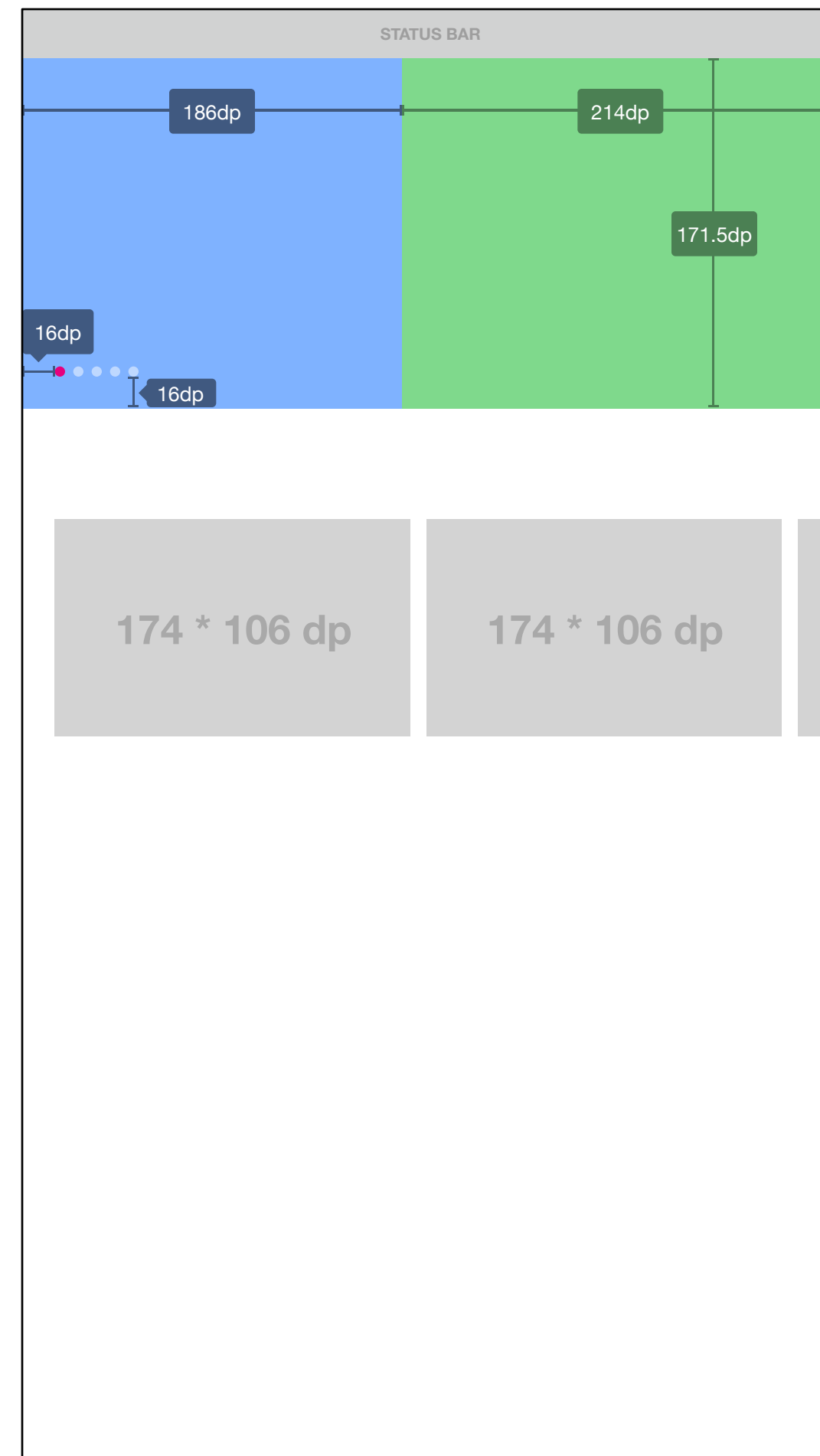
## Samsung Galaxy V Plus

480 x 800px - 233 DPI - Pixel Density 1.5



## Samsung Galaxy S6

1440 x 2560px - 577 DPI - XXXHDPI - Pixel Density 3.6



## Banner type A:

- Pagination

## Banner size

### Samsung Galaxy V Plus

Width: 480px

Height: 206px

### Samsung Galaxy S6

Width: 1440px

Height: 617px

The banner will always be displayed full-width.

## Reactive area: click/tap

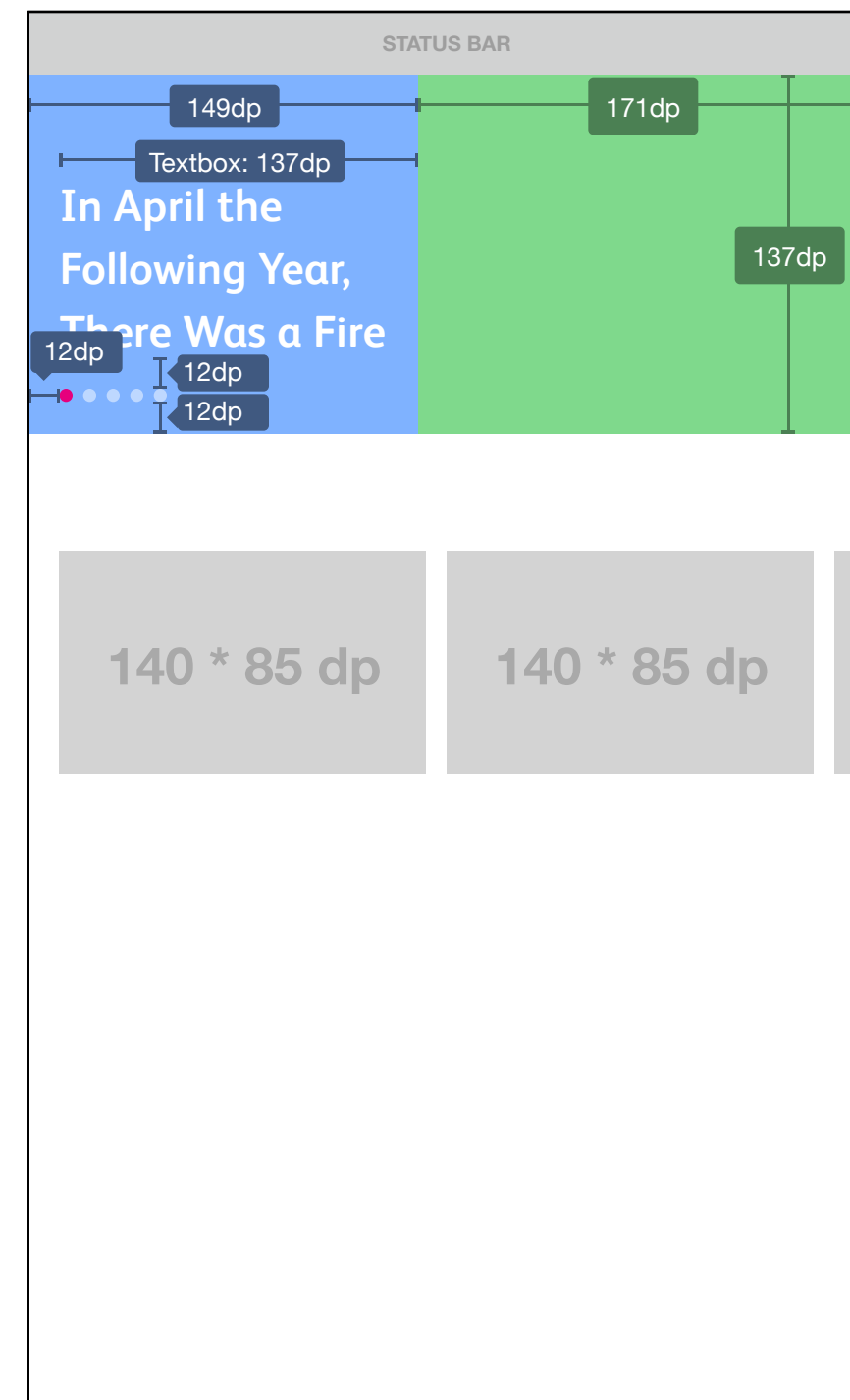
The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



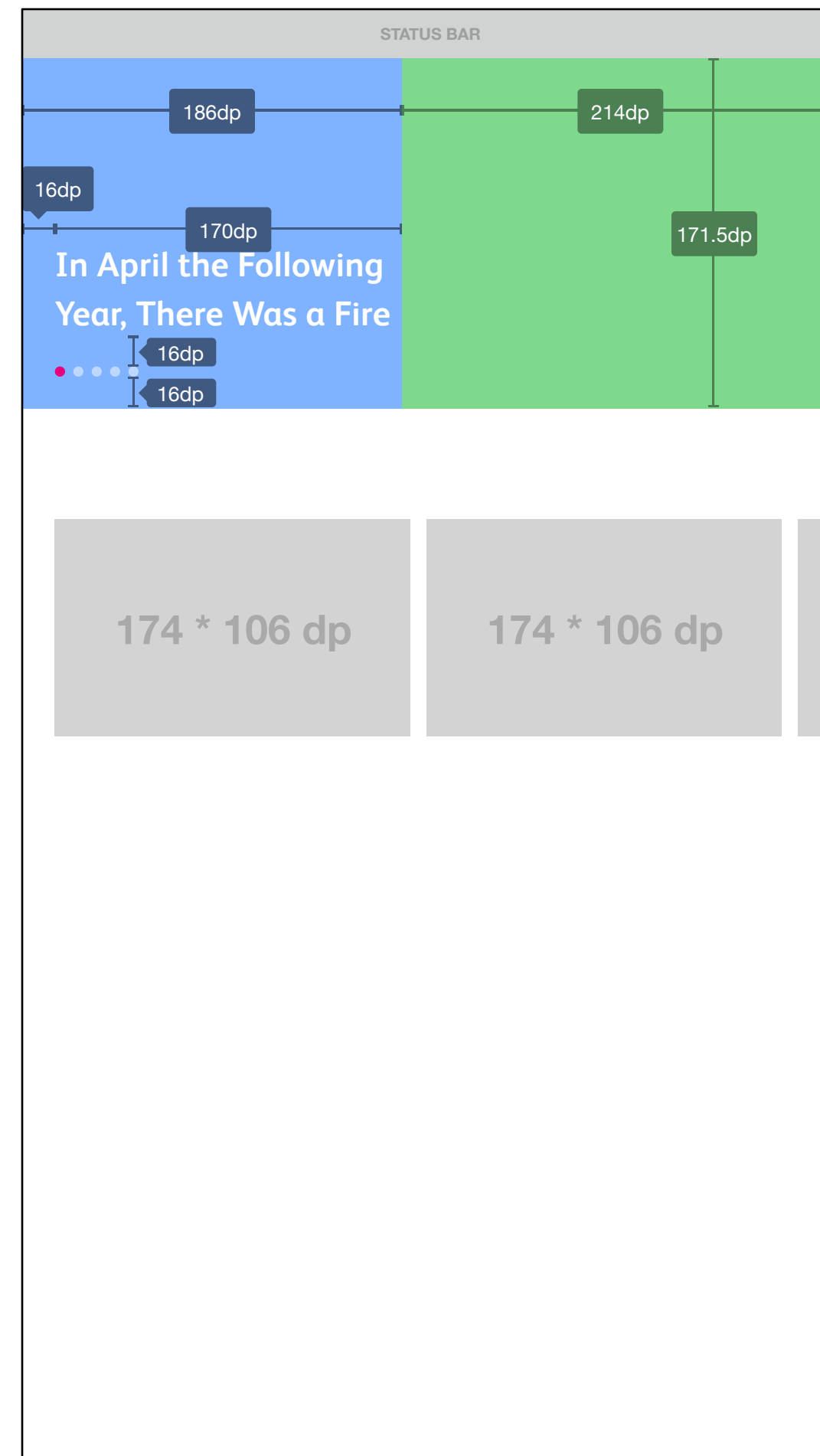
## Samsung Galaxy V Plus

480 x 800px - 233 DPI - Pixel Density 1.5



## Samsung Galaxy S6

1440 x 2560px - 577 DPI - XXXHDPI - Pixel Density 3.6



## Banner type B:

- Title
- Synopsis
- Pagination

## Banner size

### Samsung Galaxy V Plus

Width: 480px

Height: 206px

### Samsung Galaxy S6

Width: 1440px

Height: 617px

The banner will always be displayed full-width.

## Banner title

FS Albert Pro Bold: 17sp

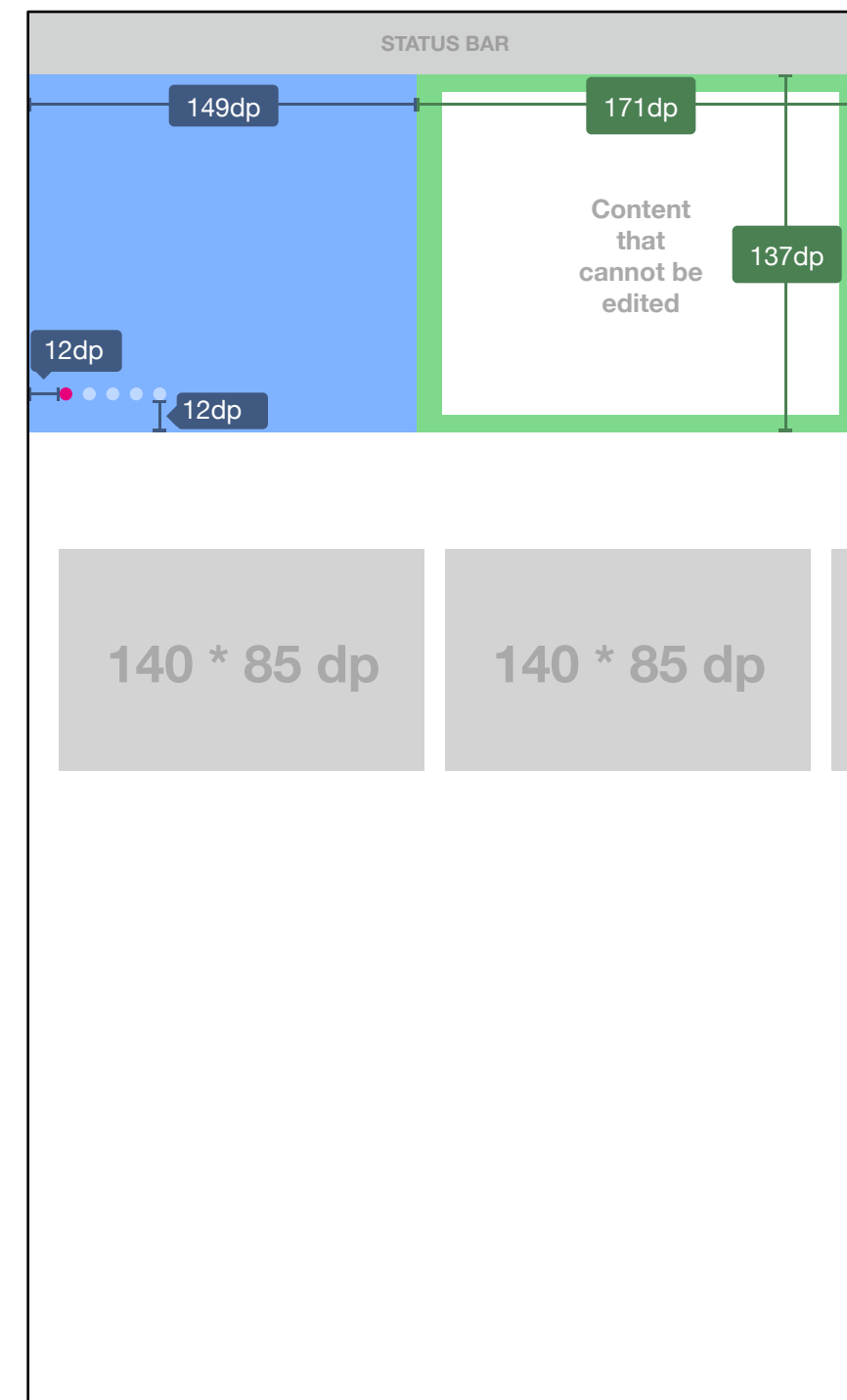
## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

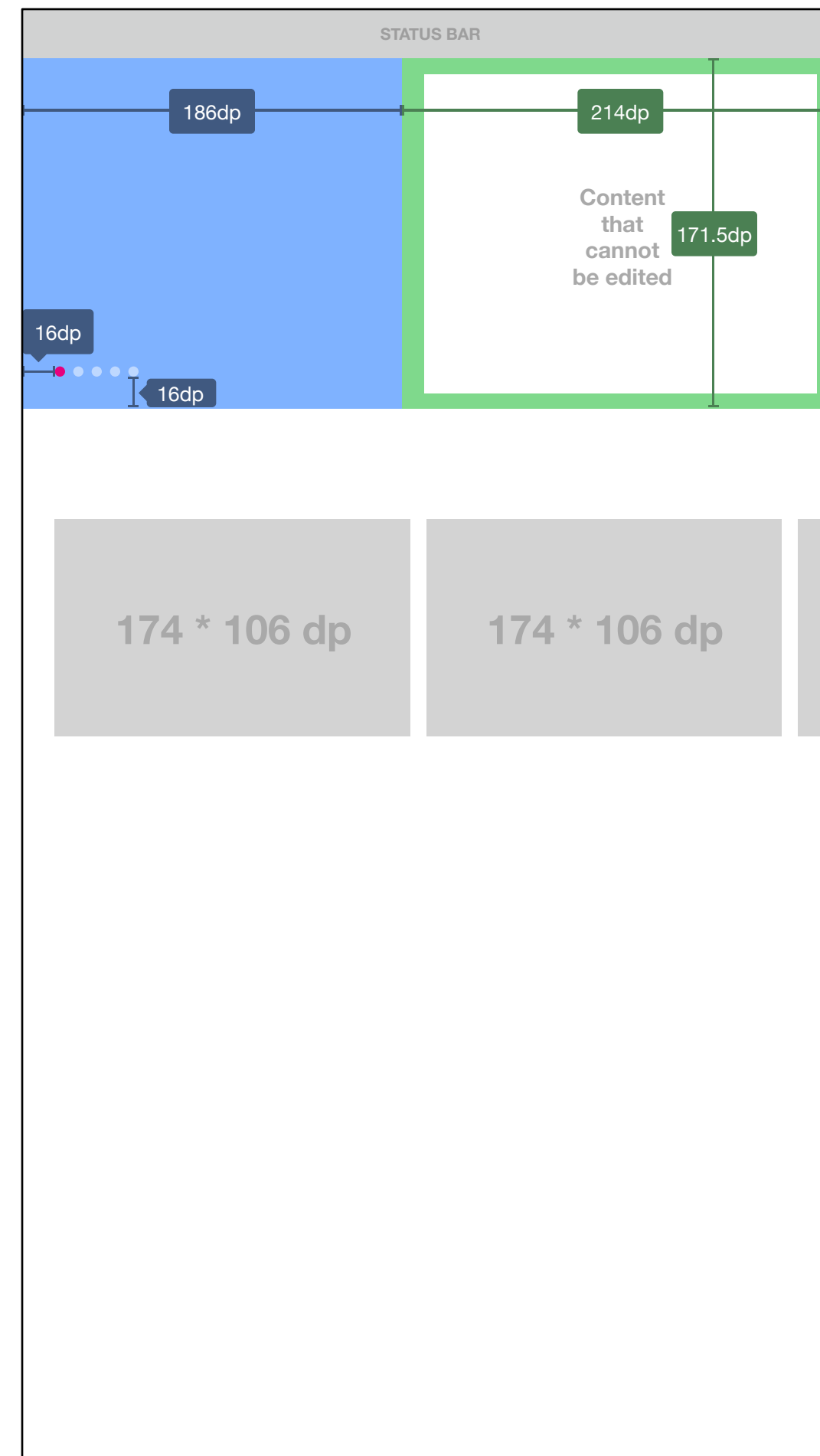
## Samsung Galaxy V Plus

480 x 800px - 233 DPI - Pixel Density 1.5



## Samsung Galaxy S6

1440 x 2560px - 577 DPI - XXXHDPI - Pixel Density 3.6



## Banner type C:

- Pagination
- Non editable content

## Banner size

### Samsung Galaxy V Plus

Width: 480px  
Height: 206px

### Samsung Galaxy S6

Width: 1440px  
Height: 617px

The banner will always be displayed full-width.

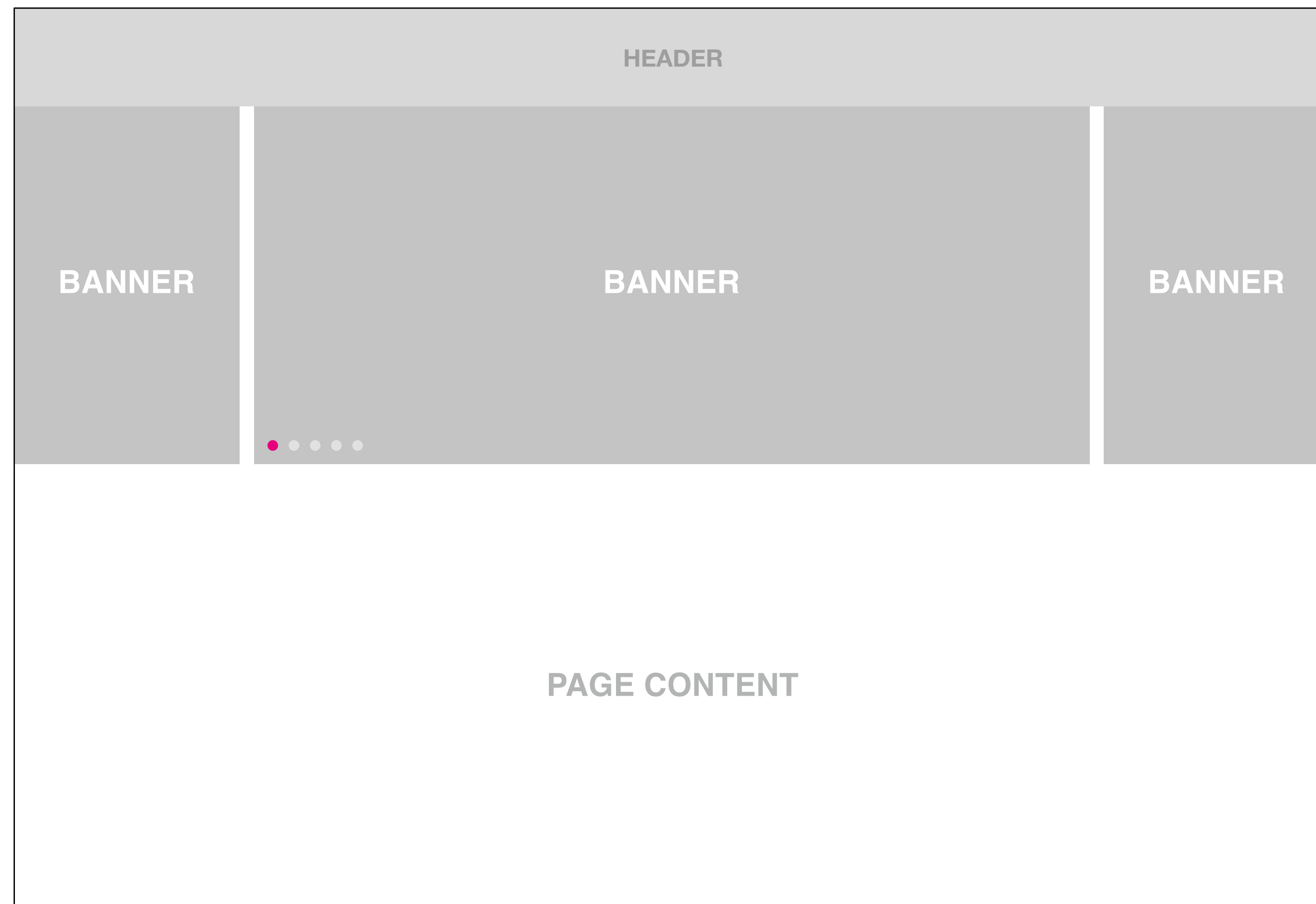
## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

# **Standard Banners for Android Tablets**





The following specifications are the same as the ones mentioned for the web in the case of medium screen width sizes.

## 3 Banners

Within this range, the website will show:

- 1 full banner horizontally center aligned
- 1 partially shown banner on the right
- 1 partially shown banner on the left

## Bottom anchoring

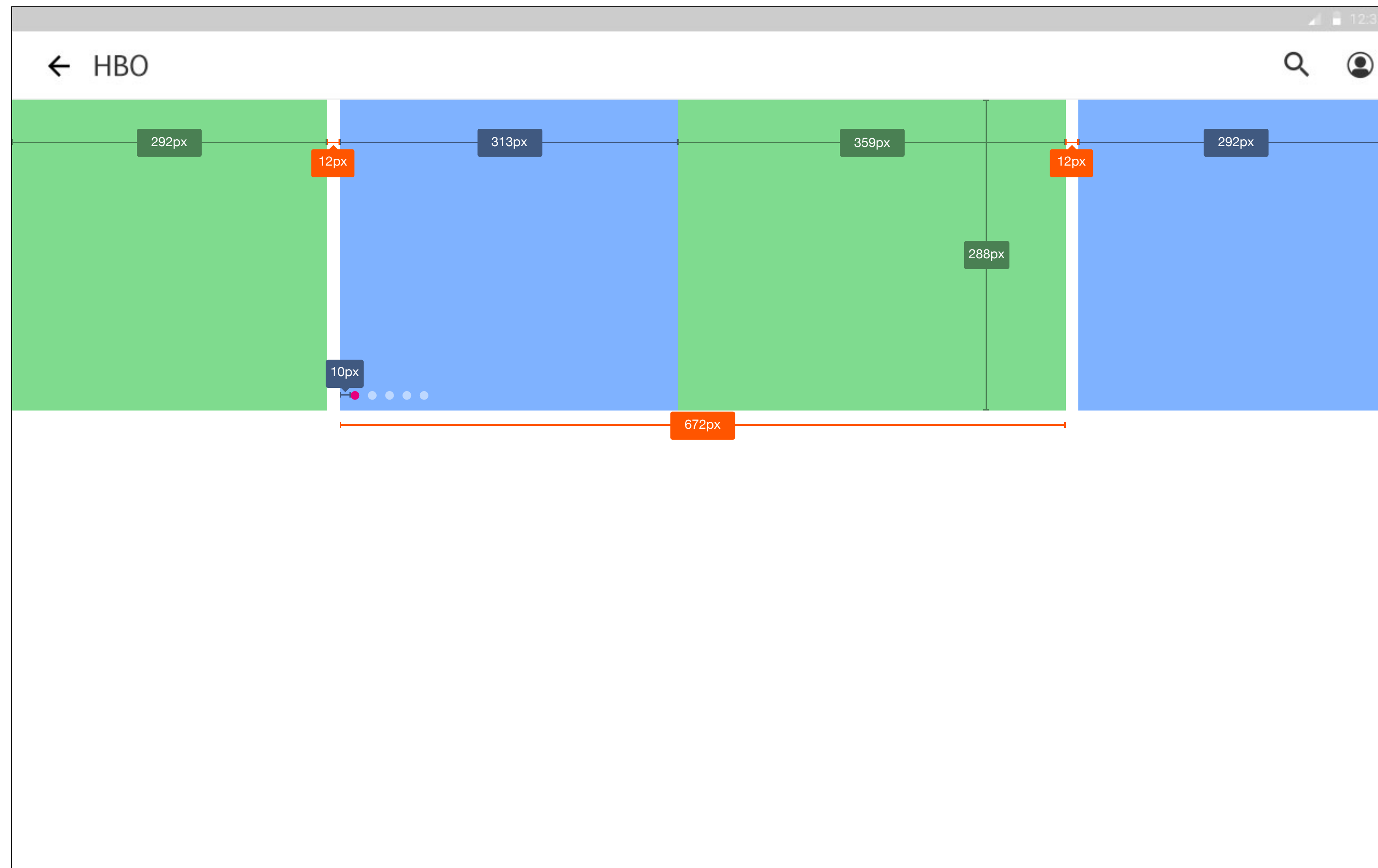
The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Navigation and reactive area (click/tap)

The user will be able to navigate through the banners either by swiping, or clicking/taping on the partial banners. Those will act as “Previous” / “Next” buttons. After being clicked/tapped on, the partial banner will translate to the center, following pagination constraints. Those constraints will also apply in the case of the swipe action, which means that a user won’t be able to reach the last banner in just one swipe.

In this “3-banner-layout-model”, each banner will be fully clickable/tappable .

Android Tablet 1280 \* 800px



## Banner type A:

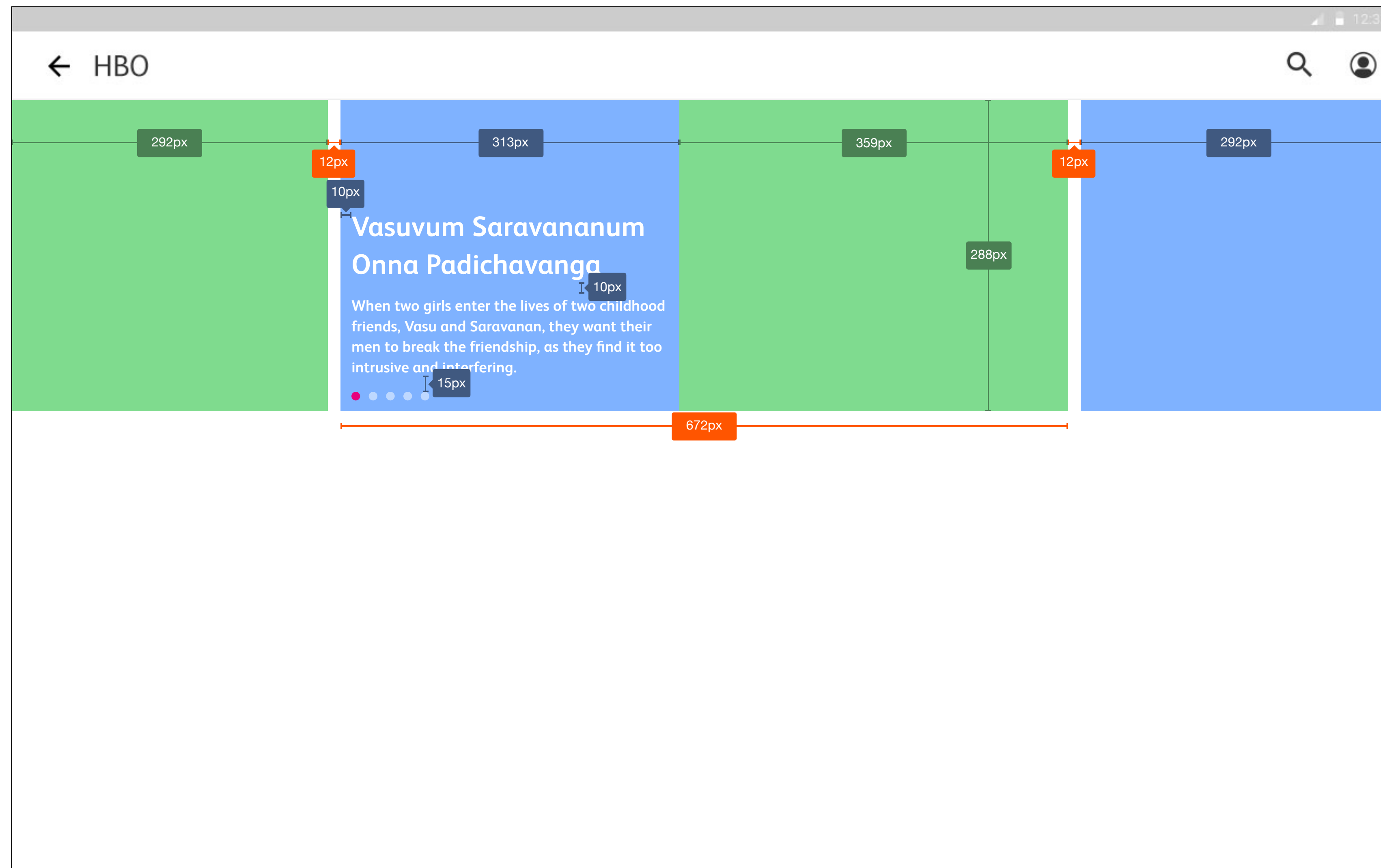
- Pagination

## Banner size in the case of a 1280px width screen

Width: 672px  
Height: 288px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

Android Tablet 1280 \* 800px



## Banner type B:

- Title
- Synopsis
- Pagination

## Banner size in the case of a 1280px width screen

Width: 672px  
Height: 288px

## Banner title

FS Albert Pro Bold: 26px

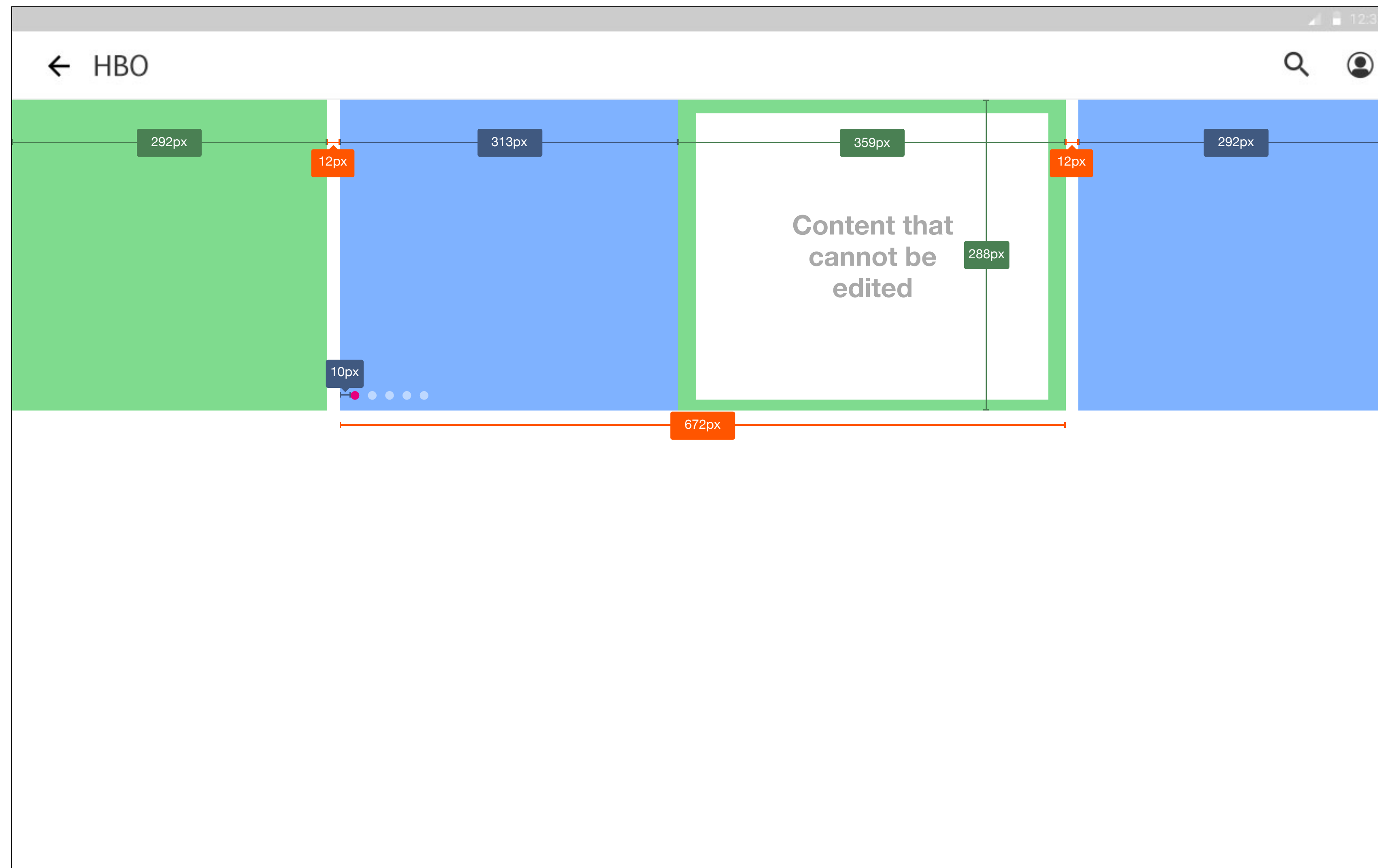
## Banner synopsis

FS Albert Pro Bold: 14px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails



Android Tablet 1280 \* 800px



## Banner type C:

- Pagination
- Non editable content

## Banner size in the case of a 1280px width screen

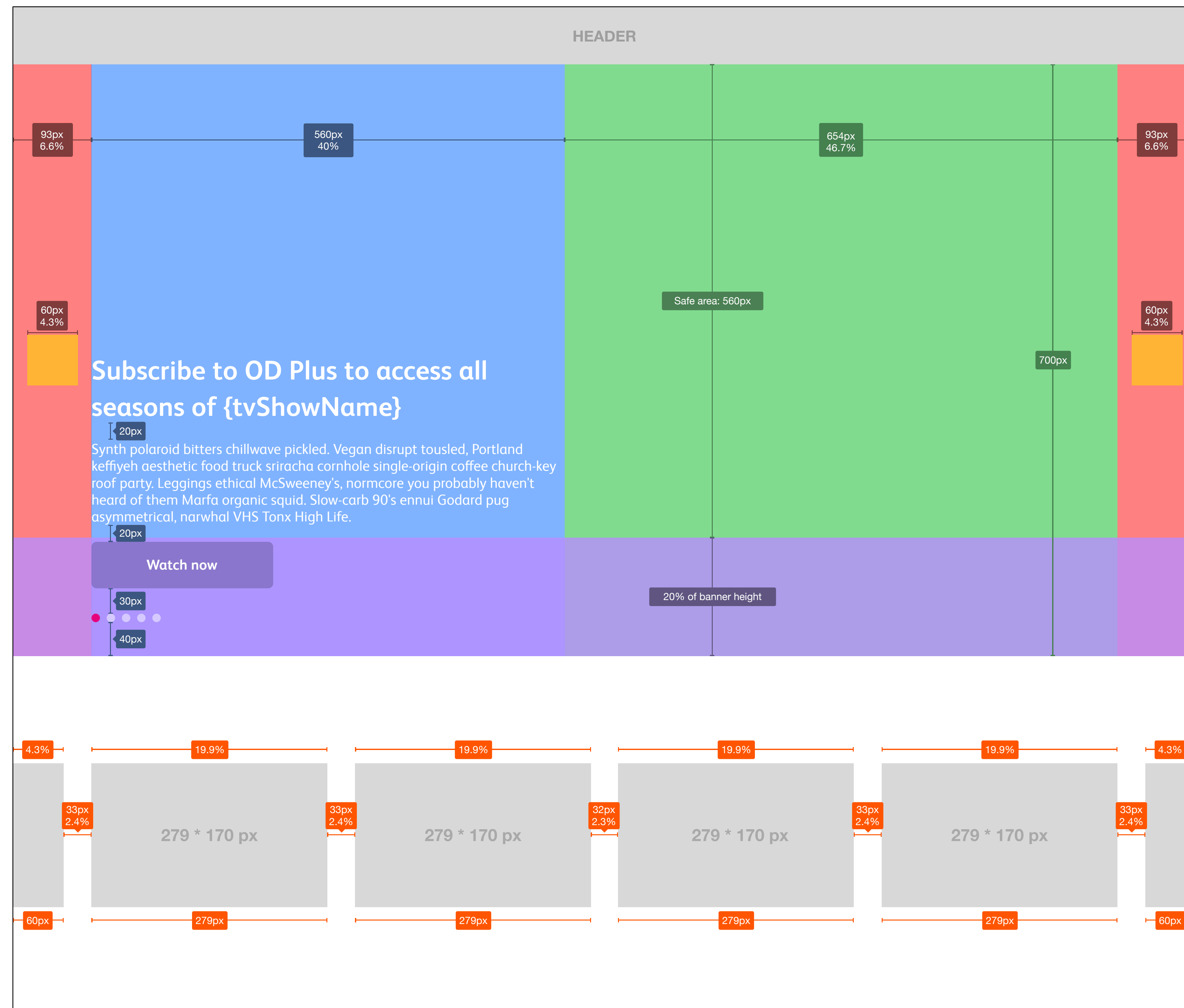
Width: 672px  
Height: 288px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Thumbnails

# Pre-Login Banners for WEB: Large Screens

Screen width  $\geq 1400$ px

## Desktop view



## Banner size

Width: 1400px

Height: 700px

Over 1400px width, the height will remain fixed at 700px and margins will appear (Cf. "Margins for large screens" page).

## Reactive area towards the content detail page

The CTA will be clickable/tappable.

## Navigation through the banners

The areas that are shown in red (these areas are part of the image - they are not empty margins - the red is only shown on this document for the sake of clarity and will not appear on the final design - same goes for the other colors) will serve two purpose:

- **inner padding for aligning the HTML components** (title/synopsis/CTA/pagination) with the first full tile on the page
- they will be the **reactive areas for "Previous"/"Next" navigation** - the left area will stand for "Previous" when the one on the right for "Next". By being large those areas will help the experience: the UI won't require a high level of accuracy, which will be beneficial especially for user in a mobile context (phones and tablets).

The arrows on both side will have different behaviour depending on the user's device (their design will be defined in the Visual Design phase)

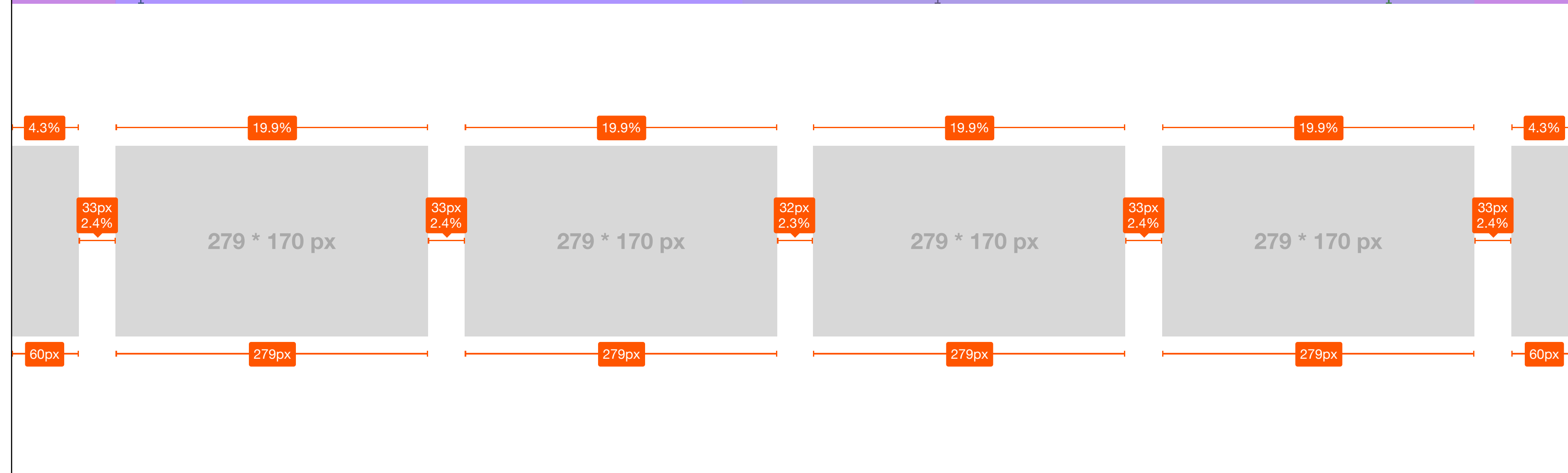
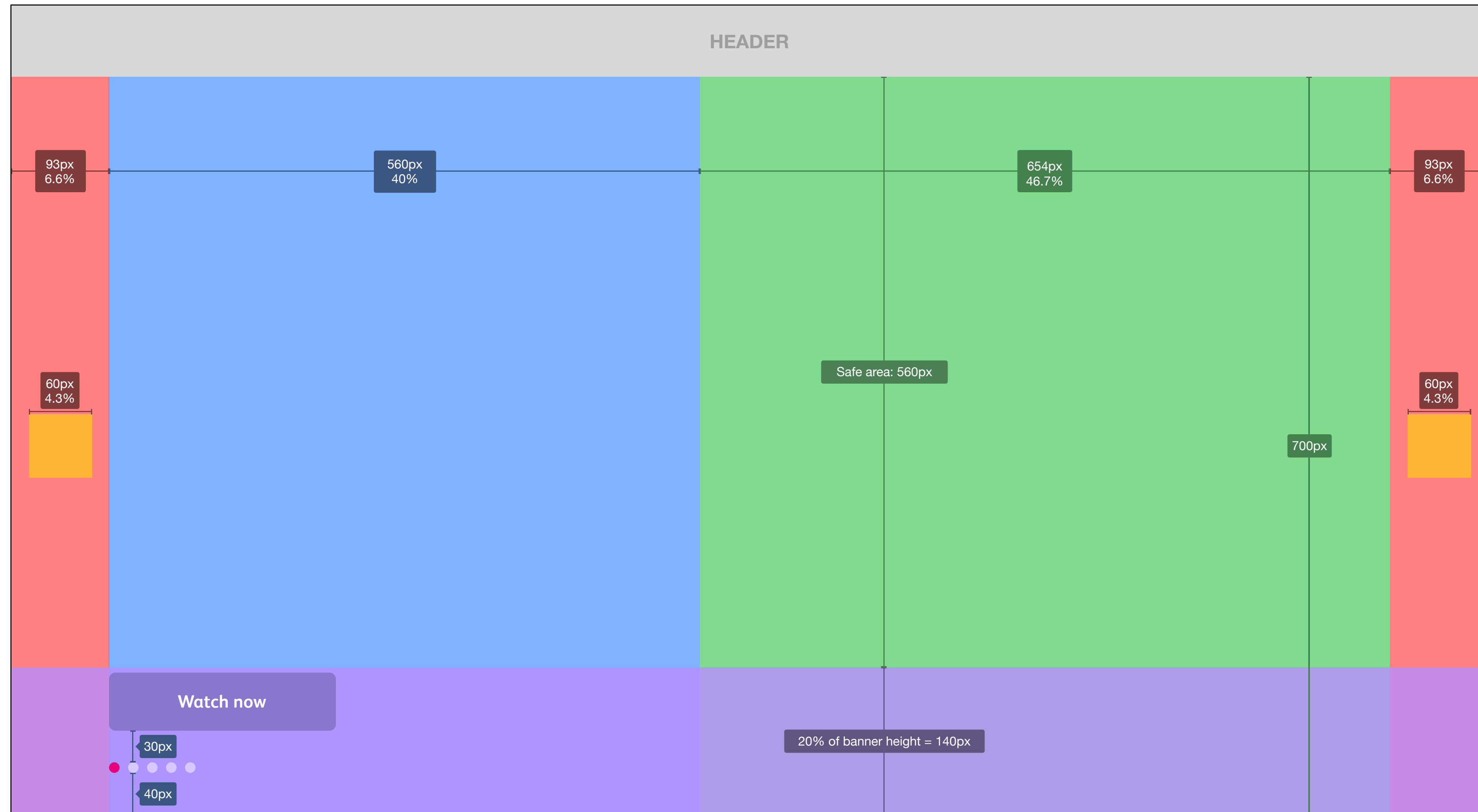
### In the case of a desktop:

- Arrows will be invisible when the cursor is out of the banner
- Arrows will appear semi-transparent when the cursor hovers the banner out of the red areas
- Arrows will appear fully opaque when the cursor hovers the red areas.

### In the case of a touch device:

- Arrows will be semi-transparent by default
- Arrows will be fully opaque when the user taps somewhere on the red areas.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails



- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

## Banner type A:

- CTA
- Pagination

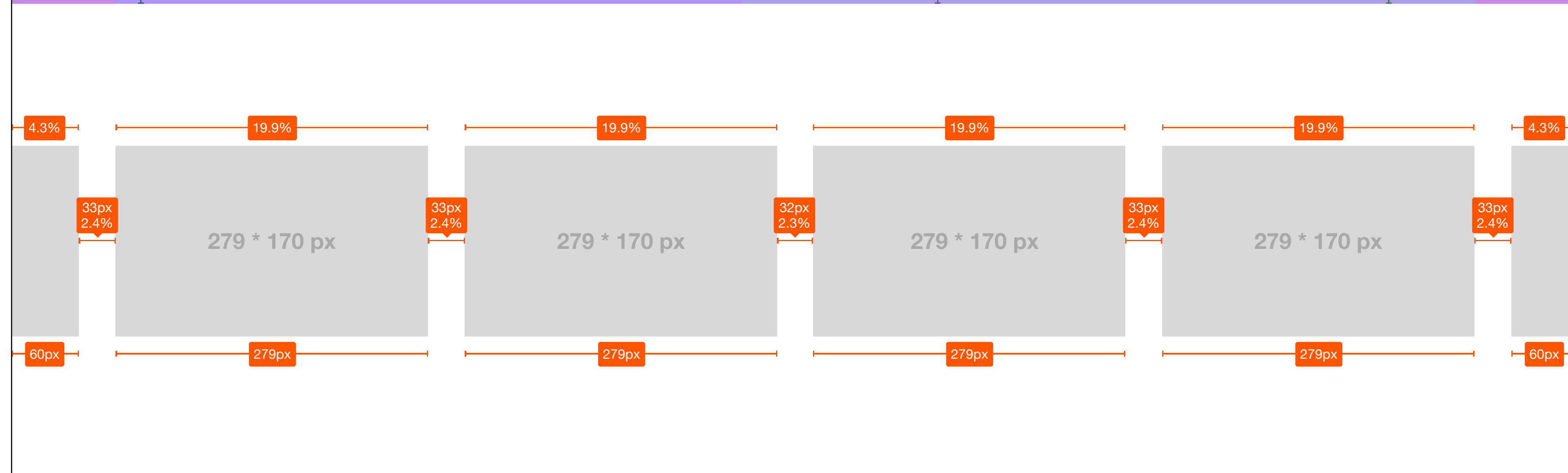
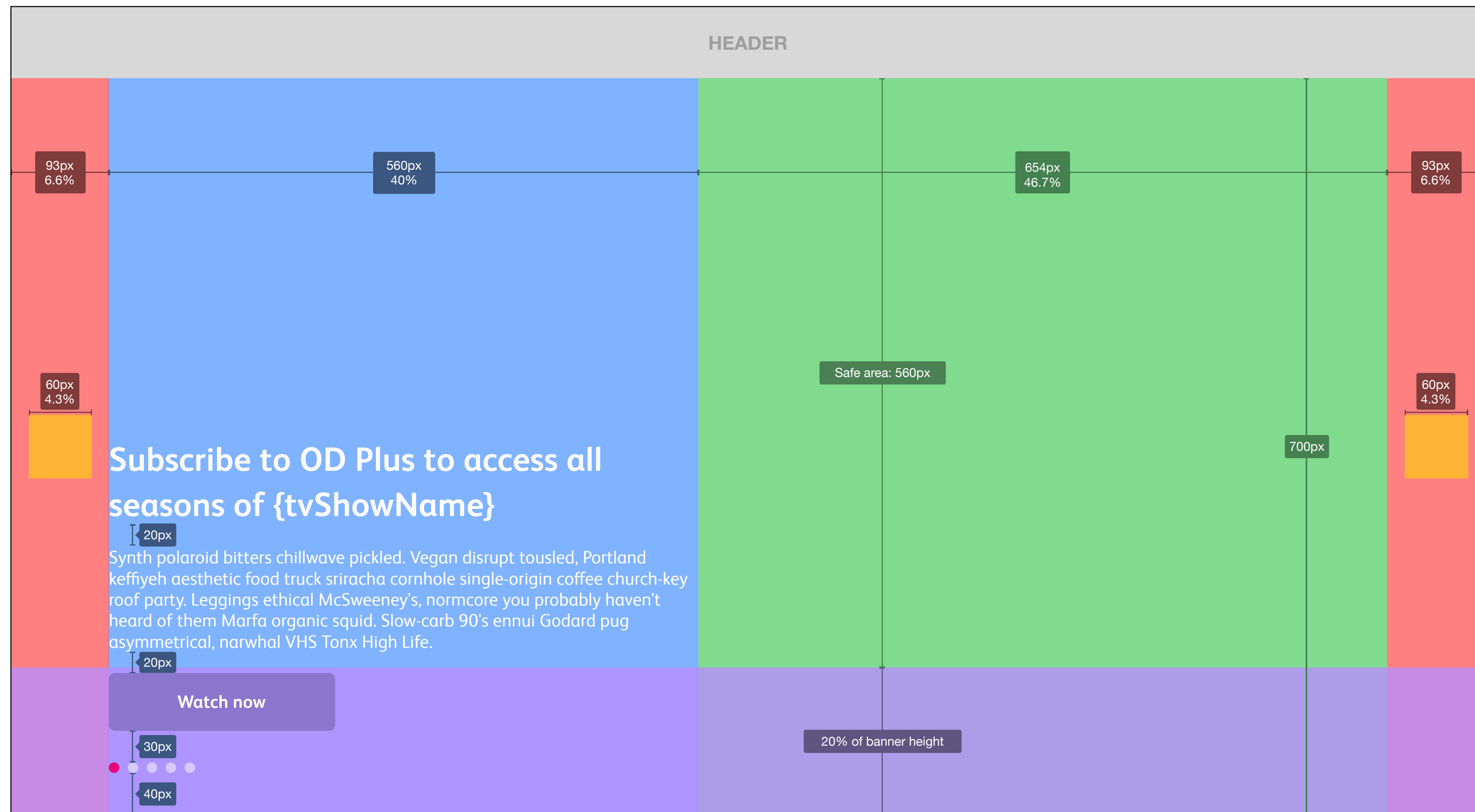
## Banner size

Width: 1400px

Height: 700px

Over 1400px width, the height will remain fixed at 700px and margins will appear (Cf. "Margins for large screens" page).





- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

## Banner type B:

- Title
- Synopsis
- CTA
- Pagination

## Banner size

Width: 1400px

Height: 700px

Over 1400px width, the height will remain fixed at 700px and margins will appear (Cf. "Margins for large screens" page).

## Banner title

FS Albert Pro Bold: 32px

## Banner synopsis

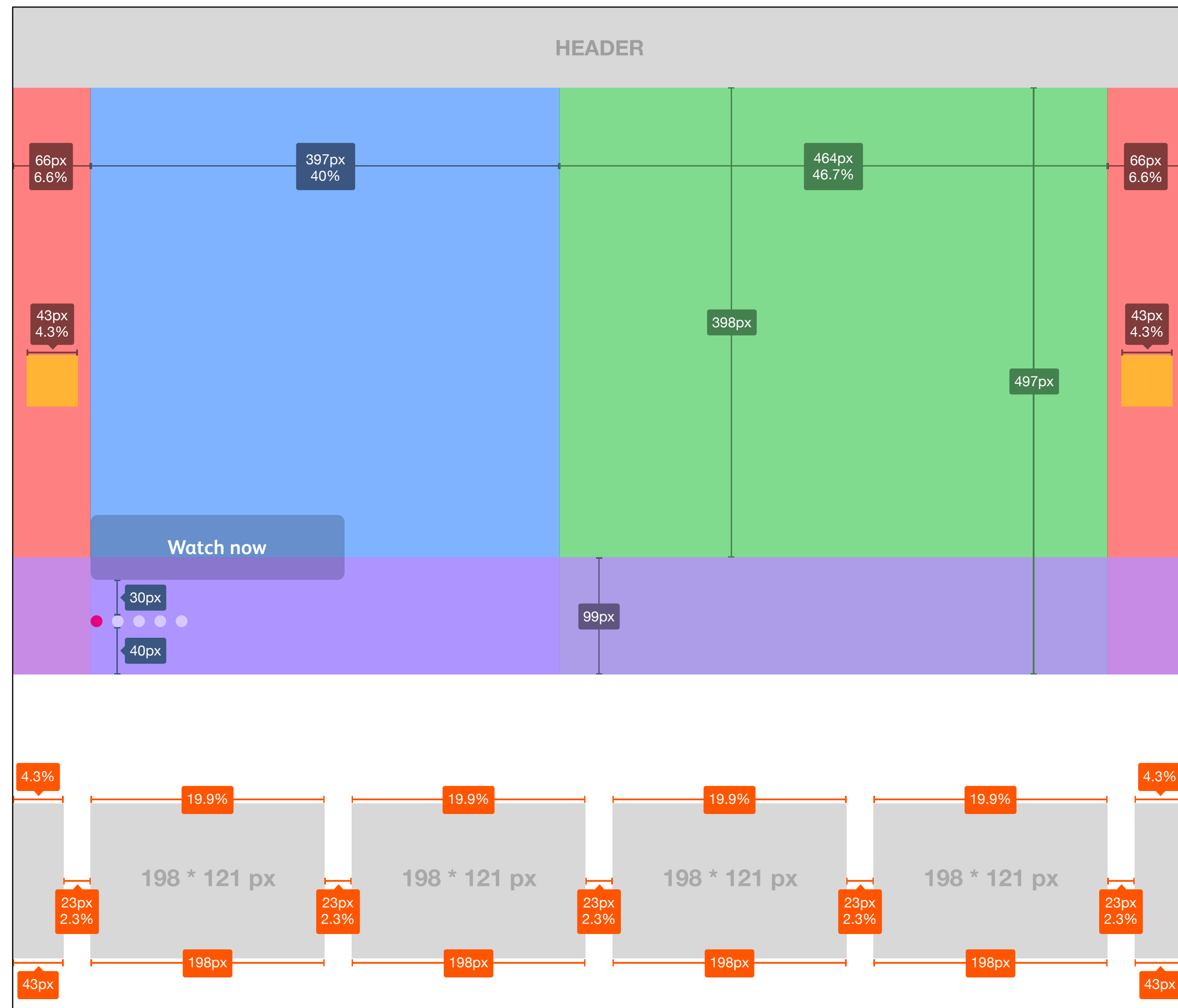
FS Albert Pro Regular: 17px

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

# WEB ≥ 993 <1400 - Pre-Login: Type A

AOTG Banners - Ver. 2.0, Round 1 - Wed Oct 26 2016 - By Maxence Le Corre



## Banner type A:

- CTA
- Pagination

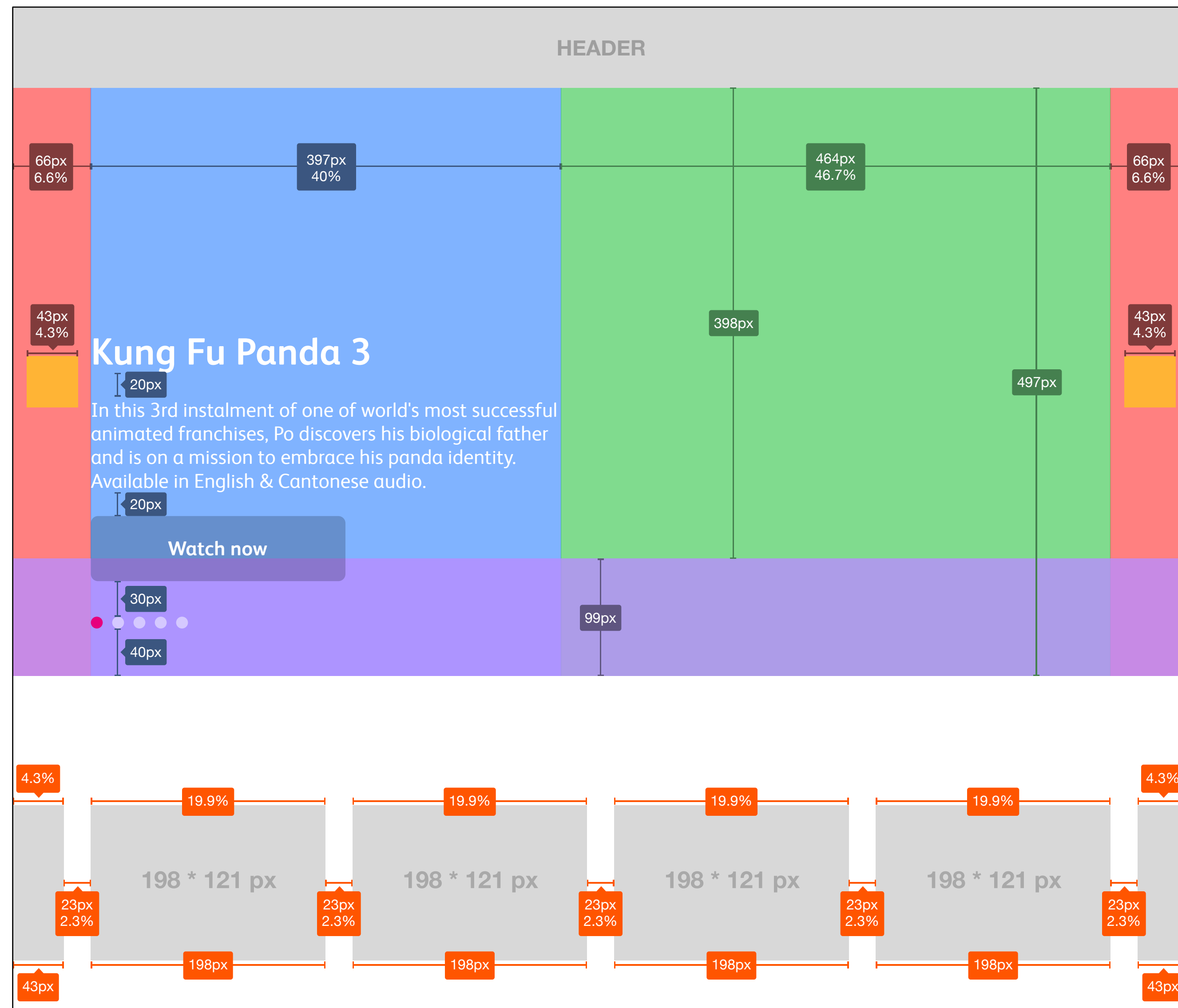
## Banner size

Width: 993px  
Height: 497px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

# WEB ≥ 993 <1400 - Pre-Login: Type B

AOTG Banners - Ver. 2.0, Round 1 - Wed Oct 26 2016 - By Maxence Le Corre



## Banner type B:

- Title
- Synopsis
- CTA
- Pagination

## Banner size

Width: 993px  
Height: 497px

## Banner title

FS Albert Pro Bold: 32px

## Banner synopsis

FS Albert Pro Regular: 17px

## Bottom anchoring

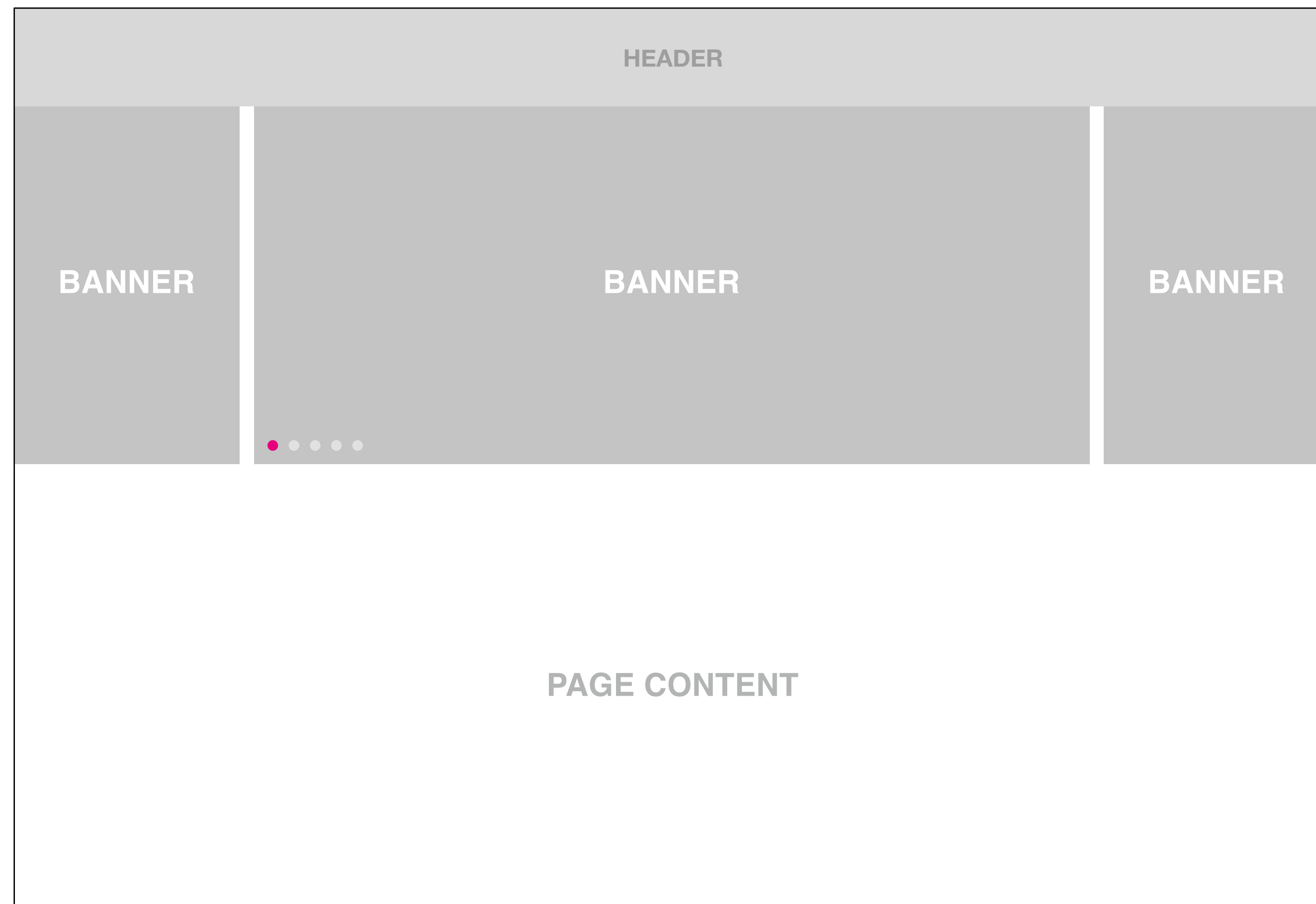
The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

# Pre-Login Banners for WEB: Medium Screens

Screen width: from 769px to 992px





The following specifications are the same as the ones mentioned for the web in the case of medium screen width sizes.

## 3 Banners

Within this range, the website will show:

- 1 full banner horizontally center aligned
- 1 partially shown banner on the right
- 1 partially shown banner on the left

## Bottom anchoring

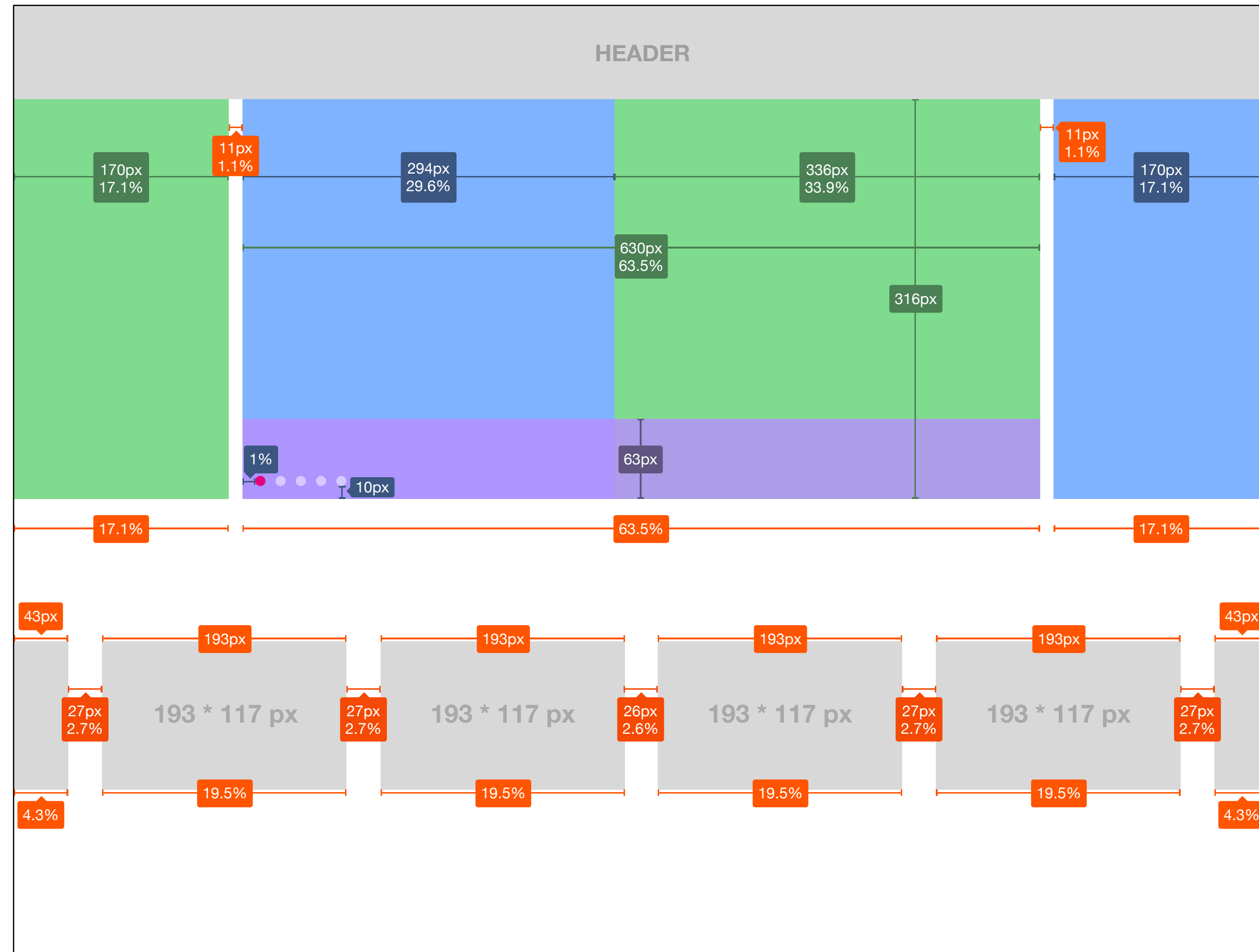
The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Navigation and reactive area (click/tap)

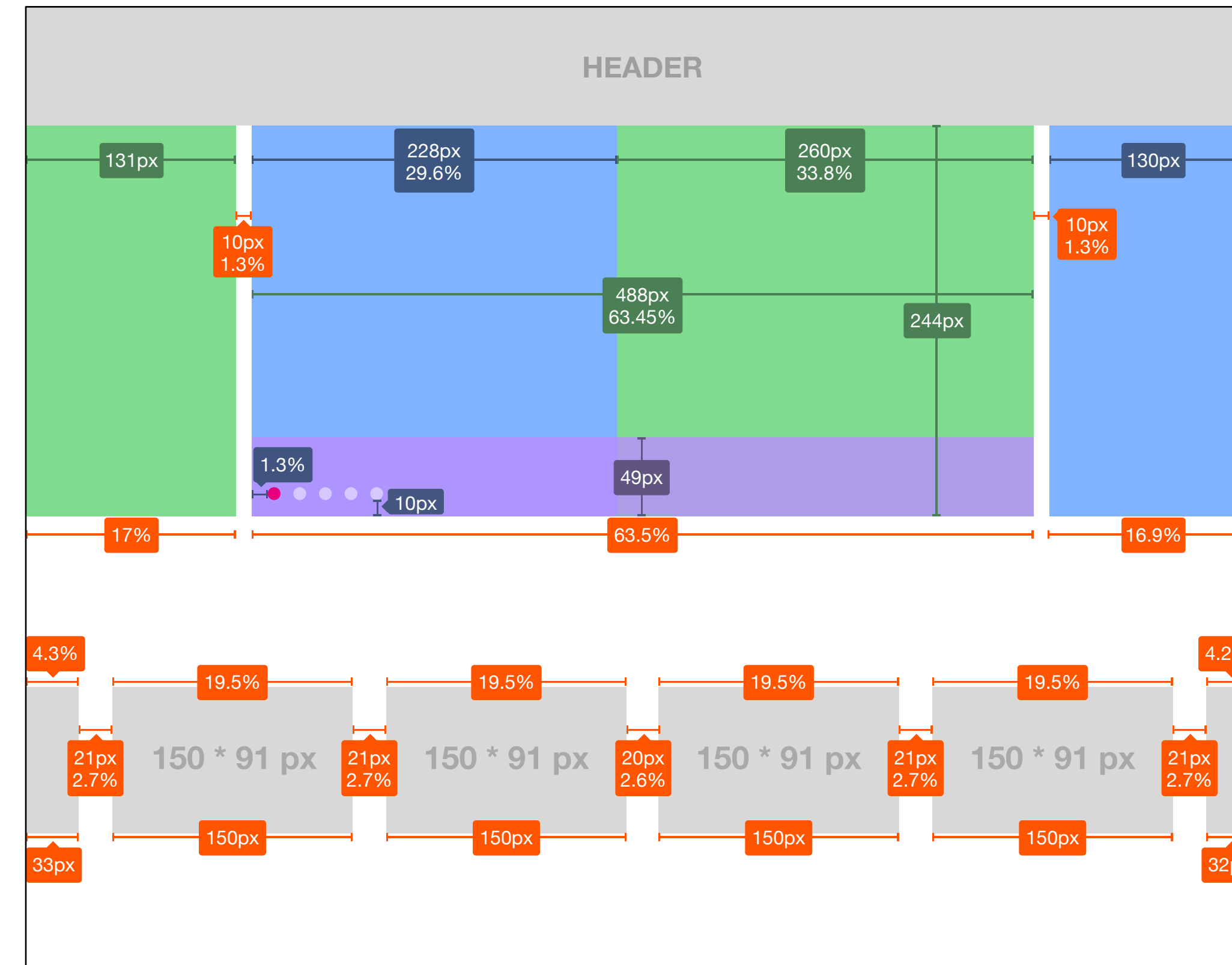
The user will be able to navigate through the banners either by swiping, or clicking/taping on the partial banners. Those will act as “Previous” / “Next” buttons. After being clicked/tapped on, the partial banner will translate to the center, following pagination constraints. Those constraints will also apply in the case of the swipe action, which means that a user won’t be able to reach the last banner in just one swipe.

In this “3-banner-layout-model”, each banner will be fully clickable/tappable .

Banner layout at 992 px



Banner layout at 769 px



## Banner type A:

- Pagination

## Banner size

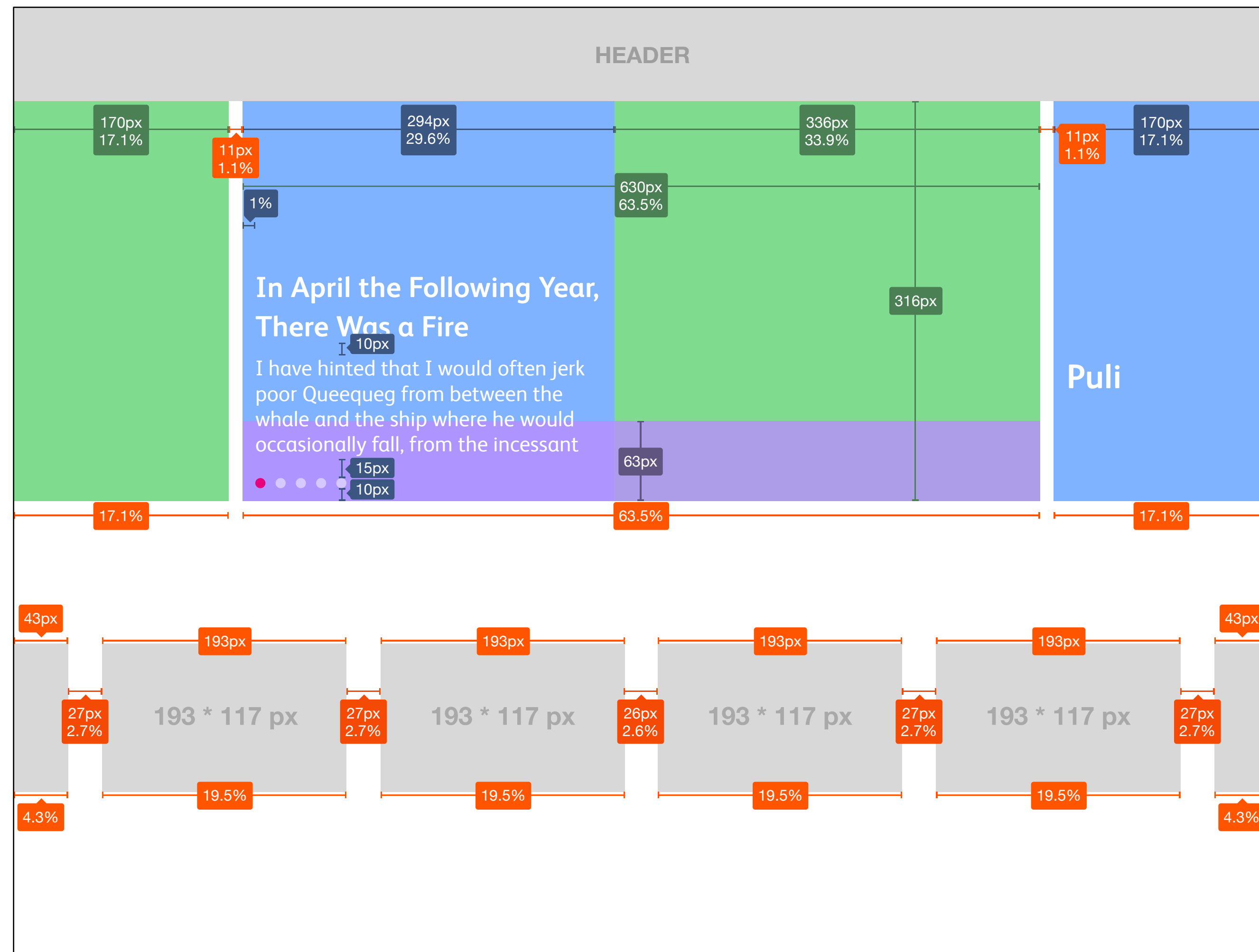
Width: 630px  
 Height: 316px  
 The banner will naturally fit the 992px width screens and be dynamically resized in HTML to fit lower screen width until 769px.

## Banner background

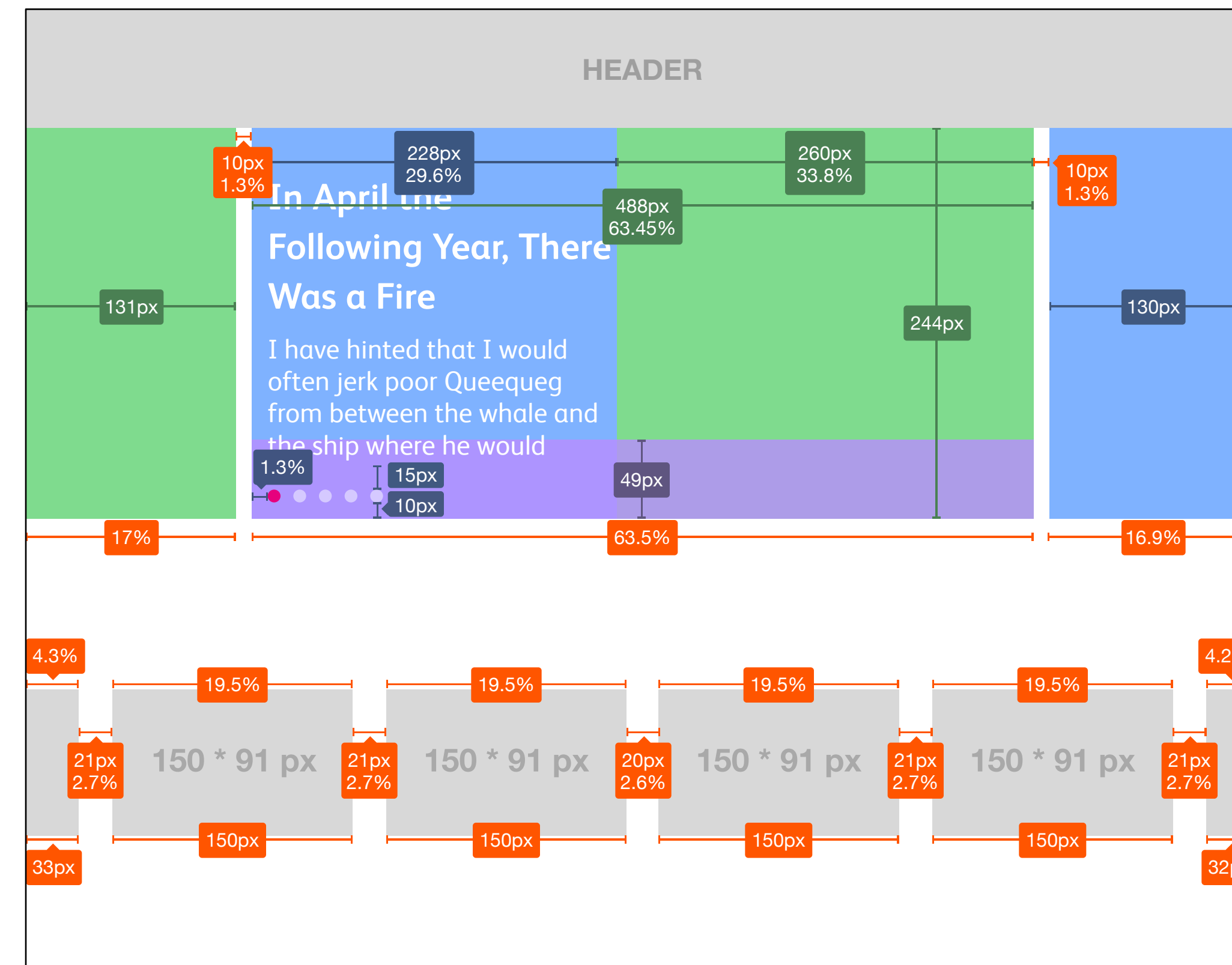
The banner will naturally fit the 992px width screens and be dynamically

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

Banner layout at 992 px



Banner layout at 769 px



## BANNER TYPE B:

- Title
- Pagination

We cannot have the synopsis displayed in this range as the 769px width is too narrow and would result in pushing up the title off screen in too many cases.

Enabling this would be possible with another media-query but this is out of current scope of work.

## Banner size

Width: 630px  
Height: 316px  
The banner will naturally fit the 992px width screens and be dynamically resized in HTML to fit lower screen width until 769px.

## Banner title

FS Albert Pro Bold: 23px

## Banner synopsis

FS Albert Pro Regular: 17px

## Bottom anchoring

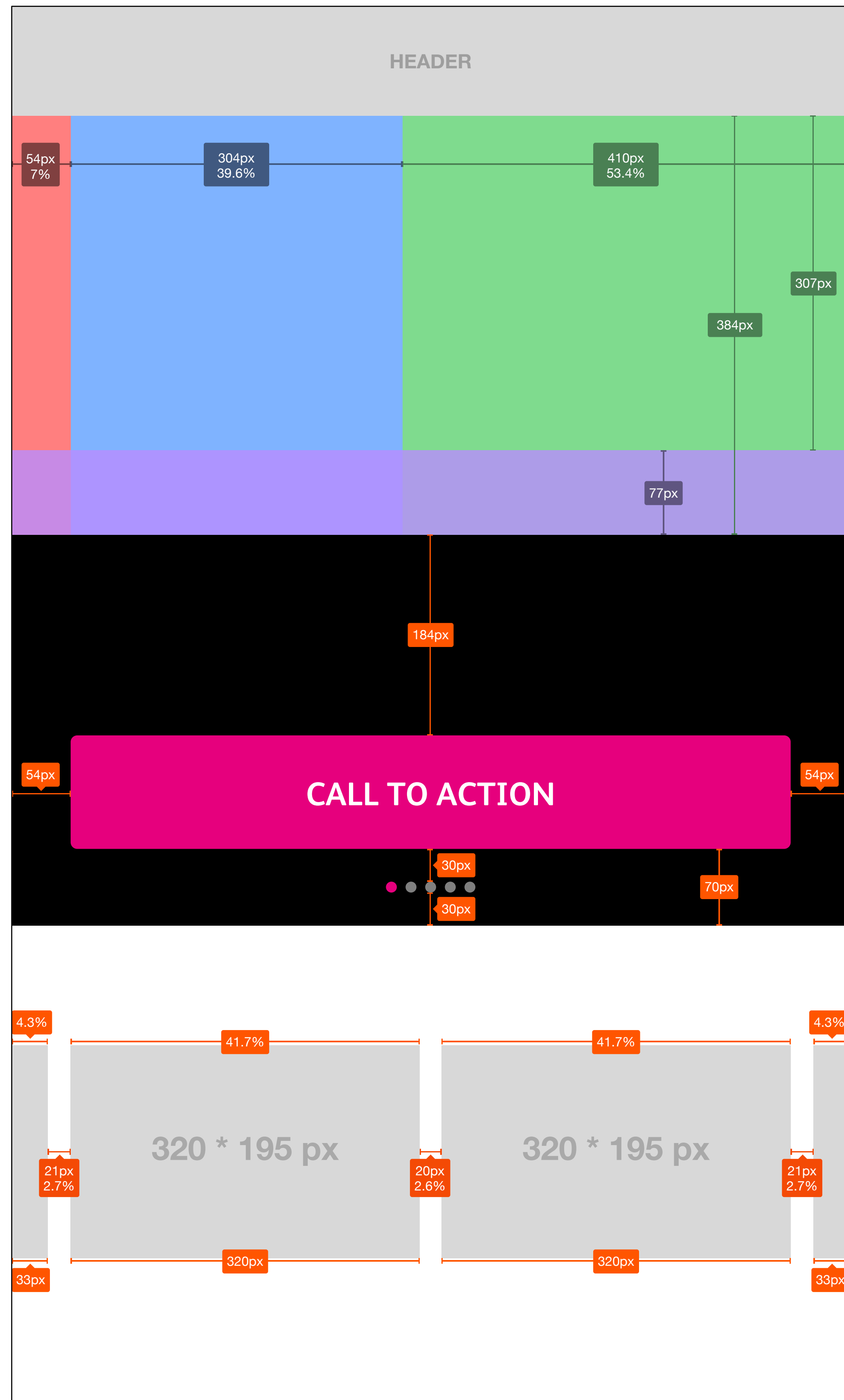
The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

# **Pre-Login Banners for WEB: Small Screens**

Screen width:  $\leq 768\text{px}$





## Banner type A:

- CTA
- Pagination

## Banner size

Width: 768px  
Height: 384px  
The banner will dynamically get resized in HTML to fit lower screen width. It will always be full-width.

## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails



## BANNER TYPE B:

- Title
- CTA
- Pagination

No synopsis can be displayed here due to lack of screen estate.

## Banner size

Width: 768px  
Height: 384px  
The banner will dynamically get resized in HTML to fit lower screen width. It will always be full-width.

## Banner title

FS Albert Pro Bold: 32px

## Banner description

FS Albert Pro Bold: 28px - Line height: 40px

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

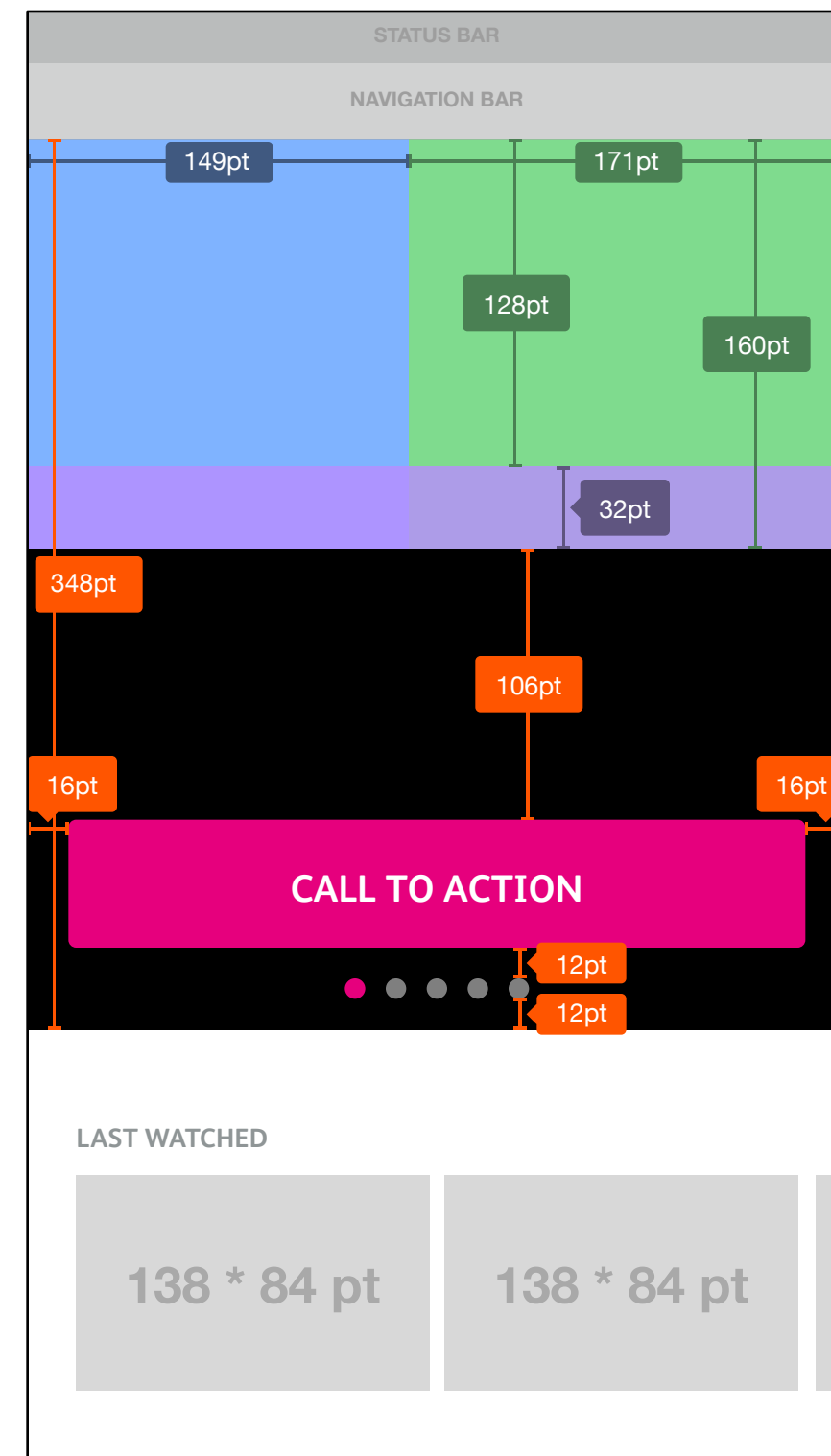
## Reactive area: click/tap

The banner will be fully clickable/tappable.

# Pre-Login Banners for iOS: iPhones

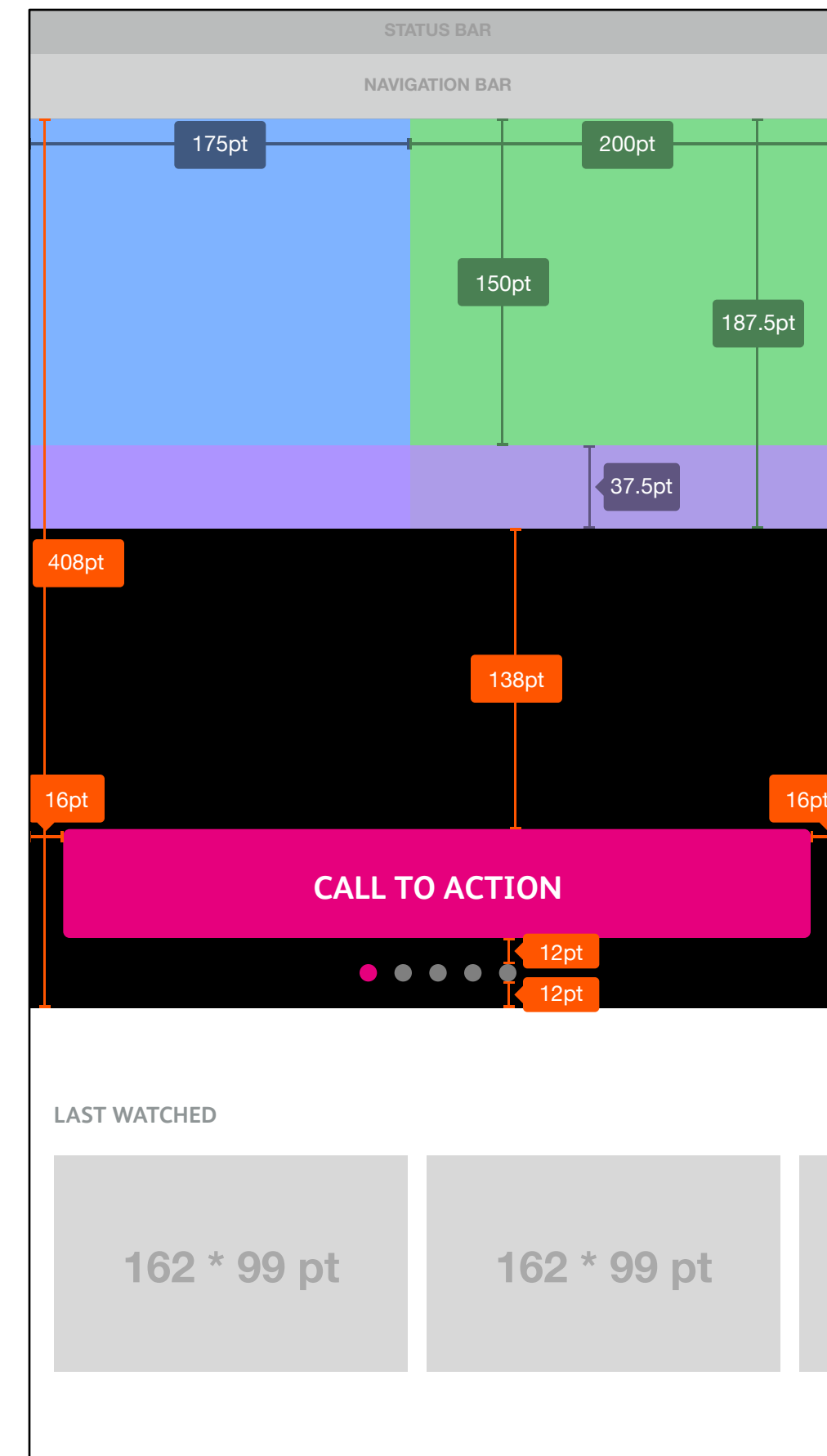
## iPhone 5/SE

4" screen - 320\*568 pt - Pixel Density 2.0



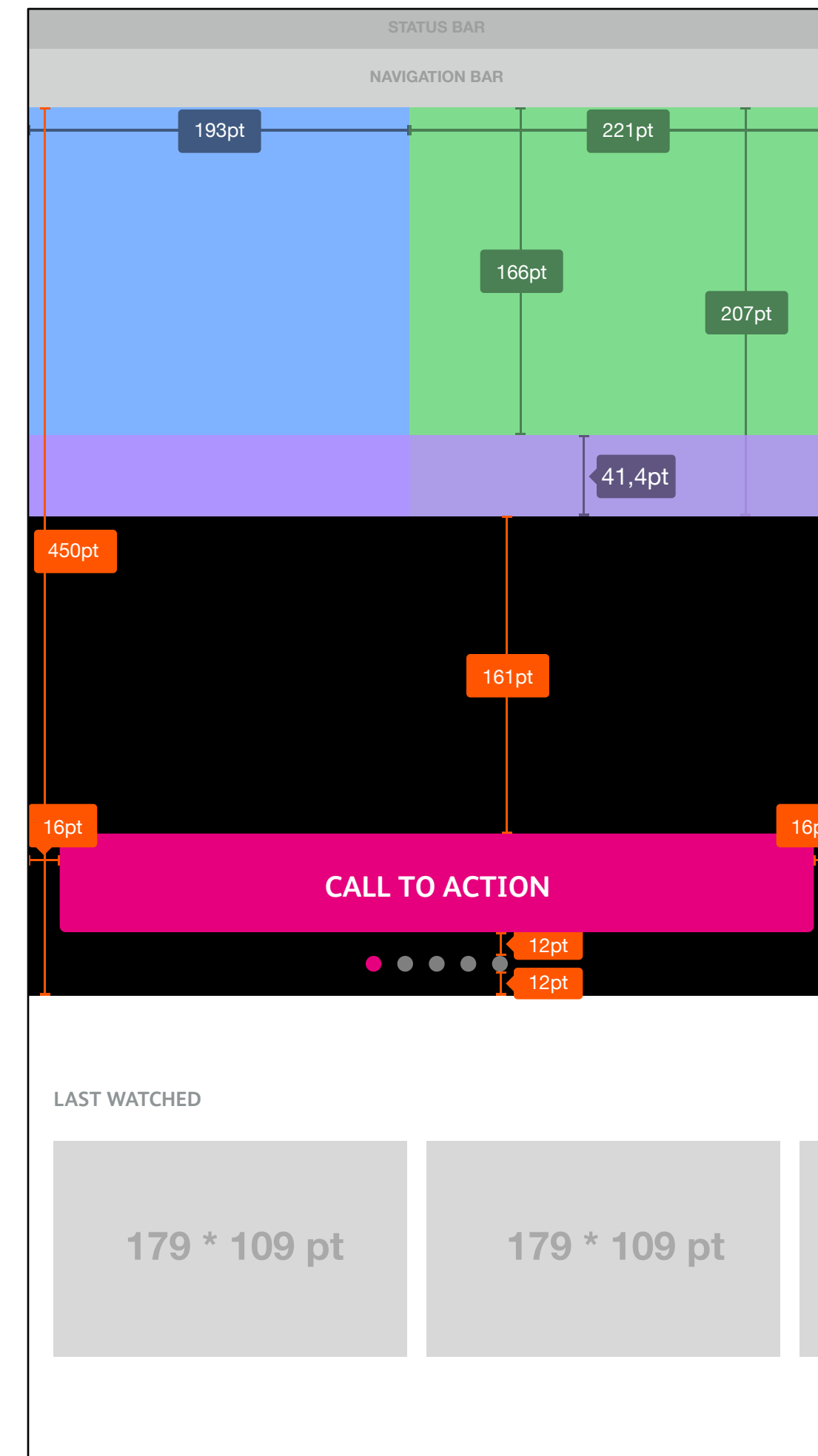
## iPhone 6

4.7" screen - 375\*667 pt - Pixel Density 2.0



## iPhone 6 Plus

5.5" screen - 414\*736 pt - Pixel Density 3.0  
Assets downsampled 1.15 (87%)



## Banner type A:

- CTA
- Pagination

## Banner size

### iPhone 5 / SE

Width: 640px  
Height: 320px

### iPhone 6

Width: 750px  
Height: 375px

### iPhone 6 Plus

Width: 1242px  
Height: 621px

The banner will always be displayed full-width.

## Reactive area: click/tap

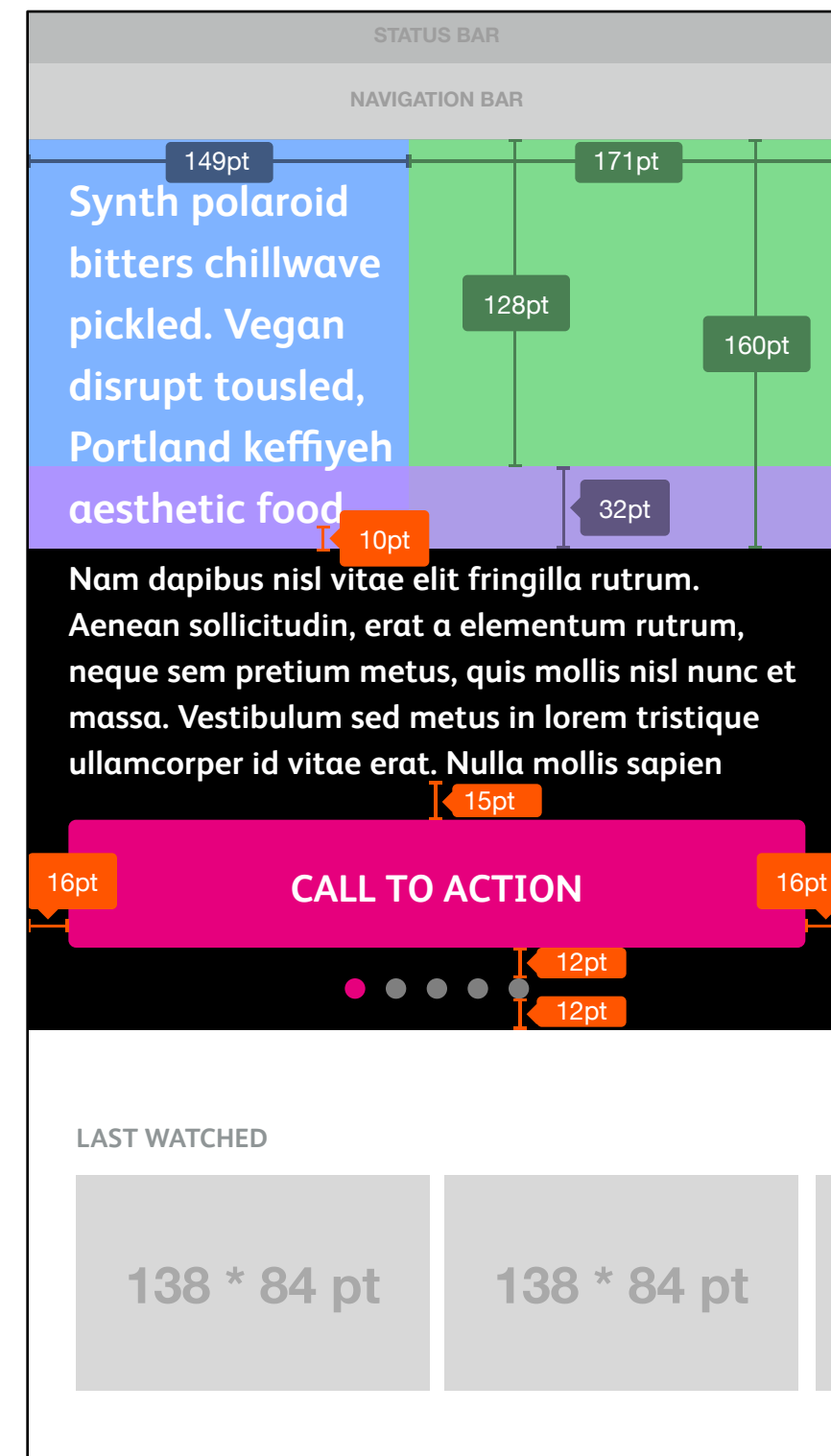
The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails



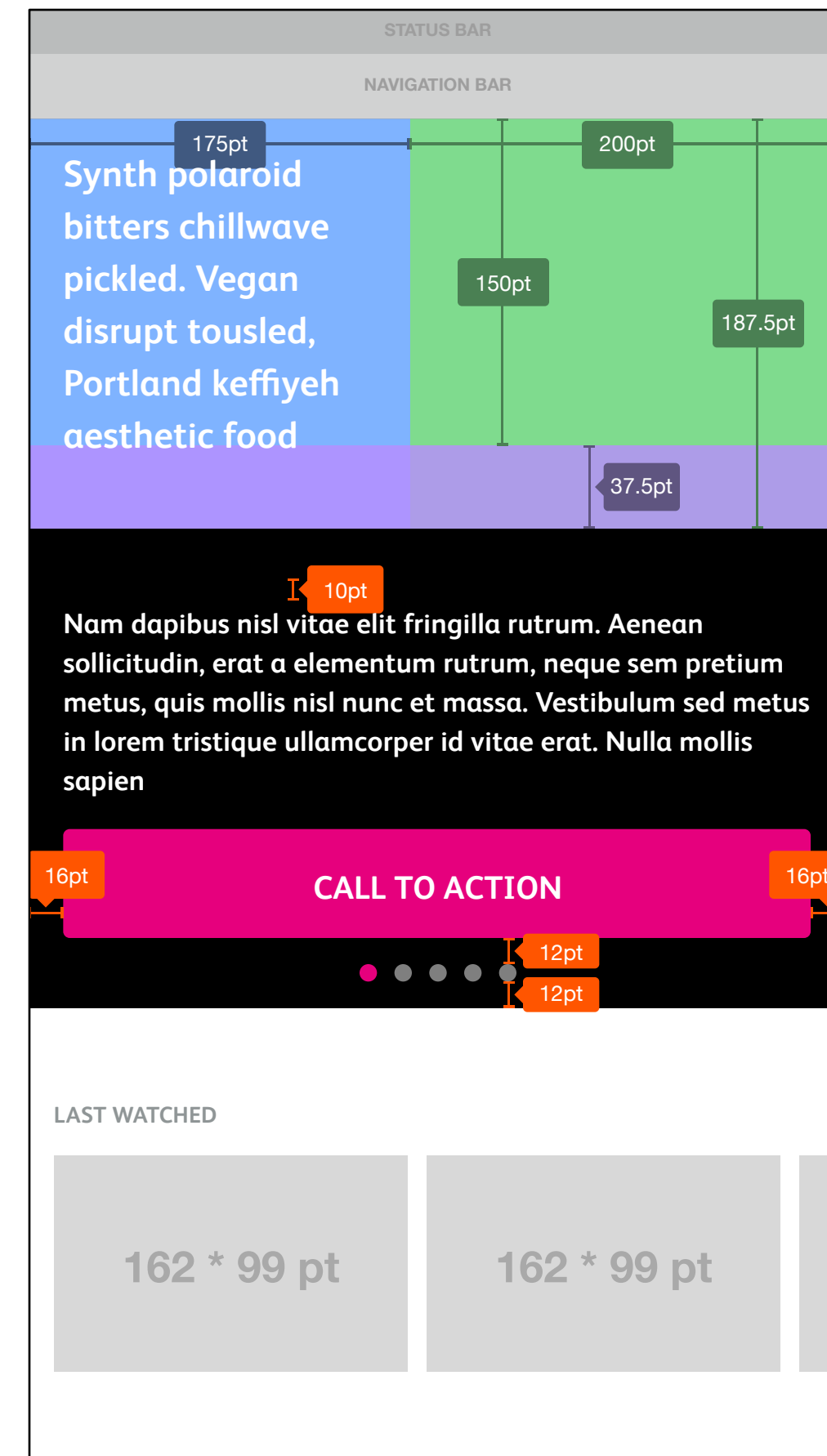
## iPhone 5/SE

4" screen - 320\*568 pt - Pixel Density 2.0



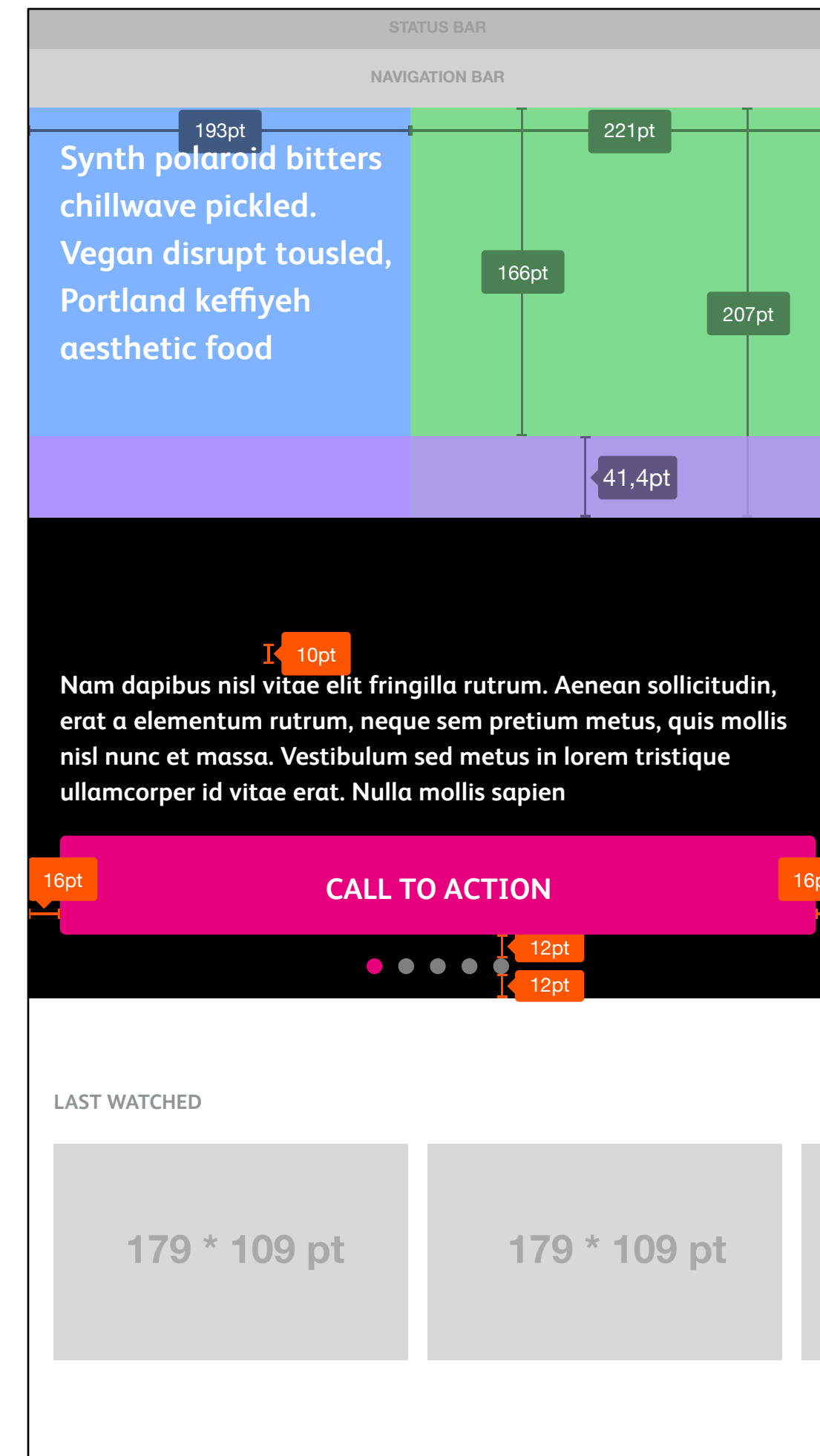
## iPhone 6

4.7" screen - 375\*667 pt - Pixel Density 2.0



## iPhone 6 Plus

5.5" screen - 414\*736 pt - Pixel Density 3.0  
Assets downsampled 1.15 (87%)



- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

## Banner type B:

- Title
- CTA
- Pagination

No synopsis can be displayed here due to lack of screen estate.

## Banner size

### iPhone 5 / SE

Width: 640px  
Height: 320px

### iPhone 6

Width: 750px  
Height: 375px

### iPhone 6 Plus

Width: 1242px  
Height: 621px

The banner will always be displayed full-width.

## Banner title

FS Albert Pro Bold: 17pt

## Banner description

FS Albert Pro Bold: 13pt

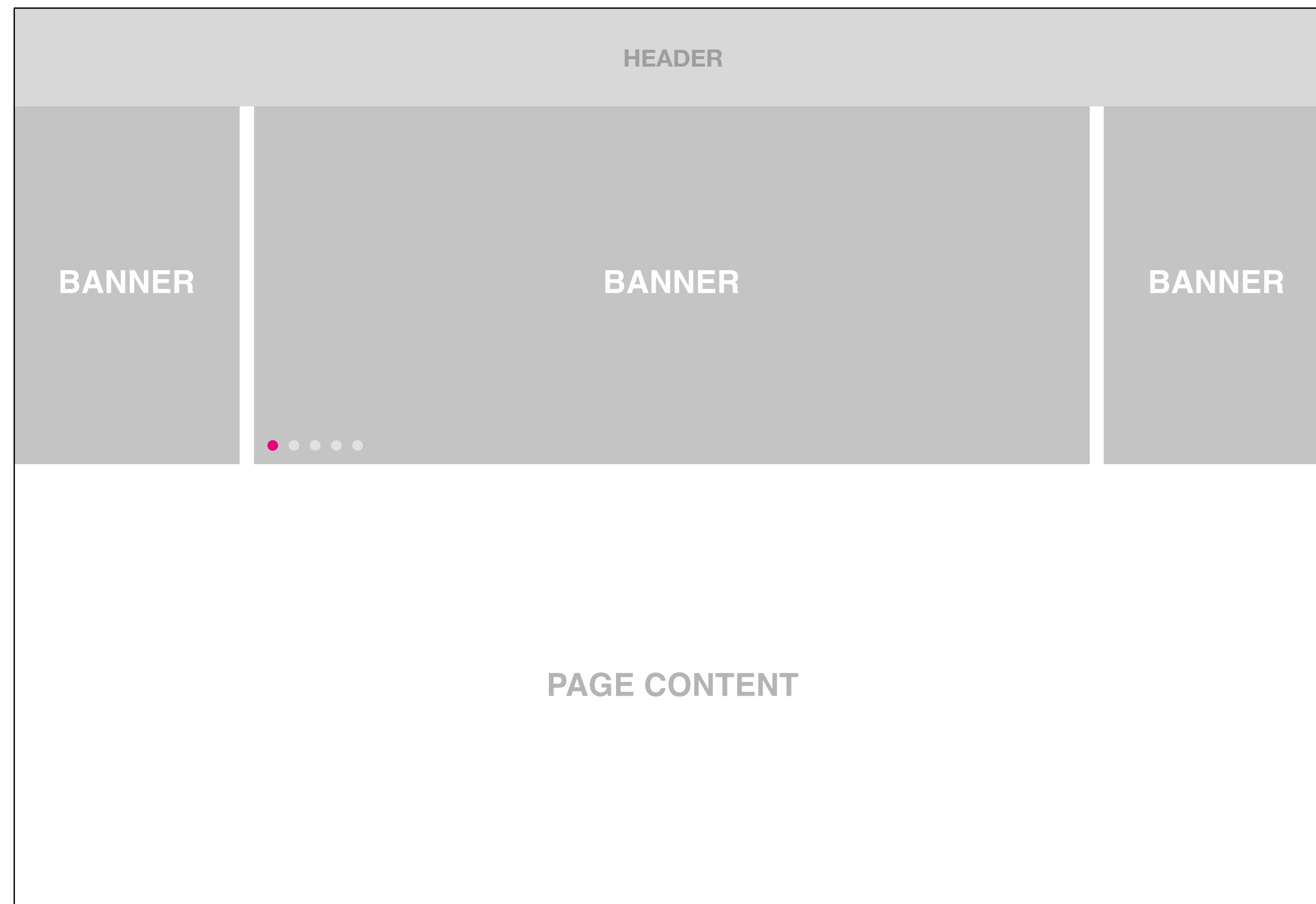
## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Reactive area: click/tap

The banner will be fully tappable.

# Pre-Login Banners for iOS: iPads



The following specifications are the same as the ones mentioned for the web in the case of medium screen width sizes.

## 3 Banners

Within this range, the website will show:

- 1 full banner horizontally center aligned
- 1 partially shown banner on the right
- 1 partially shown banner on the left

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Navigation and reactive area (click/tap)

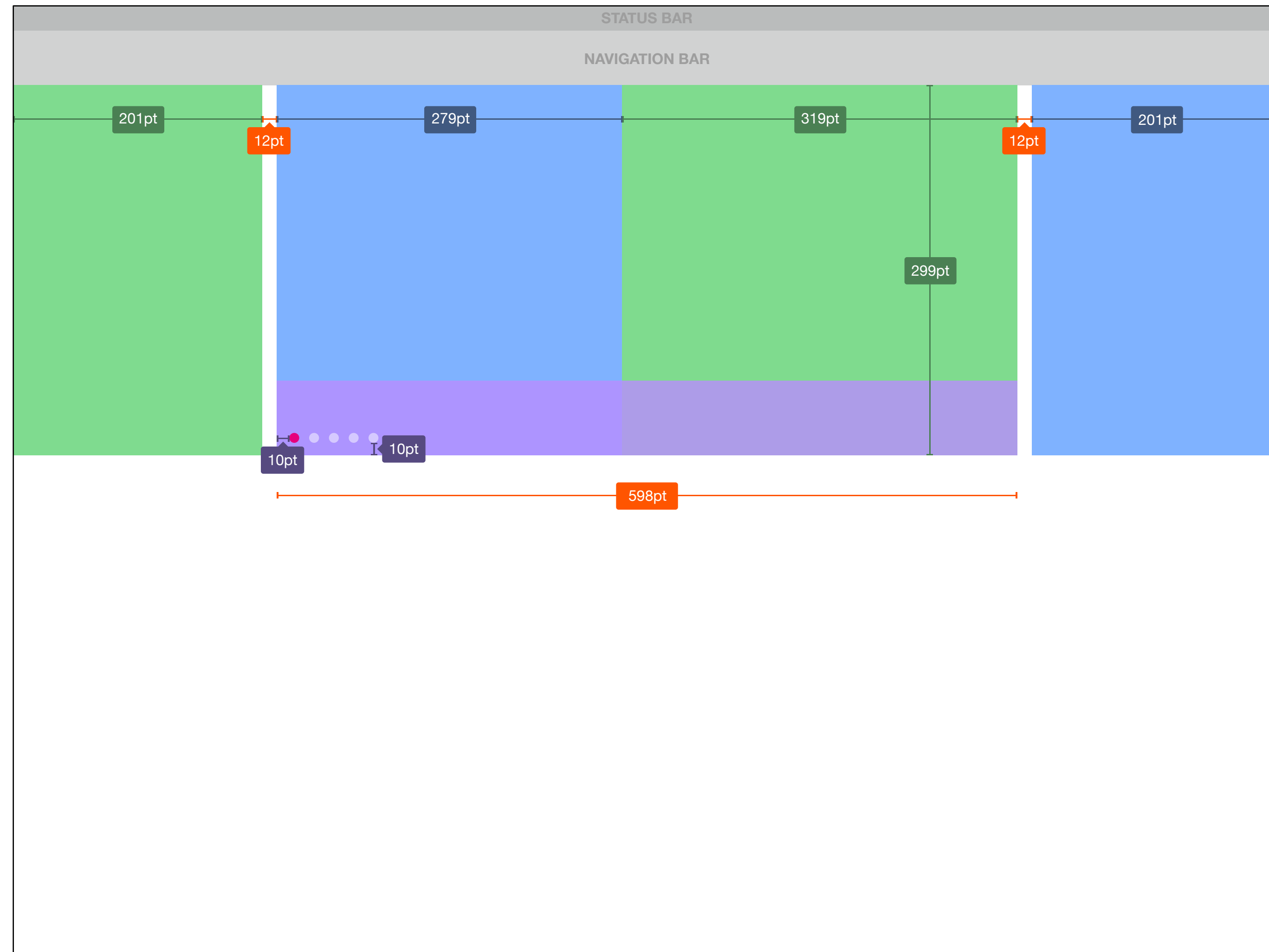
The user will be able to navigate through the banners either by swiping, or clicking/taping on the partial banners. Those will act as “Previous” / “Next” buttons. After being clicked/tapped on, the partial banner will translate to the center, following pagination constraints. Those constraints will also apply in the case of the swipe action, which means that a user won’t be able to reach the last banner in just one swipe.

In this “3-banner-layout-model”, each banner will be fully clickable/tappable .

# iPad - Pre-Login Banner - Type A

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**iPad - Landscape**  
1024\*768 pt - Pixel Density 2.0



## Banner type A:

- Pagination

## Banner size

**iPad - Landscape**

Width: 1196px

Height: 598px

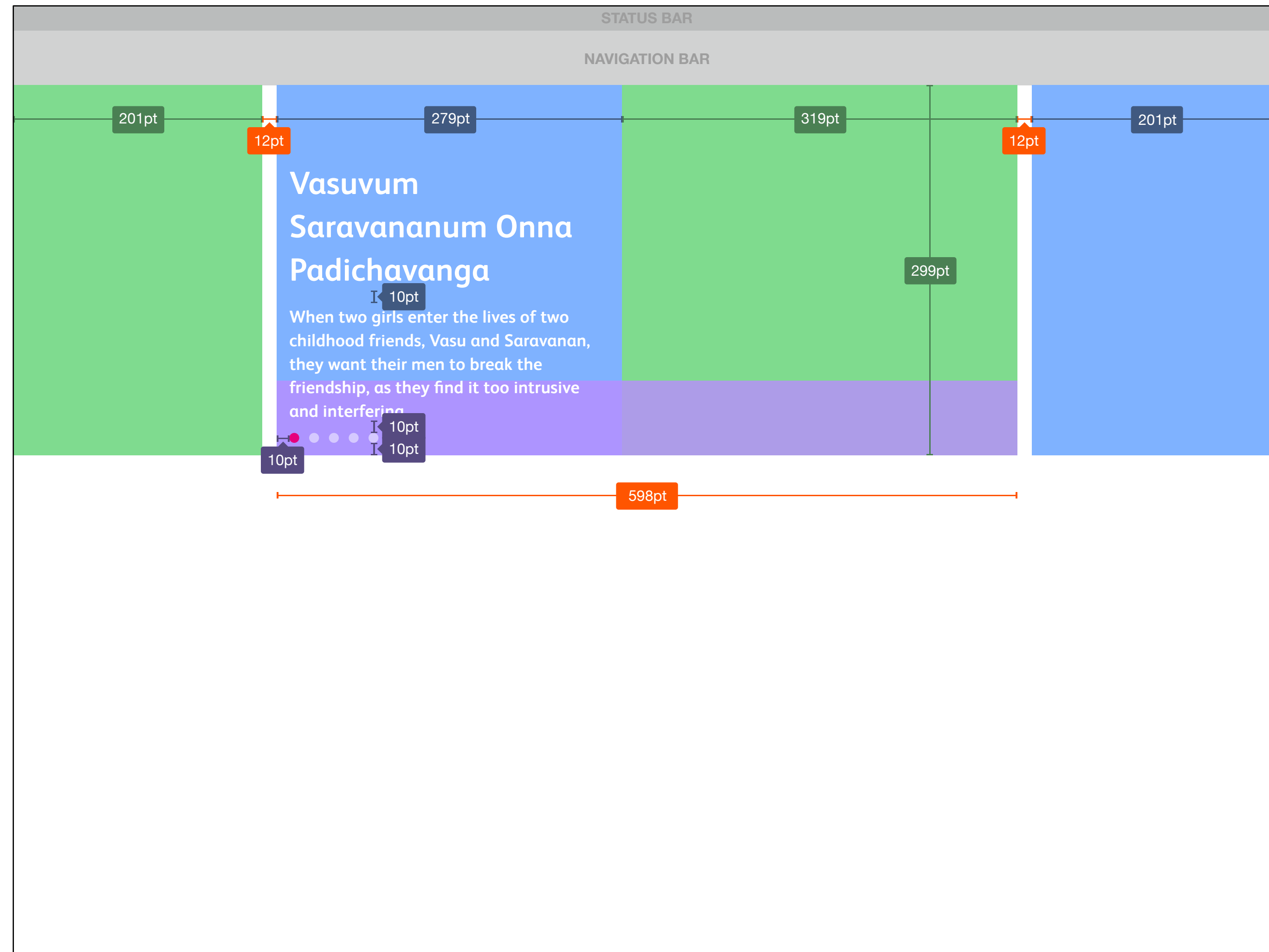
- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails



# iPad - Pre-Login Banner - Type B

AOTG Banners - Ver. 2.0, Round 1 - Wed Oct 26 2016 - By Maxence Le Corre

**iPad - Landscape**  
1024\*768 pt - Pixel Density 2.0



## Banner type B:

- Title
- Synopsis
- Pagination

## Banner size

**iPad - Landscape:**  
Width: 1196px  
Height: 598px

## Banner title

FS Albert Pro Bold: 26pt

## Banner description

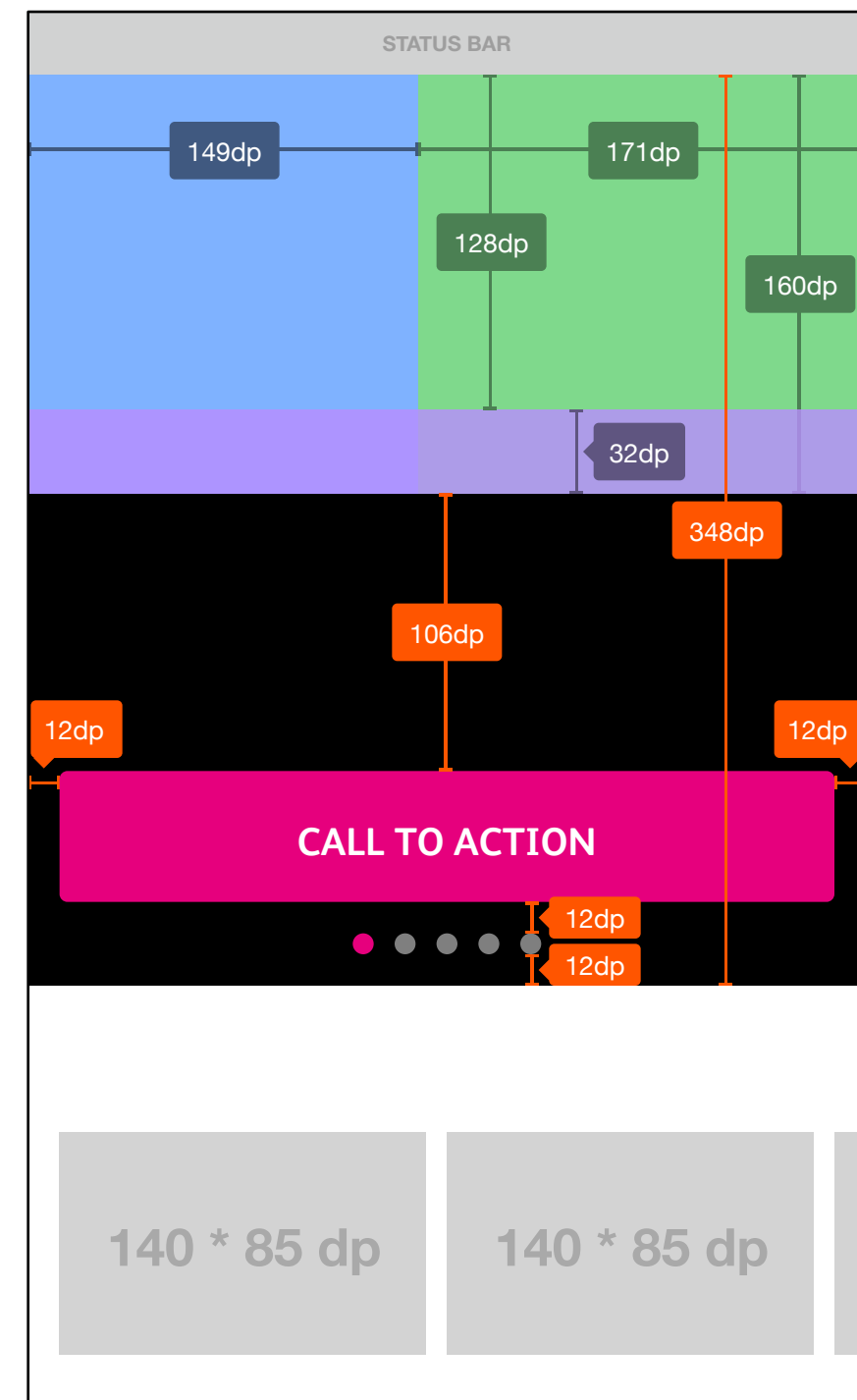
FS Albert Pro Bold: 14pt

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

# Pre-Login Banners for Android: Phones

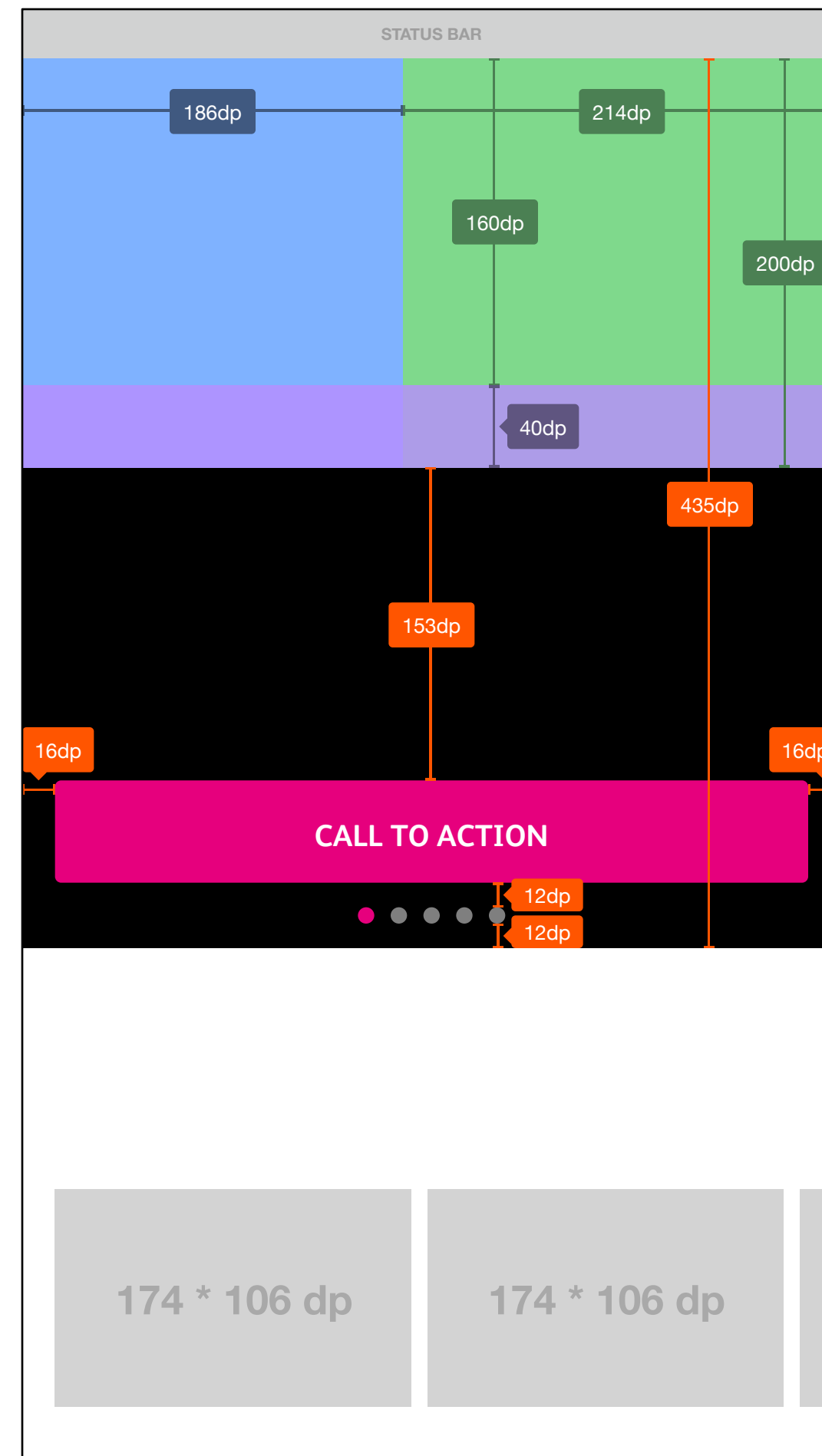
## Samsung Galaxy V Plus

480 x 800px - 233 DPI - Pixel Density 1.5



## Samsung Galaxy S6

1440 x 2560px - 577 DPI - XXXHDPI - Pixel Density 3.6



### Banner type A:

- CTA
- Pagination

### Banner size

#### Samsung Galaxy V Plus

Width: 480px  
Height: 240px

#### Samsung Galaxy S6

Width: 1440px  
Height: 720px

The banner will always be displayed full-width.

### Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

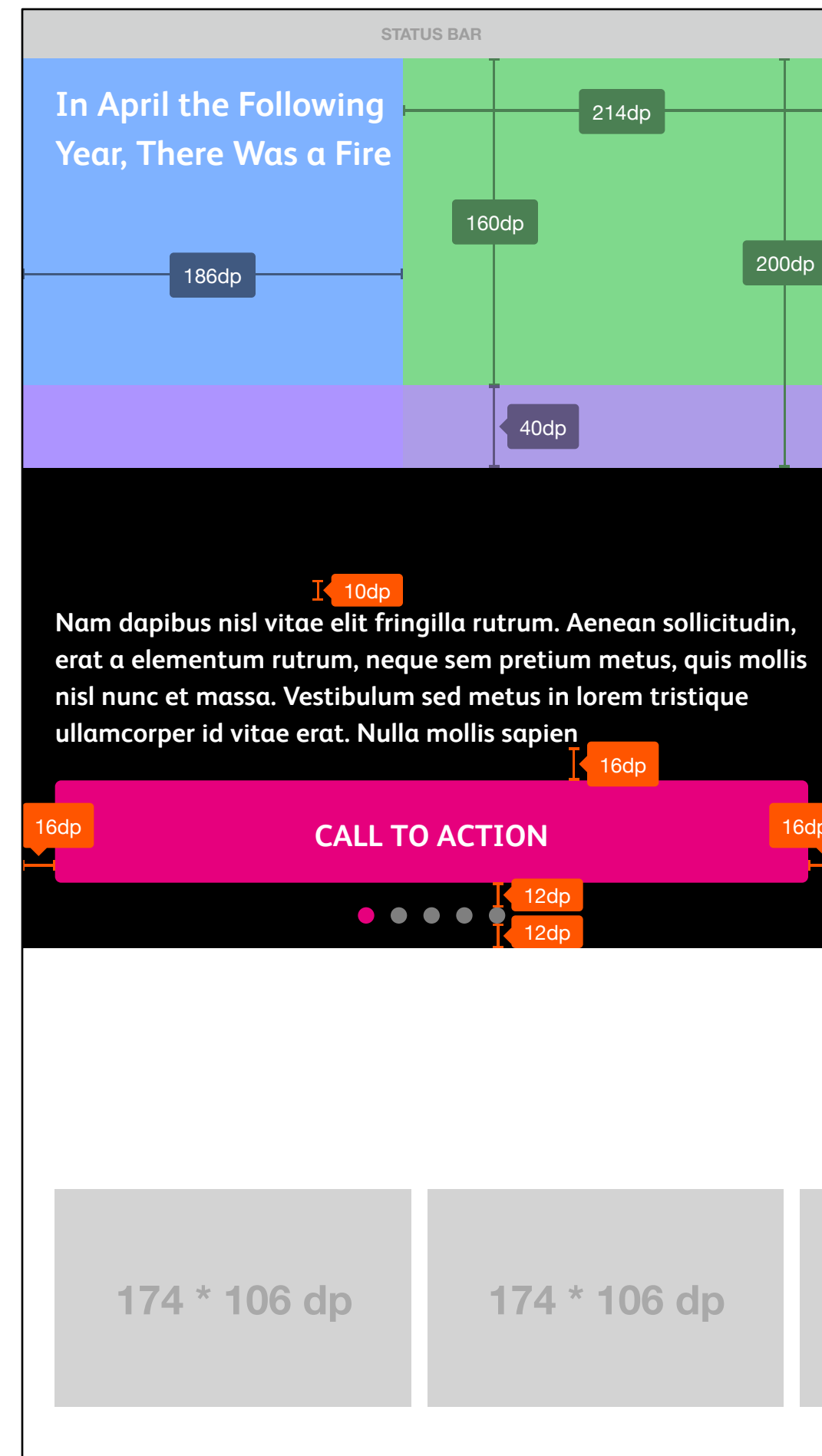
## Samsung Galaxy V Plus

480 x 800px - 233 DPI - Pixel Density 1.5



## Samsung Galaxy S6

1440 x 2560px - 577 DPI - XXXHDPI - Pixel Density 3.6



## Banner type A:

- CTA
- Pagination

## Banner size

### Samsung Galaxy V Plus

Width: 480px

Height: 240px

### Samsung Galaxy S6

Width: 1440px

Height: 720px

The banner will always be displayed full-width.

## Banner title

FS Albert Pro Bold: 17sp

## Banner description

FS Albert Pro Bold: 15sp - Line height: 20sp

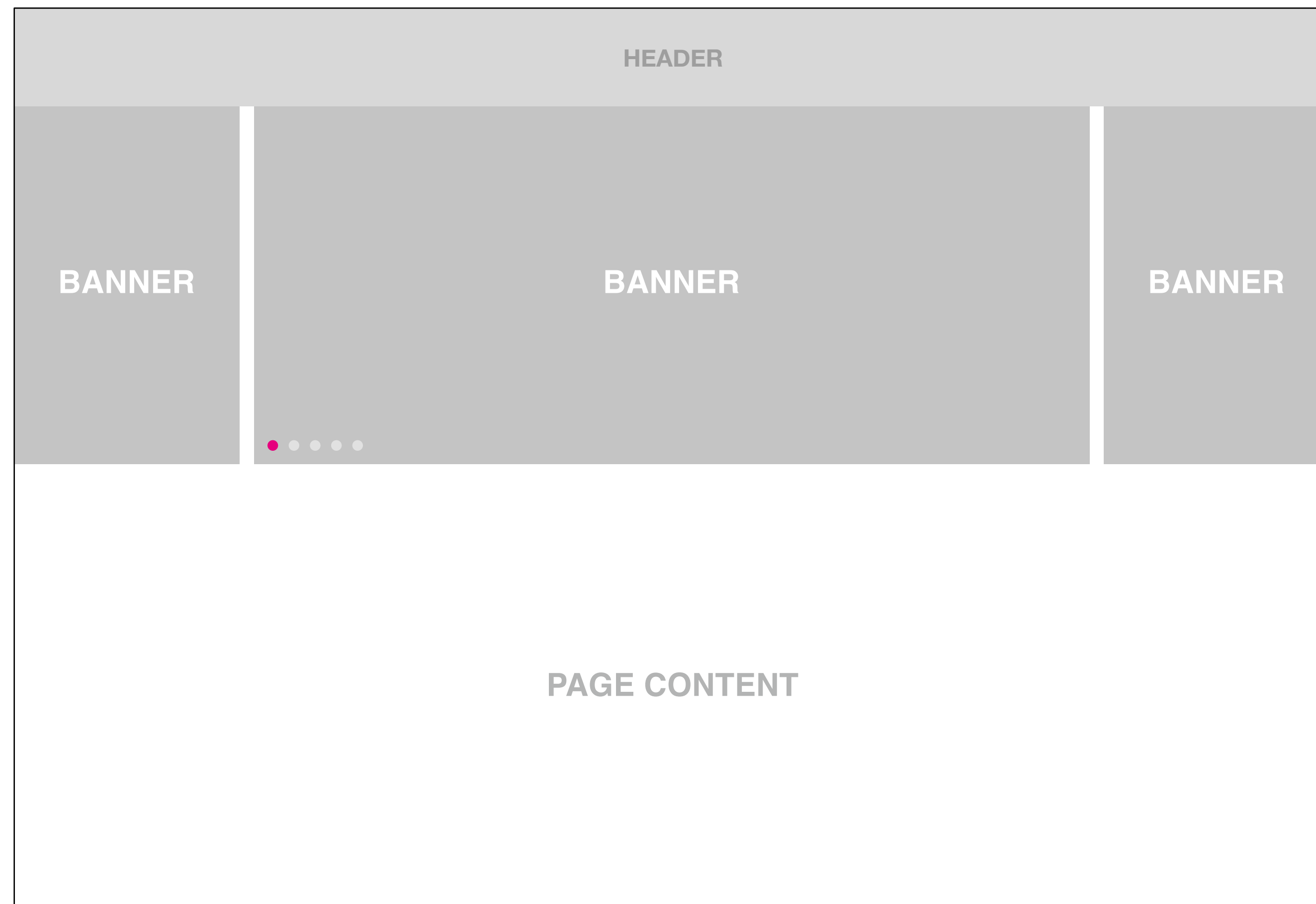
## Reactive area: click/tap

The banner will be fully clickable/tappable.

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails



# **Pre-Login Banners for Android: Tablets**



The following specifications are the same as the ones mentioned for the web in the case of medium screen width sizes.

## 3 Banners

Within this range, the website will show:

- 1 full banner horizontally center aligned
- 1 partially shown banner on the right
- 1 partially shown banner on the left

## Bottom anchoring

The content (metadata, CTA and pagination) will be anchored to the bottom of the hero banner. Its height will extend from the bottom up.

## Navigation and reactive area (click/tap)

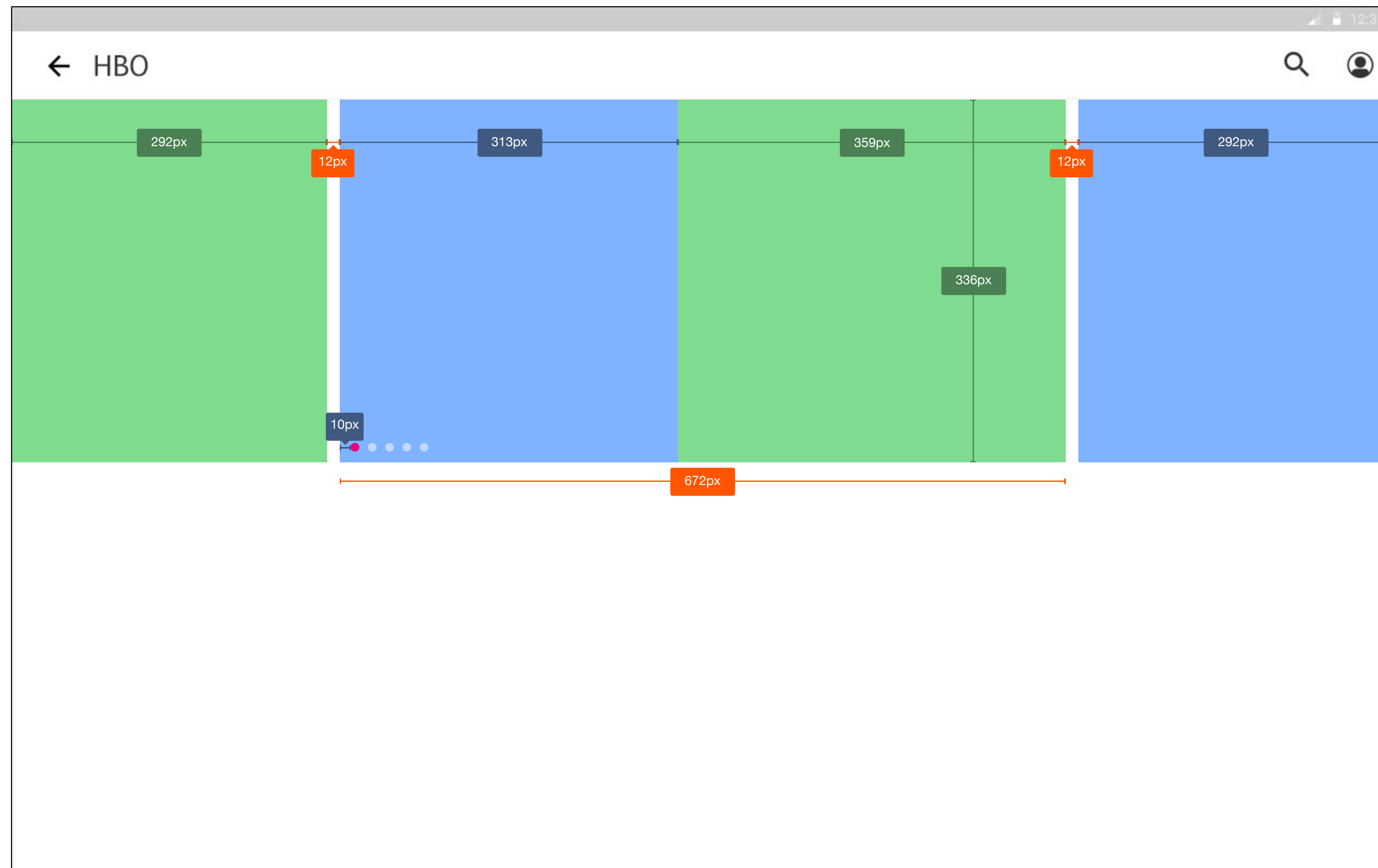
The user will be able to navigate through the banners either by swiping, or clicking/taping on the partial banners. Those will act as “Previous” / “Next” buttons. After being clicked/tapped on, the partial banner will translate to the center, following pagination constraints. Those constraints will also apply in the case of the swipe action, which means that a user won’t be able to reach the last banner in just one swipe.

In this “3-banner-layout-model”, each banner will be fully clickable/tappable .

# Android Tablets - Pre-Login Banner - Type A

AOTG Banners - Ver. 2.0, Round 1 - Wed Oct 26 2016 - By Maxence Le Corre

Android Tablet 1280 \* 800px



## Banner type A:

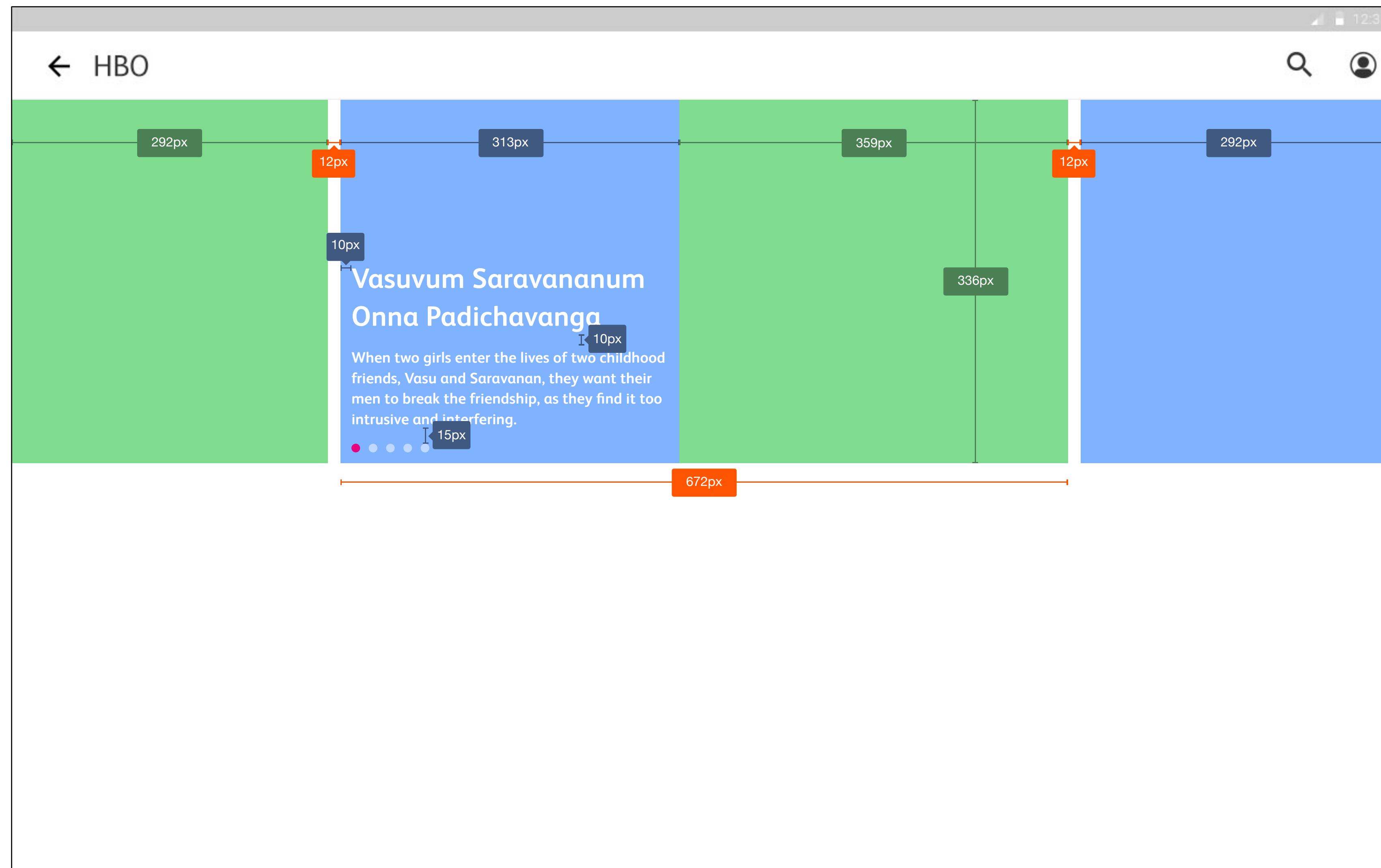
- Pagination

## Banner size in the case of a 1280px width screen

Width: 672px  
Height: 336px

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails

Android Tablet 1280 \* 800px



## Banner type A:

- Pagination

## Banner size in the case of a 1280px width screen

Width: 672px

Height: 336px

## Banner title

FS Albert Pro Bold: 26sp

## Banner description

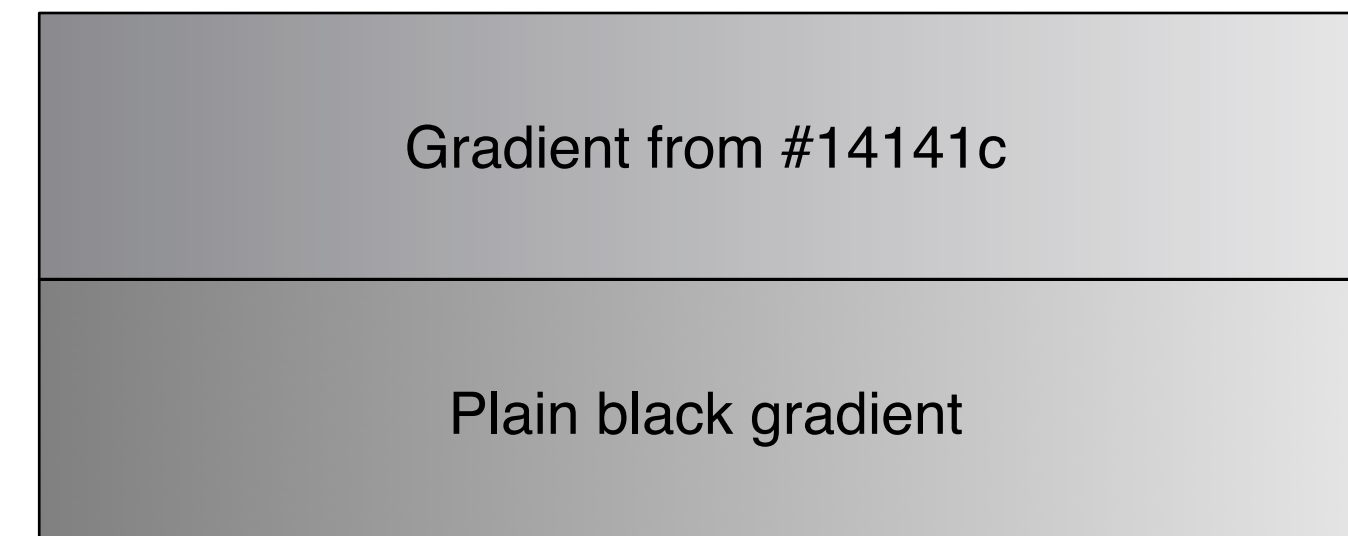
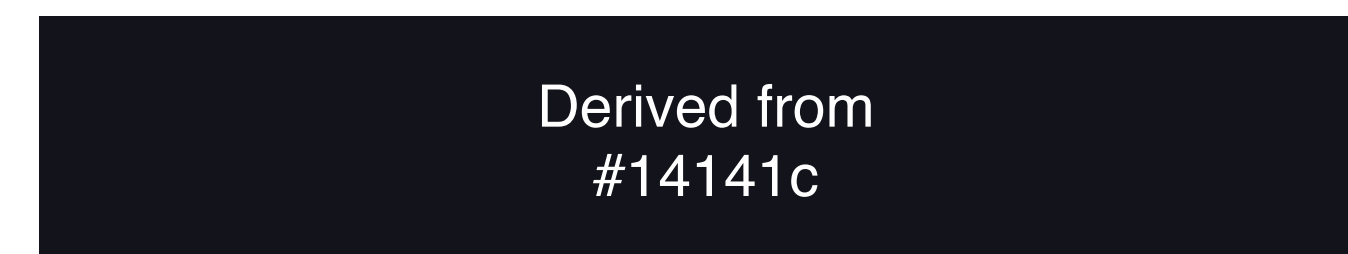
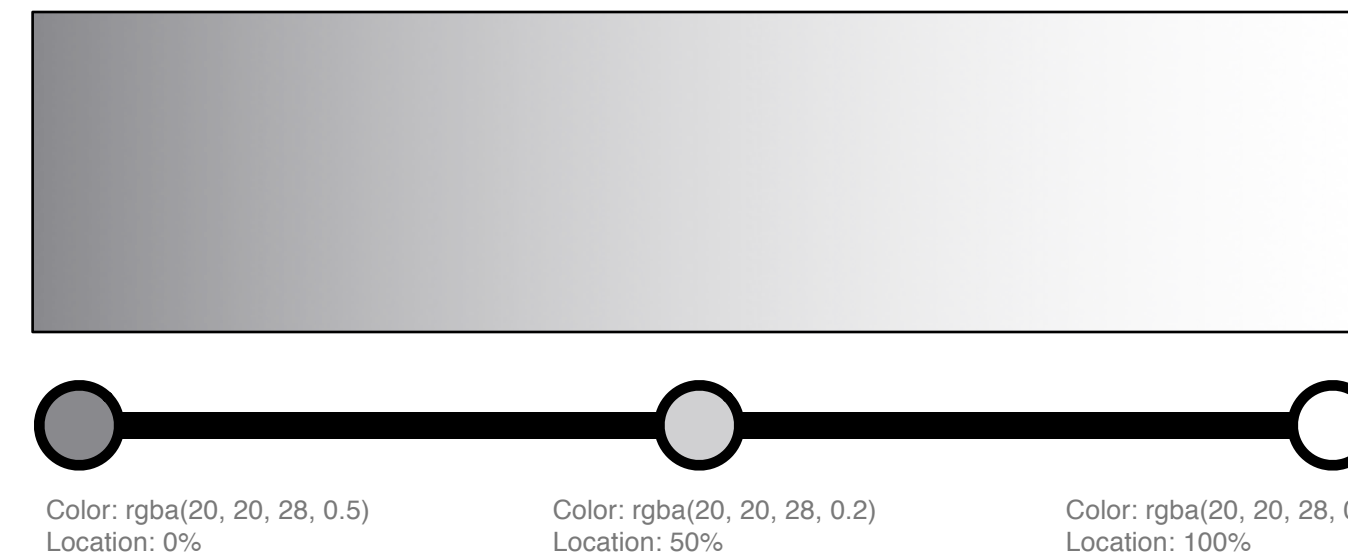
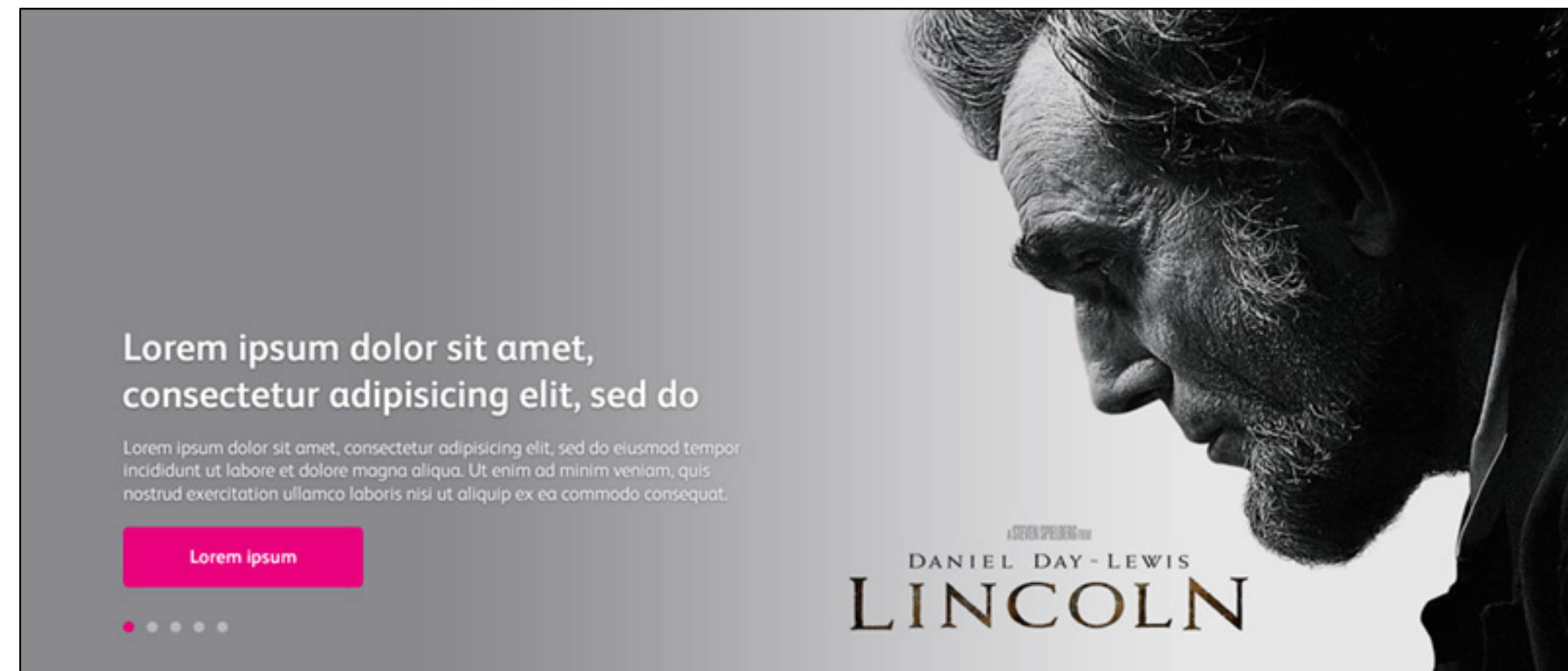
FS Albert Pro Bold: 14sp

- Inner padding
- Metadata area
- Safe area
- Arrow icon area
- Area that will be affected by gradient on mobiles
- Thumbnails



# **Additional notes and recommendations**

## Example of a banner with a white background



## Darkening gradient overlay

Hero banner images will have a semi-transparent gradient applied. This will ensure readability for white even when displayed over light areas of the image.

The CSS property will be the following:

```
background-image: linear-gradient(90deg, rgba(20,20,28,0.50) 0%, rgba(20,20,28,0.20) 50%, rgba(20,20,28,0.00) 100%);
```

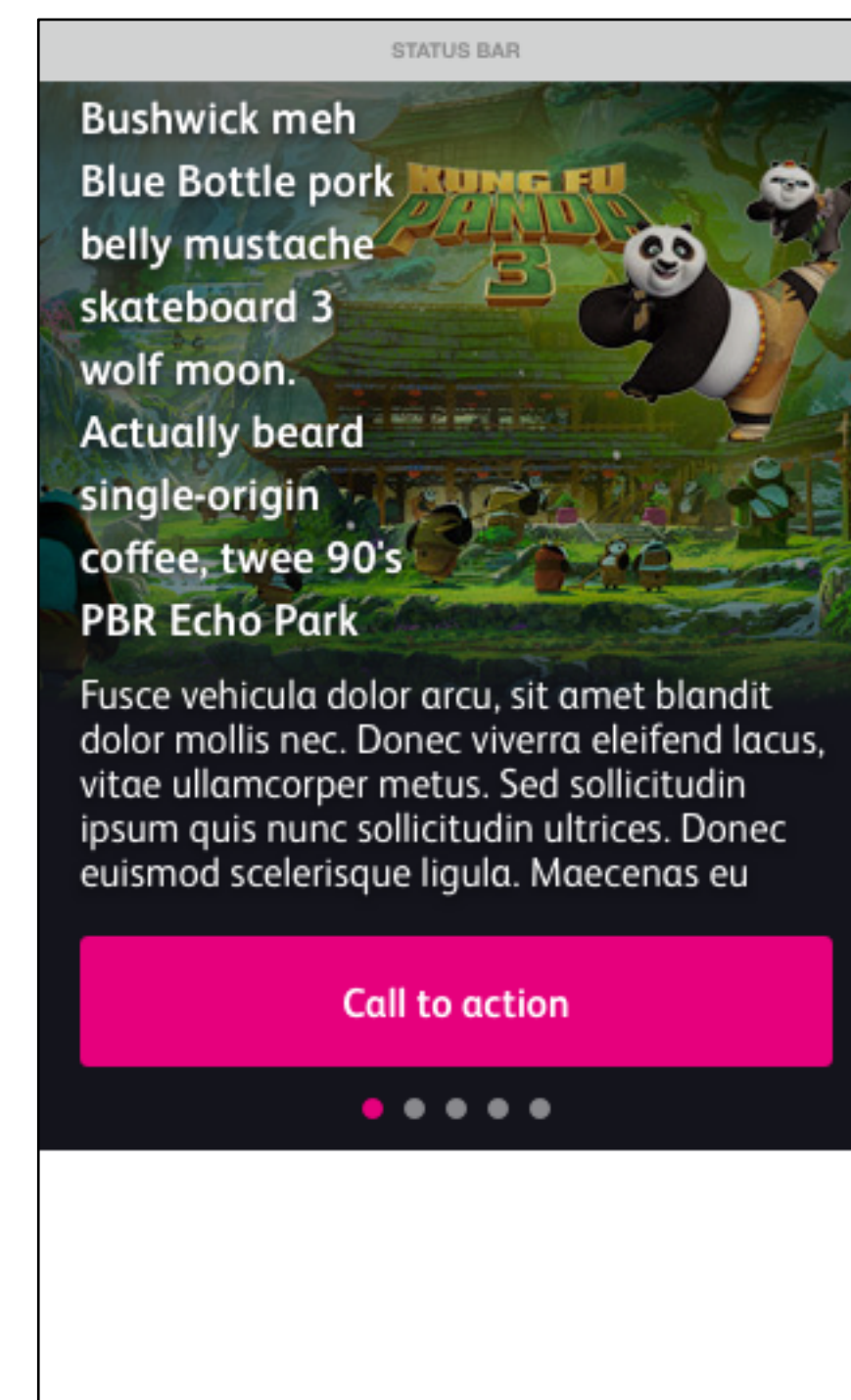
## Text drop shadow

The white text will have a drop-shadow effect applied to make sure that it stands out from the background in all situations.

The CSS property will be the following:

```
text-shadow: 0px 1px 4px rgba(20, 20, 28, 0.3);
```

Not using a plain black is slightly better from a visual perspective and prevents from having a "dirty-darkening effect".

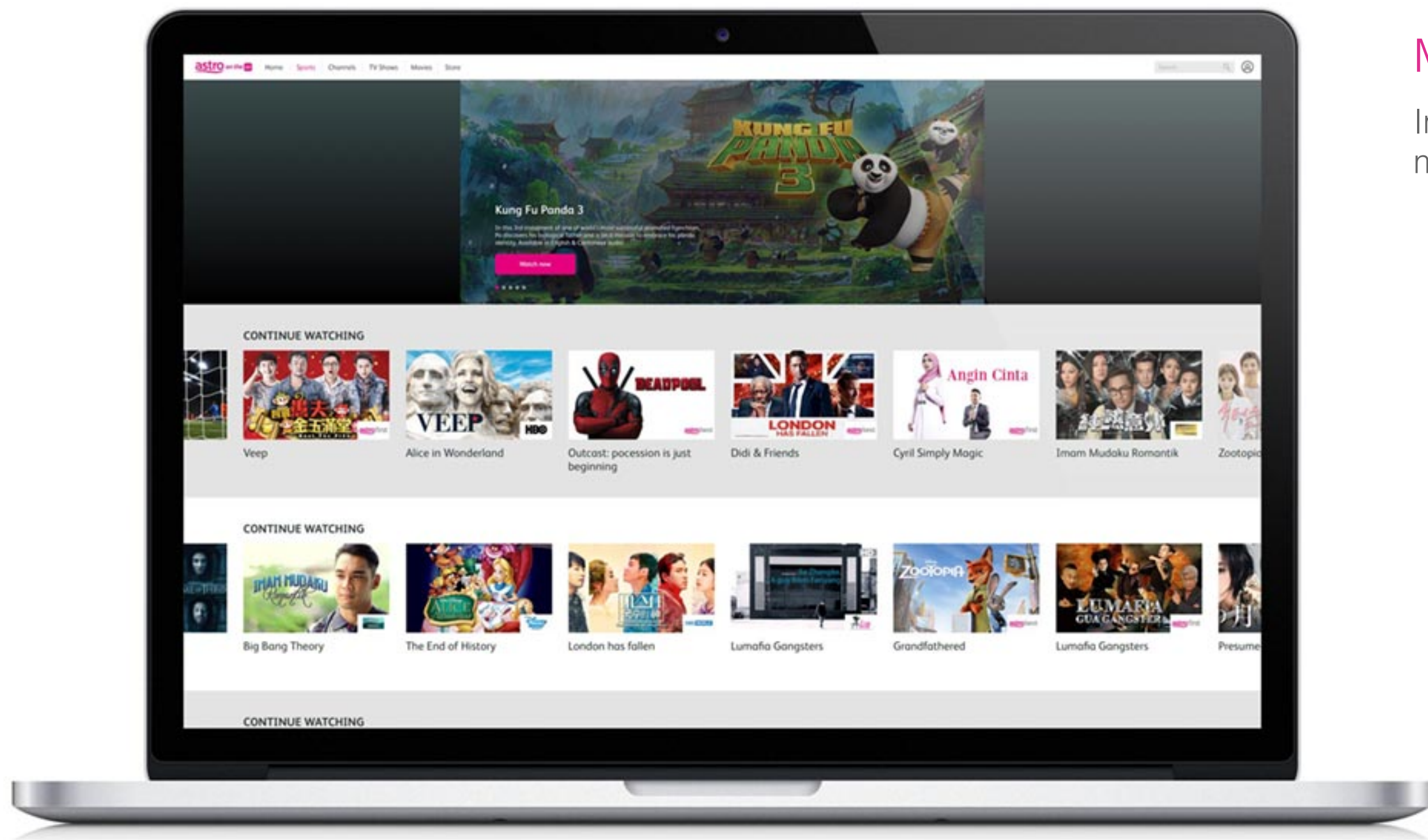


## Darkening gradient overlay for banners on mobile devices (phones and tablets)

The gradient could be applied horizontally from left to right in the case of mobile devices so that only the metadata area is darkened on the left, leaving the safe area with its true colors.







## Margin background color

In the case of large screens, and because the banner height will be fixed in height, margins will appear on both sides. A black background will fill the remaining space.

## Motion considerations for desktop viewing

The transitions between banners for desktop large screens with medium pixel density need to be designed carefully. As we are dealing with large screen areas, motion could cause discomfort to users. In some cases, it could even cause more severe symptoms (strong dizziness) to a certain percentage of population which is sensitive to motion (vestibular disorder, etc.). Therefore, other transition than simple horizontal translation (affecting the full width of the screen) are strongly recommended.

## Auto-rotation

- Banners will auto-rotate following a given interval (configurable in AppGrid). They shouldn't rotate too quickly (it could cause stress for the user when trying to read the content inside the banner)
- Auto-rotation will pause on hover
- Auto-rotation will permanently stop after any active user interaction
- Auto-rotation should be disabled on touch devices



## Banners can promote different type of content

Hero banners can be editorial and be shown by user type.

Display featured content:

### 1. VOD, Live Event

- VOD: Directs user to the content detail screen.
- Live Event:
  - before event starts: pop-up message
  - when live: Live Event detail page

### 2. Channels

Directs user to the channel detail screen

### 3. Programs on Linear

- Before the program is live —> Popup message
- If the program is live —> Channel detail page
- After the program is finished —> the banner should automatically disappear and not be shown to the user

### 4. Promo

Directs user to external URL

### 5. Branded page

Directs user to corresponding branded page

### 6. Page with rails

Directs user to corresponding page with rails

### 7. Listing Page

Directs user to corresponding listing page

# Change Log

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Version	Date	Description	Author
2.0	08/08/2016	New version of the Banner Specification Document	Maxence Le Corre