

Wednesday 10 July 2019,

DIFF Water Screen at the Darwin Waterfront

Call out for content and art works



1. WHO CAN APPLY?

This call-out is open to all!

2. WHAT ARE WE AFTER?

Content doesn't need to be new, nor custom-made, but must be:

- family friendly
- between 1 and 10 minutes.

Priority to content featuring:

- Indigenous stories,
- Cultural diversity,
- NT locations,
- NT Screen culture,
- Local artists.

Ability to edit the content to water screen specs is also a plus.

3. TECHNICAL PARAMETERS

3.1. Screen and Images Sizes

25m Water Screens are normally 25-30m wide and 10-12m high

Image size should be configured at 16:10 (ideal) or 16:9 format if 16:10 is not possible

Maximum image size based on standard image format as per the attached image map, the sweet spot is the “high quality” area, the next image area is “secondary quality” and the third is towards the edge of the screen

The best images are achieved by manipulation to suit the screen size and nature (eg; an image of someone in a white suit on a colourful background would work well, a green car in a forest would not work well due to lack of contrast)

A 30m screen would result in a sweet spot of around 14m x 7.5m, but the other elements of the image could extend beyond this.

3.2. General Guidelines for Water Screen Content

Footage needs to be high contrast - subtle shades of colour will be lost. (e.g. avoid Green car against a forest, or a Champagne coloured car in a desert/beach setting)

Dark moody scenes - Anything shot at night with minimal lighting should be avoided. Underexposed elements will be lost

Blown out (over exposed) footage must be avoided. Any part of the picture that is above “normal exposure” will be perceived as white

Bright vivid colours works best. Very pale watercolours will not translate well and will be even more washed out

Text/Logos recommended to be large, bold, high-contrast to background, and centred in the “sweet spot” of the water screen for maximum legibility.

3.3. Water Screen Content Suggestions

This video link shows numerous pieces of show content that is optimised for water screen use and should give you a good idea of what colours work best, why contrasts are important and how to best design content.

<https://current.laservision.com.au/dl/z3zR05HhT7>

4. INFO AND SUBMISSIONS

Info and submissions through contact@diff.net.au

Submissions deadline: Monday 5 August

