

Album Motion Guide for Apple Music

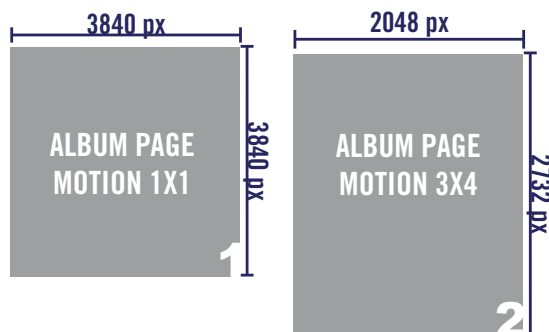
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SONY MUSIC

WHAT IS Album Motion?

Album motion is adding ambient or expressive animation to album artwork in an iPhone, iPad, Mac and Apple TV.



One level of Expression (Ambient)

ASSET NAME	LEVEL OF EXPRESSION	LOOP	FILE TYPE	CODEC	SIZE	FRAME RATE	COLOR SPACE	AUDIO	LENGTH
Album Page Motion 1x1	<ul style="list-style-type: none">Ambient motionType is persistentCamera locked/minimally moving	Seamless loop. Set loop point to start where the animation frame matches the cover image.	MOV	ProRes 422 or ProRes 4444	3840 x 3840	23.976, 24, 25, 29.97, or 30fps	Rec 709 or sRGB	No audio tracks	:15 - :35
Album Page Motion 3x4	<ul style="list-style-type: none">Ambient motionType is persistentCamera locked/minimally moving	Seamless loop. Set loop point to start where the animation frame matches the cover image.	MOV	ProRes 422 or ProRes 4444	2048 x 2732	23.976, 24, 25, 29.97, or 30fps	Rec 709 or sRGB	No audio tracks	:15 - :35

* Must deliver without an audio track. Blank audio tracks will be rejected. AE output setting: Audio Output Off

If Album has explicit content, we will need a Parental Advisory label added to the 1x1

Delivery

All video files can be submitted and uploaded using a range of file-sharing platforms including: Box, Dropbox, Google Drive, WeTransfer, or frame.io, which is preferred.

File Naming Convention

Artist_Title_1x1.mov

Artist_Title_3x4.mov

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Design Guidelines

LISTEN NOW COVERS: DON'TS

- Frenetic action. Constant flashing or strobe effects can trigger epileptic seizures. If your animation is too frantic, we will run it through a Harding Test to determine if it is safe to put on platform. If it fails, it will need to be reanimated.
- Big camera moves. Slight push-ins are okay, though.
- Multiple edits.
- Promotional language or copy other than the title of the album.
- An asset that's less than :10 as it makes the piece feel too GIF-like.
- Animation of texture or elements that are too small can look low-res or pixelated.
- Be thoughtful about wear-out, meaning an action that repeats so often it becomes annoying.
- No "fading to black" to loop.
- Nudity (including the suggestion of nudity)
- Sexualized bodies, tight/revealing clothes, cleavage
- Smoking/cigarettes/joints
- Drinking/alcohol (including bottles and wine glasses)
- Drugs (including drug symbols like pot leaves or paraphernalia)
- Violence/gore
- Hand gestures that may be offensive
- Religious or political symbols

Business Affairs considerations require us to keep an eye on copyrighted material in video that may not be clearable or licensed for use. Some things that are copyrighted and should be avoided are:

- Logos and names
- High-end fashion
- Furniture that's recognizable as a signature design by a specific designer
- Recognizable cars and other vehicles
- Some landmarks and buildings
- Tattoos
- Cartoon characters
- Graffiti
- Please avoid including people unless you've secured a talent release.

UI Overlays/Legibility

- It's okay to have some artwork outside of the top of the Art Safe Area. But, please be advised there are UI navigation icons and the iPhone hardware notch to consider.
- Directly below the Art Safe Area, there will be UI text overlay and the Play/Shuffle buttons.
- UI text overlay will either be black or white, depending on the color of your artwork.
- It is essential the Metadata remains legible.
- With album artwork that has block-graphic colors, building out the 3x4 can be as simple as reframing the central animation by extending the flat colors around it.
- With album artwork that has illustrative elements, building out the 3x4 might involve extending the central animation by creating lower elements that are as simple as possible.

There are a number of different ways that the Metadata Area of your animation can be treated to ensure legibility.

- Gradients are the simplest approach — introducing a dark, light, or complementary colored gradient will often produce the desired effect.
- Take care to find a balance, so that the gradient doesn't sneak into the Art Safe Area or leave the album title illegible.
- If you have a longer album title, it may become two lines. In this case, there is no buffer between the Safe Area and the Text.

