

Media Files - Technical Specifications

Size, type, and uploading instructions

Users can access images, animations and videos in the **Media Library** in the Content Management System (CMS). Files can also be downloaded directly to the user's computer for editing and localization.

The user can also upload revised/new files to the Media Library, so long as the given technical specifications for files are followed.

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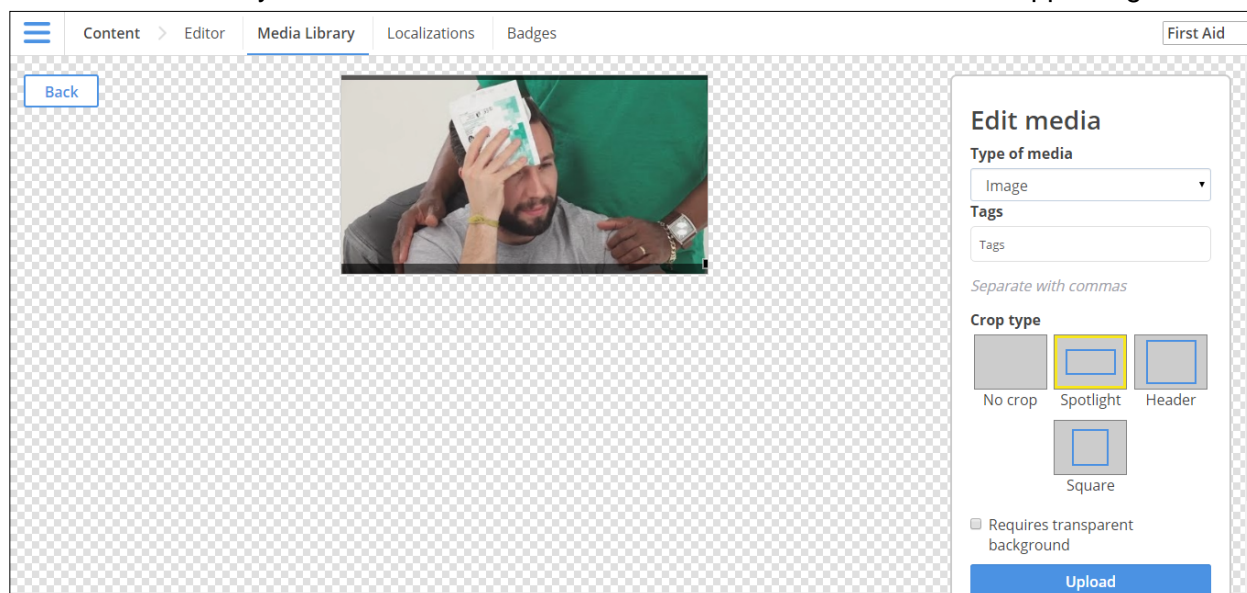
Images

You have two options for images - either to use images in the Media Library or upload files yourself. We suggest you add images from your own country or national society to your app during its development. This increases localization and will make your app more approachable and familiar to your public.

- Images should be 640 x 320 pixels,
- Recommended to be high resolution
- Should be in JPEG format (not PNG),
- We recommend not using images that have text or logos in them as they may be distorted or cut off, depending on the app user's device.

When you upload an image, you will be asked to crop the image, to ensure it will fit correctly into the app display. You will have four crop choices, *No Crop*, *Spotlight*, *Header*, and *Square*. It is important that when developing a First Aid app you crop all your images to Spotlight.

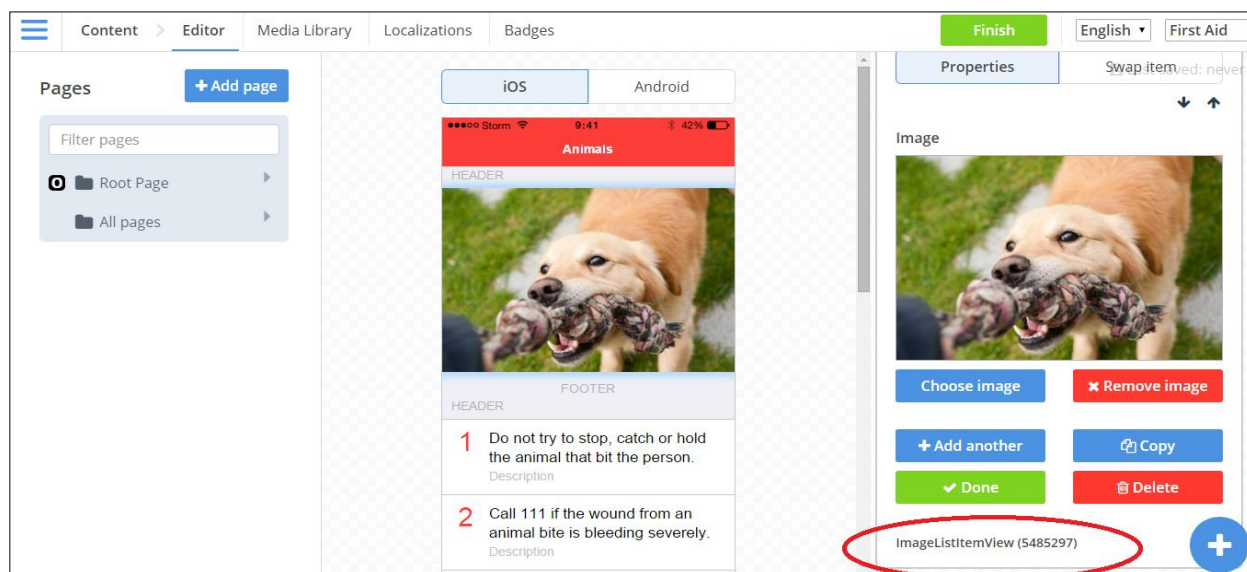
This will ensure they are the correct size and resolution to match the First Aid app design.



It's a good idea to label your image using tags. Tagging images makes them easier to find in the enormous *Media Library* and will make it easier for other national societies to find and use them if necessary. You can give an image as many tags as you wish. You use the same process for uploading animations.

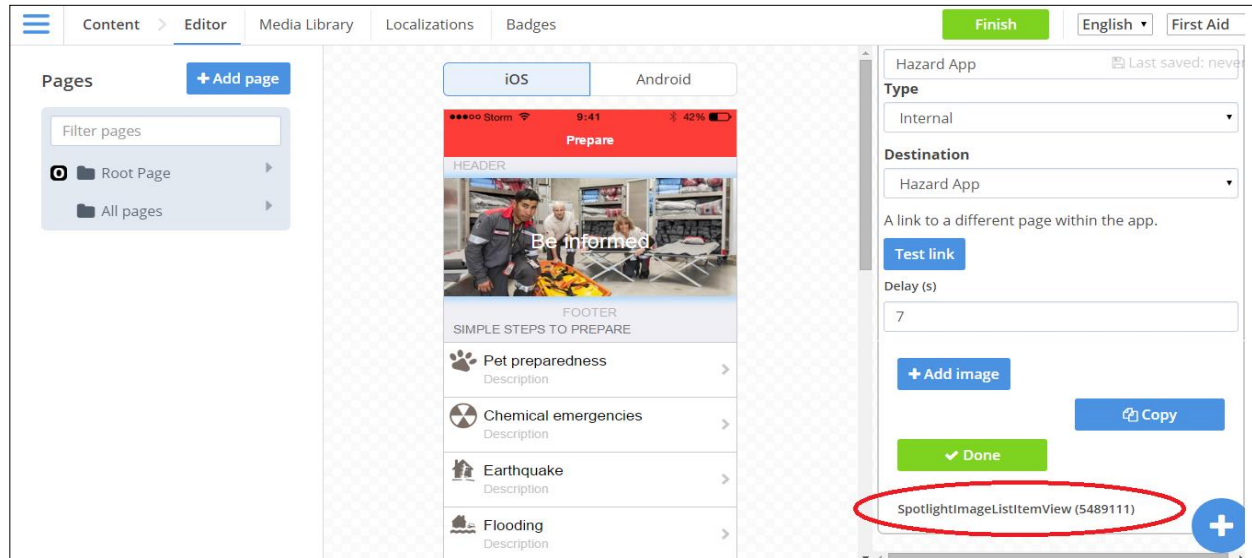
Making the most of spotlights

All images in the First Aid app will be cropped to spotlight dimensions. Images at the top of normal content pages will be this dimension, and will be static images set to `imagelistitemview` type objects (see below).



However, images at the top of menu pages (Learn, Prepare, More/Info) can be more than just static images. They can allow for extra, special features that help to make your app more interactive and ultimately more useful.

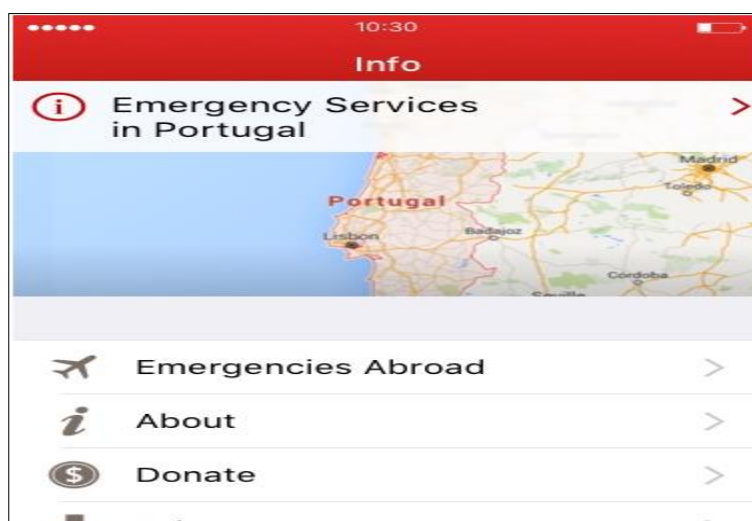
This is because these images will be more than just spotlight size; they will also be set to spotlightimagelistitemview type objects (see below).



The spotlightimagelistitemview object type should only be used at the top of menu pages. It gives the image two important features.

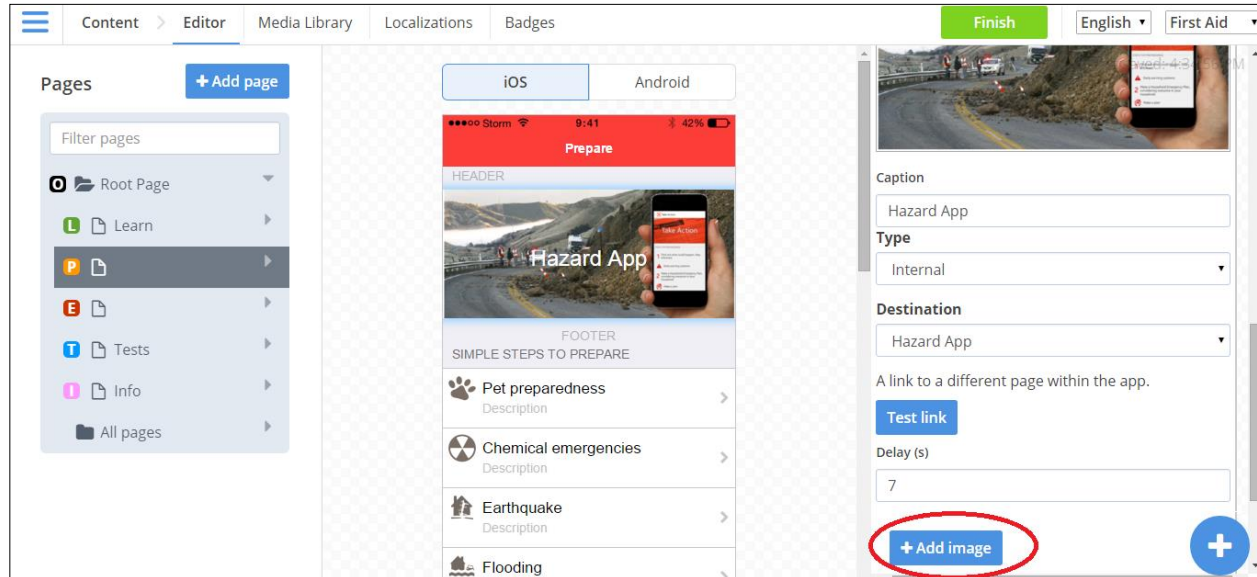
1. Cross Border Feature

If one of your users travels abroad, the app will detect this movement and automatically provide emergency contact and safety information to them. This information will be contained in the spotlight object at the top of the Learn, Prepare and Info/More menus, with an interactive ability to take users to special pages.



2. Rotating images

You can also use them to rotate different images within the same object in the app. When a user views the app on their device (phone, tablet) they will then be able to see a number of images rotate in the same space. The number of images in the spotlight, what they show, and the frequency of their rotation is up to you.



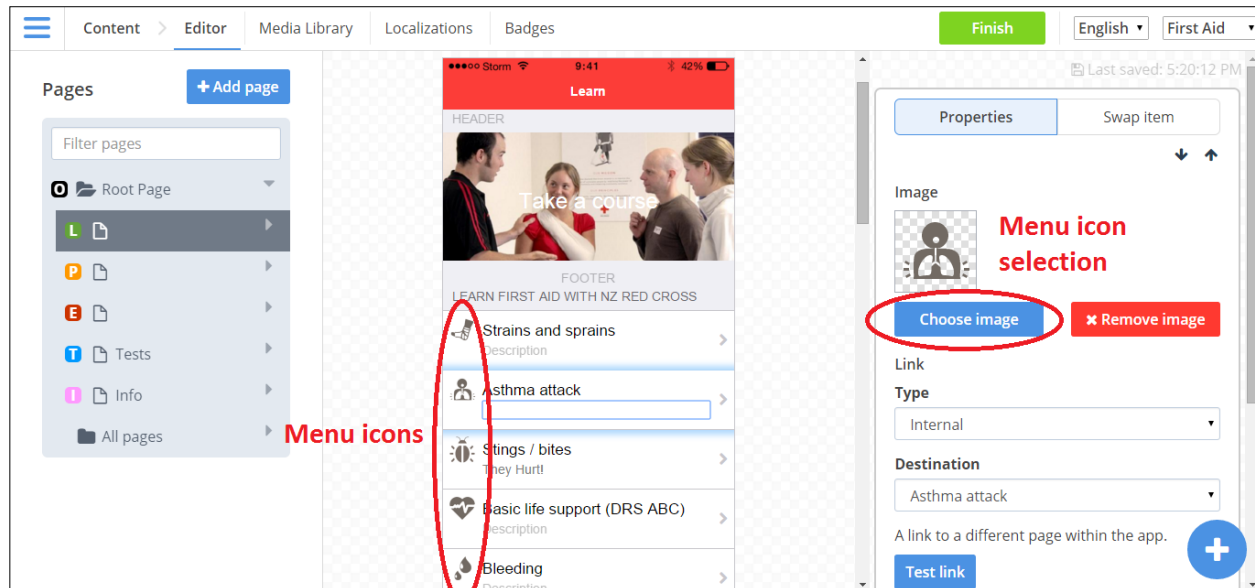
You can simply click **+ Add Image** to create a rotating spotlight. The 'Delay' will be the amount of time each picture is shown before being rotated. In the above example, the delay is set at 7 seconds. You can set it at any time you wish.

Your spotlight can also contain a message which you can input into the 'Caption' form, as well as link to a page in the app or online.

Menu Icons

Menu Icons are the small pictures that appear beside different topics in your app's menus (Learn, Prepare, Emergency, Tests, Info/More). The icons should be simple and easy to spot, and should be relevant to the subject they deal with (i.e. a head injury icon should look something like a bandaged head).

When you gain access to the CMS, you will see that all of the app topics already have pre-loaded icons. If you want to change an icon or if you are adding new content that requires a new icon, then you must adhere to the technical specifications for these icons.

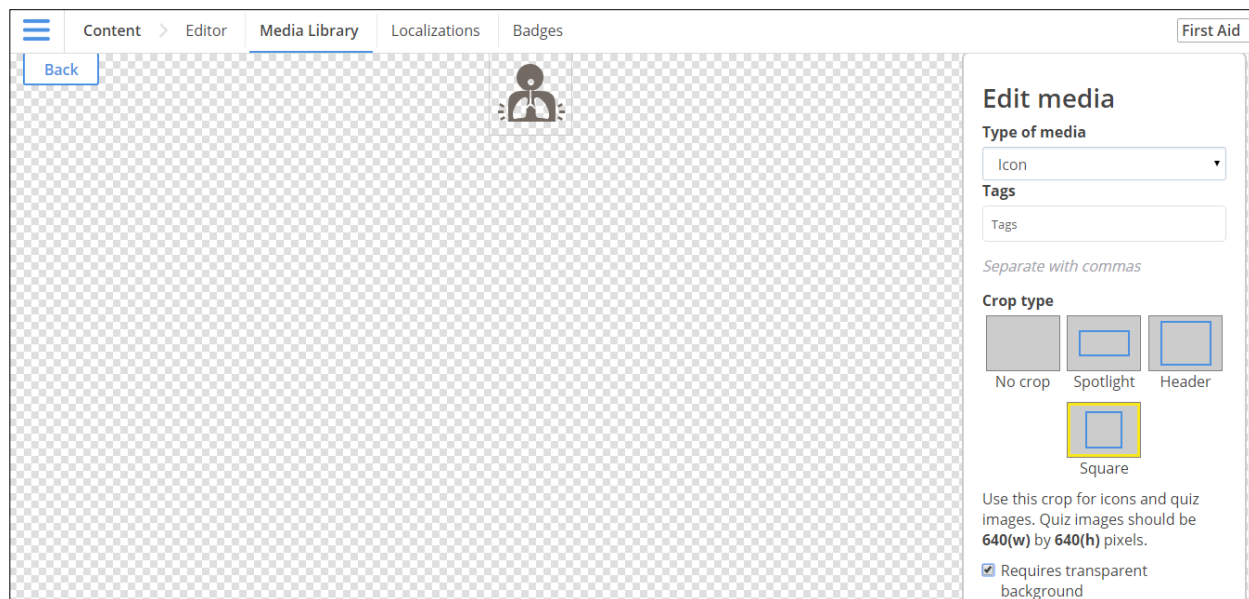


Ensure that the icons added to the menu/ index pages of the app are the correct specifications:

- Dimensions: 88x88
- Background: Transparent

All menu icons should match in color and size. In the *Learn* menu icons should be grey, and should be red for the *Emergency* menu.

If you are uploading a new icon to the CMS, ensure that you select *Square* as your crop type, and that you tick that it requires a transparent background (see picture below).



Videos

In the CMS, users have the option to either add videos from the Media Library or to upload new video files that have been adapted. If uploading a new file, please ensure the file format is correct, otherwise it will not play.

The file size should be between 2 and 2.5 MB, and the total size of all video files should be below 25MB. We specify these sizes because the cellular download limit for an iOS app is 50MB. Anything over must be downloaded via WiFi. Therefore, you may have to compress the video before attempting to upload the file. If you have questions regarding how to compress video files, please ask your point of contact at the GDPC.

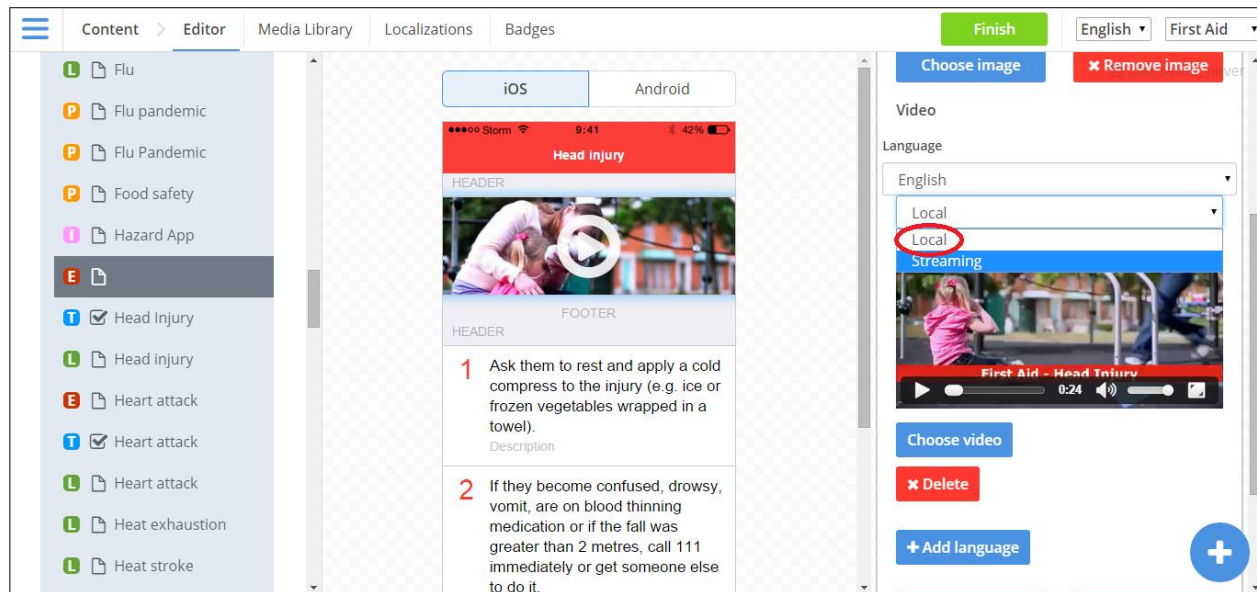
Encoding videos - if your files are too large then you can use an open source video transcoder. Once such free service is Handbrake, available for download here: <https://handbrake.fr/>

Video specifications:

- Dimensions: 480 x 266
- Video Codec: H.264 (x264)
- Container: MP4
- FPS: 30 (VFR)
- RF: 22

*** For more information on how to make your videos, please consult the [Guide to the First Aid app video folder](#), located in this Welcome Packet.**

As with images and menu icons, you can either upload videos in the Media Library or directly into a page using the Content Editor. Videos in the primary language of the app should be set to 'Local' in the Content Editor ([see below](#)).



Local vs. Streaming

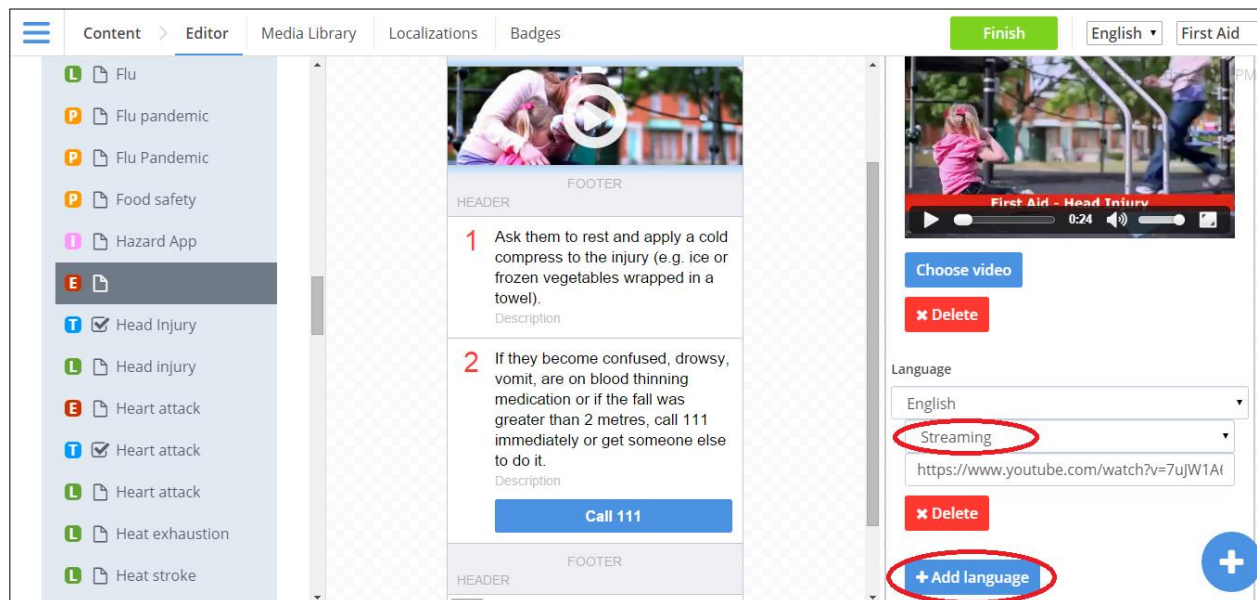
Videos are large data files. To reduce the size of the app, only the video you select as 'Local' will be embedded in the app. This video will be available at all times, even when the mobile device is offline such as in the event of an emergency. Therefore the video you label 'Local' when added to the CMS should be in the primary language of your country – the language most commonly understood.

To avoid taking up too much space in the app, you must upload videos in secondary languages to a third party streaming site (Youtube). Then, when adding the secondary language videos to the CMS, label them 'Streaming' ([see below](#)). This will prompt the app to stream the videos of the secondary languages. A data or WiFi source will be needed to access this source.

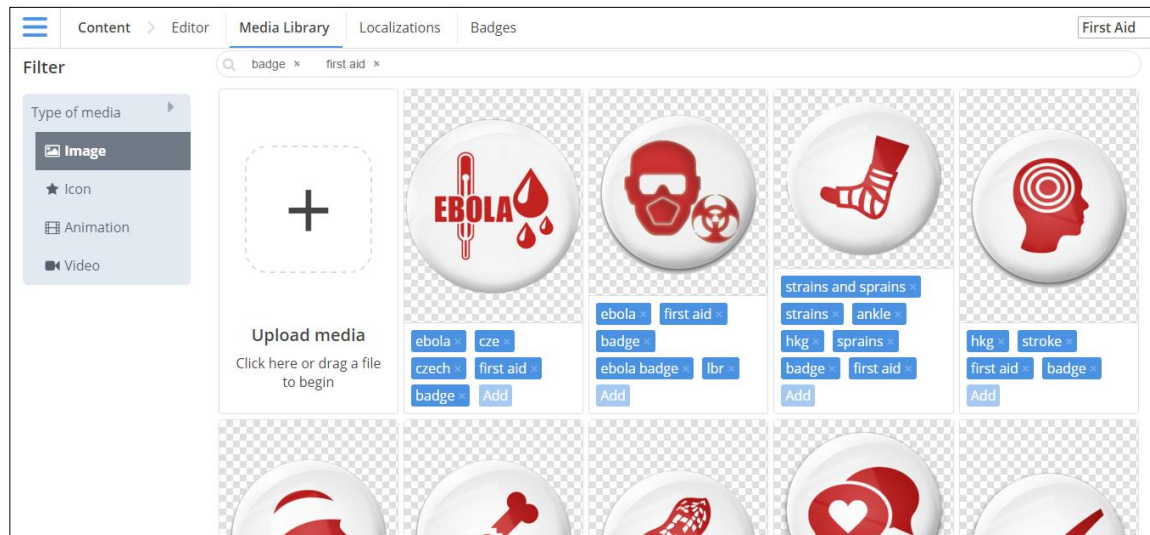
Note that the app will automatically detect what language video it should play. For example, say an app is available in both English and Spanish. Even if the Spanish video is considered the secondary language video and is set to 'Streaming', if the user's account is set to Spanish, the app will first prompt the streaming of the Spanish video before playing the English version. The user can also select to change between the language versions of the video.

If you wish to change your videos from Local to Streaming at a later date, this can be done in the CMS. All you need to do is load your videos to YouTube, link them in the CMS as Streaming, and *Publish*. Many national societies have decided to stream all of

their videos, as this can make the app's size considerably smaller (sometimes by up to 50% smaller). If you wish to only stream videos, you are free to do so.



Test Badges



In the CMS Media Library, you will find test badges for the existing quizzes in the CMS. The badges are uploaded as images and will be in the **image library** (not icon, animation, or video). App users are rewarded a badge each time they successfully complete a quiz. If you decide to create new quizzes on different first aid topics, then you will also need to create a new test badge. When designing the badge, please refer to the specifications below. Note that you can manage all test badges, as well as their associated completion and share messages by accessing the 'Badge' page, one of the menu options.

Badge specifications:

- Dimensions: 400 x 400 pixels
- Background *must* be transparent
- Save file as: *NameOfTest.Test.png*
 - o For example: Bleeding.Test.png

When uploading a new badge, you do it the same way as an icon or an image. However, be sure to upload it to the Image Media Library, set it to *Square* cropping, and ensure that it *Requires a Transparent Background* ([see below](#)). Make sure to tag the badge correctly.

