



## **DON'T TRY TO SHOW TEN POUNDS OF LENTICULAR IN A FIVE POUND BUCKET**

*keep animations simple*

Each lenticular lens can only handle so much animation before it starts to get blurry and confusing to the viewer.

- A two or three phase flip is often as effective as animation.
- Simple animations look cleaner and ghost less.
- Choose the appropriate lens for the job.

## **DO 25 JUMPING JACK IN PLACE TO GET YOUR LENTICULAR MOVING**

*animate on top of itself*

The last thing you want is for your client to be confused when they view lenticular.

- Keep key animated elements anchored in one place.
- Loop animation for a consistent and smooth effect.
- Use the highest resolution source footage possible.

## **WHITE IS A BAD IDEA AFTER LABOR DAY AND EVERYDAY WHEN IT COMES TO LENTICULAR**

*minimize the white*

We're not saying you can't use white...just be careful when you do.

- White or light backgrounds on flips or animations create ghosting.
- Animating white objects can cause color registration problems.
- Keep white objects close to the focal plane in 3D compositions for clarity.

## **LENTICULAR IS LIKE ONIONS. ONIONS HAVE LAYERS LENTICULAR HAS LAYERS NOT NOT EVERYBODY LIKES ONIONS, WHAT ABOUT CAKE? EVERYBODY LOVES CAKE!**

*lots of layers*

If you ever think you have too many layers...you don't.

- Layers are used to create depth in 3D lenticular (the more the better).
- Set up flips and animations as layers in one file.
- Layered files allow us to work quickly.



## **I ALWAYS WANTED A LITTLE RED WAGON, NOT A LITTLE MONOTONE ONE** *bright, bold colors*

White is not an ideal choice for lenticular, but color, now that's a different story.

- Bright bold colors create deep 3D and engaging effects.
- Bold colors show up better on flips than subtle shifts in color.
- Avoid using colors flipping over light colors to minimize ghosting.

## **IF YOU HAVE TO DRAW A LINE IN THE SAND, MAKE IT THICK** *thick lines & bold text*

Whomever said "thin is in" doesn't work with lenticular.

- Thin lines or strokes break up or disappear under lens.
- Bold sans-serif fonts read better under lens than Roman-style fonts.
- Barcodes and QR codes can read under lens with correct setup.

## **LENTICULAR LOOKS BETTER WITH A 5 O'CLOCK SHADOW JUST LIKE MIAMI VICE** *use texture*

Want great 3D? Want to eliminate ghosting? Then add texture!

- Full compositions look and work great in 3D.
- Use texture or other background elements to hide ghosting.
- Add texture or elements in the background to create great depth.



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THE "POINT OF NO RETURN" JUST GET IN CONTACT WITH US.  
WE'RE HERE TO HELP.**