

Piscatello Design Centre

Website Asset Collection

- 1.0 Homepage
 - 1.1 4 separate video files for the homepage. Confirm which projects they are associated with.
 - 1.2 Videos to be provided as .mp4 files at 1920px W x 1080px H.
 - 1.3 Final tagline text.
 - 1.4 Main navigation translated in Chinese (Projects, Expertise, Firm, News, Contact).
 - 1.5 Vertical mobile homepage images to be provided as .jpg files saved for web at 60 quality at 750px W x 1334px H.
 - 1.6 Horizontal mobile homepage images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H.
- 2.0 Projects
 - 2.1 Main thumbnail image for each project. Thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H.
 - 2.2 Project titles, location, category, year completed. Keep titles under 40 characters, including spaces.
 - 2.3 Smaller thumbnail image, description, and facts for every project in the Archive section. Keep archive description under 400 characters, including spaces.
 - 2.4 Archive thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H.
 - 2.5 Mobile project thumbnail images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H.
 - 2.6 Mobile archive thumbnail images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H.
- 3.0 Individual Project Pages
 - 3.1 At least 3 full screen images for project slideshow. No more than 9 images.
 - 3.2 Images to be provided as .jpg files saved for web at 60 quality at 1920px W x 1080px H.

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| 3.3 | Project description. Keep description under 900 characters, including spaces. |
| 3.4 | Project description translated into Chinese. |
| 3.5 | Facts and figures text. |
| 3.6 | 4 related projects with thumbnails. Thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H. |
| 3.7 | Links to other project pages within the program. |
| 3.8 | Full address for the map. |
| 3.9 | Mobile slideshow images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 3.10 | Mobile related project thumbnail images to be provided as .jpg files saved for web at 60 quality at 750px W x 750px H. |
| 4.0 | Footer |
| 4.1 | Photography and Video credits. |
| 4.2 | URLs for all social media accounts. |
| 5.0 | Expertise |
| 5.1 | Main image for Master Planning provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |
| 5.2 | Main image for Mixed Use provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |
| 5.3 | Main image for Retail Design provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |
| 5.4 | Main image for Sustainability provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |
| 5.5 | Mobile expertise thumbnail images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 6.0 | Individual Expertise Pages |
| 6.1 | At least 3 full screen images for the expertise slideshow. Images to be provided as .jpg files saved for web at 60 quality at 1920px W x 1080px H. |

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	6.2	Expertise description. Keep description under 1300 characters, including spaces.
	6.3	Expertise video provided as .mp4 file at 1024px W x 576px H.
	6.4	3 related projects with thumbnails. Thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H.
	6.5	Mobile slideshow images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H.
	6.6	Mobile related project images to be provided as .jpg files saved for web at 60 quality at 1334px W x 665px H.
7.0	Firm	
	7.1	Main image for Overview provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	7.2	Main image for Leadership provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	7.3	Main image for Videos provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	7.4	Main image for Awards provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	7.5	Mobile firm thumbnail images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H.
8.0	Overview	
	8.1	Overview description. Keep description under 1500 characters, including spaces.
	8.2	Overview video to be provided as .mp4 file at 1024px W x 576px H.
	8.3	Overview video still image to be provided as .jpg files saved for web at 60 at 1024px W x 576px H.
	8.4	Approach description. Keep description under 1500 characters, including spaces.
	8.5	First approach image to be provided as .jpg files saved for web at 60 quality at 700px W x 300px H.

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| 8.6 | Second and Third approach images to be provided as .jpg files saved for web at 60 quality at 375px W x 300px H. |
| 8.7 | Mobile images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 8.8 | Mobile video still image to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 8.9 | Mobile video to be provided as .mp4 file at 1334px W x 750px H. |
| 9.0 | Leadership |
| 9.1 | Main grid images for each Leadership. Thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H. |
| 9.2 | Full name and title for each Leadership. |
| 9.3 | Mobile images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 10.0 | Individual Leadership Pages |
| 10.1 | Secondary Leadership image (only for 9 firm principles) |
| 10.2 | Image provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |
| 10.3 | Biography. Keep biography under 800 characters, including spaces. |
| 10.4 | Biography translated in Chinese (only for 9 firm principles) |
| 10.5 | Quote. Keep quote under 200 characters, including spaces. |
| 10.6 | Quote translated in Chinese (only for 9 firm principles) |
| 10.7 | 3 Posts with thumbnails. Thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H. |
| 10.8 | Mobile leadership images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 10.9 | Mobile post images to be provided as .jpg files saved for web at 60 quality at 1334px W x 665px H. |

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| 11.0 | Videos |
| 11.1 | Videos to be provided as .mp4 files at 1920px W x 1080px H. |
| 11.2 | Thumbnail still for each video to be provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |
| 11.3 | Title for each video. |
| 11.4 | Mobile still image to be provided as .jpg file saved for web at 60 quality at 1334px W x 750px H. |
| 12.0 | Awards |
| 12.1 | Title of award, project name, location, and year the award was won. |
| 12.2 | Smaller thumbnail image, description, and facts for every project in the Awards section. |
| 12.3 | Keep awards description under 400 characters, including spaces. |
| 12.4 | Awards thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H. |
| 12.5 | Mobile awards images to be provided as .jpg file saved for web at 60 quality at 1334px W x 750px H. |
| 13.0 | News |
| 13.1 | Main thumbnail image for each news item. Thumbnails to be provided as .jpg files saved for web at 60 quality at 480px W x 320px H. |
| 13.2 | Date, Headline, Type of News. Keep titles under 40 characters, including spaces. |
| 13.3 | Mobile news thumbnail images to be provided as .jpg files saved for web at 60 quality at 1334px W x 750px H. |
| 14.0 | Individual News Pages |
| 14.1 | News description. Character count for news articles is flexible. Page will expand and scroll if the article is long. |
| 14.2 | URL of link to read more. |
| 14.3 | News image provided as .jpg file saved for web at 60 quality at 1024px W x 576px H. |

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	14.4	PDF of publication if applicable.
	14.5	Mobile news images to be provided as .jpg file saved for web at 60 quality at 1334px W x 750px H.
15.0	Contact	
	15.1	Contact information for new business, general inquiries, press inquiries, and careers. Please provide name and email.
	15.2	Stock image of New York City to be provided as .jpg file saved for web at 60 quality at 1920px W x 800px H.
	15.3	Address, phone number, fax number, and google map link for New York office.
	15.4	Stock image of Beijing to be provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	15.5	Address, phone number, fax number, contact email address, and google map link for Beijing office.
	15.6	Stock image of Tokyo to be provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	15.7	Address, phone number, fax number, contact email address, and google map link for Tokyo office.
	15.8	Overview video to be provided as .mp4 file at 1024px W x 576px H.
	15.9	Overview video still to be provided as .jpg file saved for web at 60 quality at 1024px W x 576px H.
	15.10	Job titles and descriptions. Keep descriptions under 2000 characters, including spaces.
	15.11	Mobile contact images to be provided as .jpg file saved for web at 60 quality at 1334px W x 750px H.