

Best Buy Production Playbook

March 2012

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Part 1: The Best Buy Brand

The [Best Buy Brand Expressions Guidelines website](http://bbybrandidentity.com/guidelines-bby/brand-overview/) is a good introduction to the core values of the brand. All designers working on the account should review this website to better familiarize themselves with it. For the Flash designers/developers, the most relevant sections cover the use of typography and the usage and behavior of core shapes in the banner layouts. You can find that section by navigating to <http://bbybrandidentity.com/guidelines-bby/brand-overview/>.

COLOR EXAMPLES



BEST BUY BLUE

BLACK

BEST BUY GRAYS

BEST BUY YELLOW



SAFE AREA

The primary logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the cap height and width of the "B" within the logo.



ANGLE

The primary logo must always remain at a 5 degree angle.

HEADLINE LENGTH EXAMPLES

MOBILE PHONES & ACCESSORIES

THE MOST
SMARTPHONES
UNDER
ONE ROOF

Whether you're shopping for an iPhone, Droid, BlackBerry or Palm, you'll find the brand you want with the plan you want.

TITLE, LONG HEADLINE AND LONG DESCRIPTOR

Long headlines can be several lines with multiple words per line. With long descriptors, there is no limit to the number of lines. The length of the longest line should be shorter than the headline.

IPOD ACCESSORIES GUIDE

THE
IPAD 2

Thinner. Lighter. Faster. Facetime. Smart Covers. 10-Hour Battery.

TITLE, SHORT HEADLINE AND DESCRIPTOR

Short headlines can be several lines and should break with each word or word group (i.e., iPad 2). Descriptors can be multiple lines with no maximum limit and slightly longer than the headline in length.

CMYK: 0, 15, 100, 0
RGB: 255, 213, 0
HEX: FFD500
PMS: 116 C

MEDIUM YELLOW

This is used in primarily in association with accent colors and headlines larger than 30pt type size (on light or white backgrounds).

CMYK: 100, 68, 0, 2
RGB: 22, 70, 168
HEX: 1646A8
PMS: 293 C

BLUE SHIRT BLUE

This blue is associated with our Blue Shirts and should be primarily used for all Blue Shirt-related content.

CMYK: 40, 0, 6, 0
RGB: 169, 224, 234
HEX: A9E0EA
PMS: 636 C

HIGHLIGHT BLUE

This blue serves the purpose of highlighting content that is relevant or important, but not primary.

Best Buy Brand: Typography (in theory)

AVENIR NEXT FOR BEST BUY ACCEPTABLE WEIGHTS

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Best Buy Brand: Typography Headlines (in theory)

HEADLINE LENGTH EXAMPLES

MOBILE PHONES & ACCESSORIES

THE MOST SMARTPHONES UNDER ONE ROOF

Whether you're shopping for an iPhone, Droid, Blackberry or Palm, you'll find the brand you want with the plan you want.

TITLE, LONG HEADLINE AND LONG DESCRIPTOR

Long headlines can be several lines with multiple words per line. With long descriptors, there is no limit to the number of lines. The length of the longest line should be shorter than the headline.

IPOD ACCESSORIES GUIDE

THE iPAD 2

Thinner. Lighter. Faster. Facetime.
Smart Covers. 10-Hour Battery.

TITLE, SHORT HEADLINE AND DESCRIPTOR

Short headlines can be several lines and should break with each word or word group (i.e., iPad 2). Descriptors can be multiple lines with no maximum limit and slightly longer than the headline in length.

IPOD ACCESSORIES GUIDE

LOVE HOW YOU LISTEN

Discover the latest and greatest in iPod
speakers, headphones and more.

TITLE, MEDIUM HEADLINE AND DESCRIPTOR

Medium headlines can be multiple lines and should break with each word or word group (i.e., iPad 2). Descriptors can be multiple lines with no maximum limit and slightly longer than the headline in length.

IPOD ACCESSORIES GUIDE

LOVE HOW YOU LISTEN

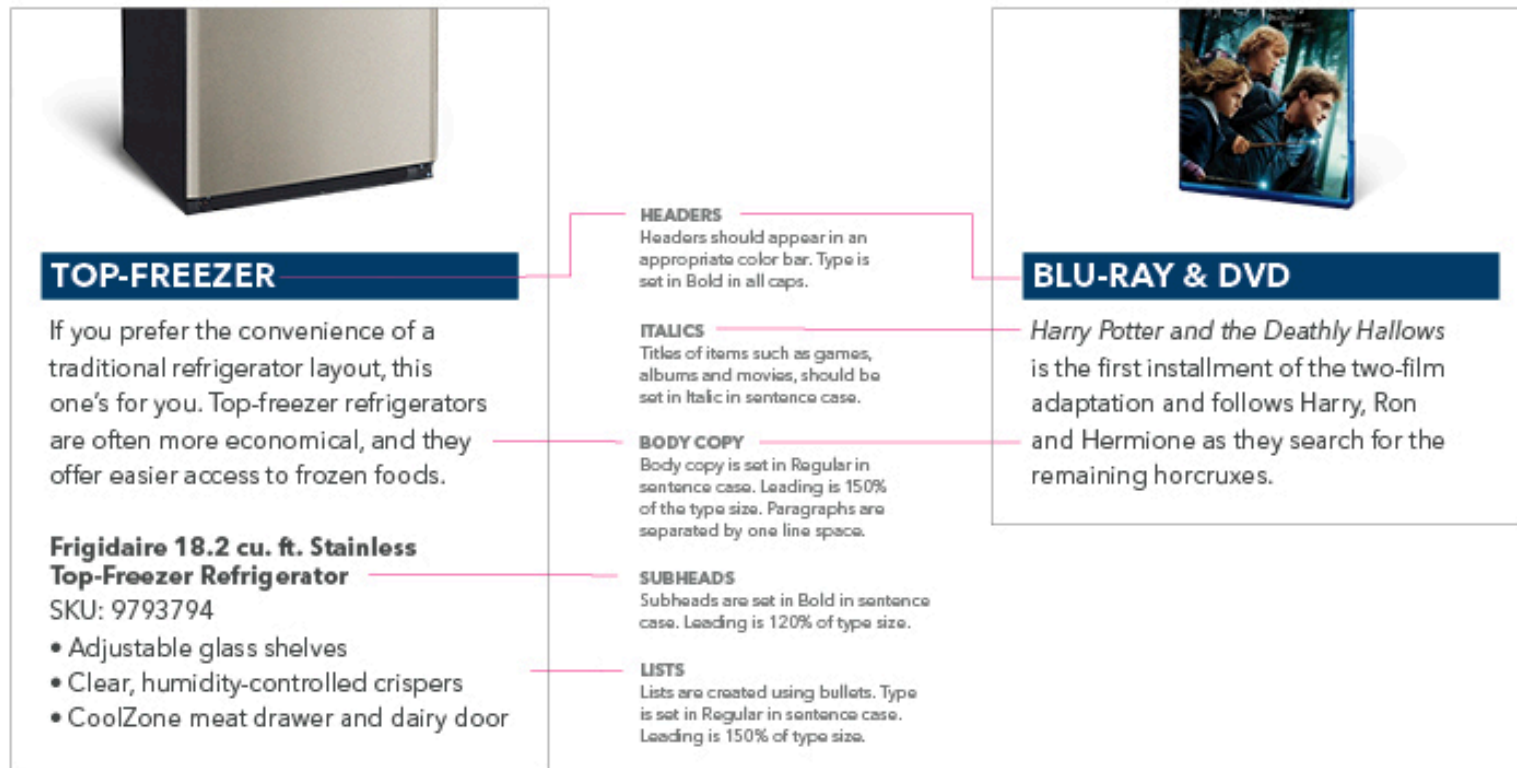
Discover the latest and greatest in iPod speakers, headphones and more.

TITLE, HEADLINE AND DESCRIPTOR IN HORIZONTAL LAYOUT

Headlines should be a single line and should change from Thin or Regular to Bold once.
Descriptors can be single or multiple lines to fit horizontal format and not longer than the headline length.

Best Buy Brand: Typography Body Copy (in theory)

BODY COPY HIERARCHY



Best Buy Brand: Typography (in practice)



FRAME 1



FRAME 2



FRAME 3



FRAME 5



FRAME 6



FRAME 7

Examples of brand typefaces being used in banner copy, price points, and CTAs.

Best Buy Brand: Final Thoughts

1. Layouts will be brand-approved before going into production so mastery of the brand is not necessary, but familiarity will help in decision-making during development.
2. In order to keep a consistent deliverable, developers must be working together to ensure that each person has the latest assets and is using similar motion tweens (animation style).

Part 2: The Workflow

This is the lifecycle of a typical banner concept as it relates to the Flash team. Note that step 4 (four) indicates when the offshore team's involvement begins. The steps continue through, up to the final delivery and trafficking the of the ad units.

1. *Banner concept is approved for Initial Animation (Prototype)*
2. *Production Manager collects assets, sets up Jira task, and ensures that the Flash developer has everything needed to start development.*
3. *Flash developer at Razorfish creates Prototype.*
4. *Production Manager answers any spec, technical, or brand specific questions that Flash developer may have.*
5. *Client approves Prototype and files (PSDs, Flash Prototype, checklists, etc.) are prepped for production.*
6. *Production kickoff scheduled and approved Prototype delivered to offshore team*
7. *Offshore team completes build out defined by Production Checklist*
8. *Files delivered to Razorfish for review by Production Manager, Creative, and Delivery Management.*
9. *Offshore team incorporates feedback, delivers revised build to Production Manager*
10. *Razorfish Flash Lead incorporates any final creative feedback.*
11. *Units are trafficked.*

Part 3: The Production Checklist

An Excel Spreadsheet created by the Production Manager, provided when the Prototype is approved to begin.

- Line item list of all unit sizes to be created
- Production schedule and milestones
- File naming convention
- All on-screen and legal disclaimer copy used in the banner
- File size specifications for the SWF's and JPEG's
- Any additional notes explaining changes to specific unit sizes

Please Note:

Although maximum file size for all units is commonly 40k, we are sometimes allowed exceptions to go as high as 45k, so please review this before starting development.

Production Checklist - Ad Creative									
Brand	Best Buy - Holiday				Job Number	38898			
Campaign	Digital Insert - V5 & V6				PM	Karen Fong			
Click Tag	<pre>clickTag_btn.onRelease = function(){ getURL(_root.clickTag1, "_blank"); }</pre>								
Source PSD File Location	Provided via Jira								
Source File FLAs:	n/a								
Copy Deck File Location	Copy provided in psd comps								
Delivery File Location	Deliver via Jira								
Notes	The naming convention is in the notes below. Also, please note that we need to check that Flash versions lower than 8 or no flash behavior is to have a user-friendly message to upgrade to latest flash version.								
Naming Convention Example	BBY_DI_priceMatch_300x250 BBY_DI_ExtendedReturns_300x250								
Schedule	Start	Due	Notes				(X) QA Delivery Checklist		
Prototype							All files meet the specs below		
Production	11/4/11	11/8/11					All copy matches the copy deck (or PSD source)		
Review		11/8/11					All click tags are working properly		
Client		11/9/11					All banners have correct naming convention		
Feedback									
Internal review									
Client									
Packaging									
Delivery									
Launch									
STANDARD SPECS DETAILS									
(X)	Unit Size	JPG/GIF K size	SWF K size	Loops	Animation Time (sec)	frames per	Flash Version	AS Version	Notes
standard banners									
	BBY_DI_priceMatch								
	160x600	30k	40k	none	15	18	8	2	
	728x90	30k	40k	none	15	18	8	2	
	300x250	30k	40k	none	15	18	8	2	
	300x600	30k	100k	none	15	18	8	2	
	800x600	30k	100k	none	15	18	8	2	
BBY_DI_ExtendedReturns									
	160x600	30k	40k	none	15	18	8	2	
	728x90	30k	40k	none	15	18	8	2	
	300x250	30k	40k	none	15	18	8	2	
	300x600	30k	100k	none	15	18	8	2	
	800x600	30k	100k	none	15	18	8	2	

Part 4: Flash Animation Process

Currently, we are using the timeline in Flash for all of our animation. We find that this allows for the most compatibility between versions and it allows us to quickly hand off the units if a developer is unable to complete it - without having to go into detail about specific tween libraries or methods.

Here are the common guidelines for all of our Flash source files:

Computer Platform: Macs are preferred, due to font and formatting issues when switching from Windows to Mac.

Flash IDE version: Currently, we are working in the Flash CS5.5 authoring environment.

Flash Player Version: Flash Player 8 (AS2)

Frame Rate: 18 fps

Max animation time: 15 seconds

Max loops: 3

Working on the files will require knowledge of Actionscript 2.0 and basic easing methods. Additionally, an understanding and appreciation for the laws of animation is also important to maintaining the quality of the animation throughout the production process.

Please review the [Flash Development Guidelines](#) for more information related to Easing, Flash Text, and ClickTag code.

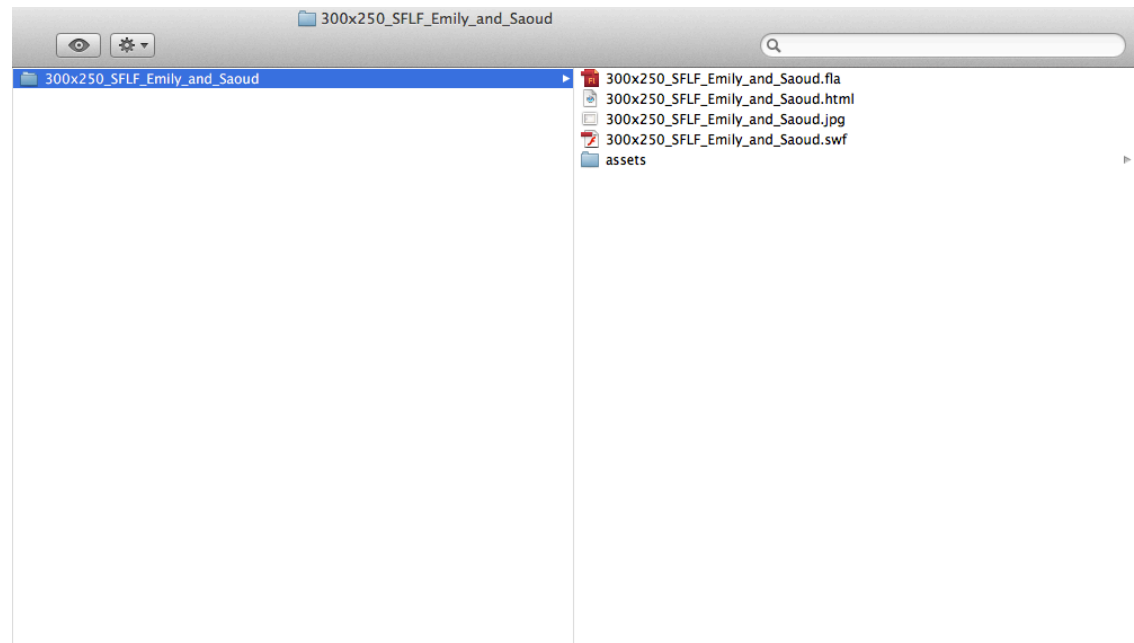
Part 4: Flash Animation Process: Folder Structure

We use a specific folder structure for saving all files.

Container Folder should be based on the naming convention of the file name replacing the unit size for all sizes and with the addition of a version number. For example if the naming convention were best_buy_digital_circular_300x250, the final container folder name should be best_buy_digital_circular_all_sizes_v1.

Assets is for all images used in the unit.

Please ensure that a jpeg backup image is included in the final delivery. This is a requirement of all publishers.



Part 4: Flash Animation Process: File Setup

During the creation of the Prototype, an effort is made to keep the files as simple and cleanly organized as possible. The following is to be used as a guide when setting up all Flash files for banner ads.

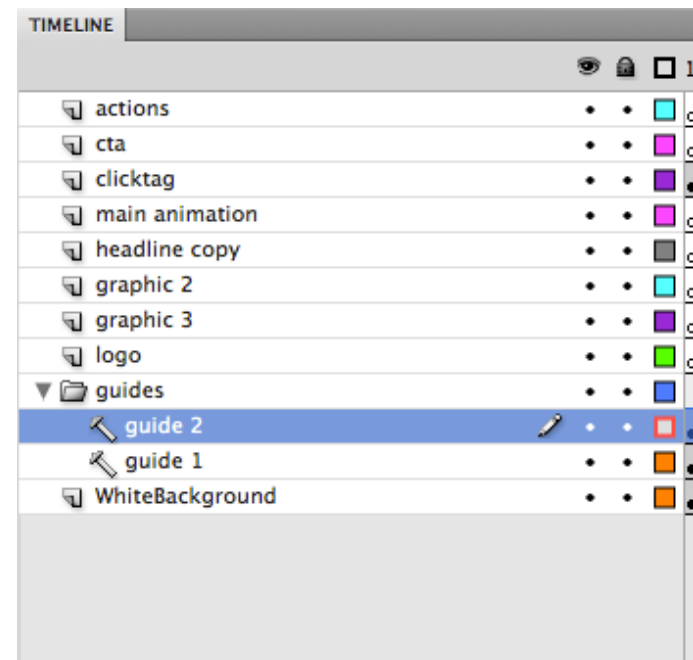
Actions layer should always be at the top of the layer stack.

ClickTag layer should always be below the Actions layer and above the CTA layer if the CTA contains a rollover effect.

CTA layer should be above the ClickTag layer only if the CTA contains a rollover effect.

Guides should always be contained within a folder and set as a guide in Flash.

Background layer should be below the Guide stack.



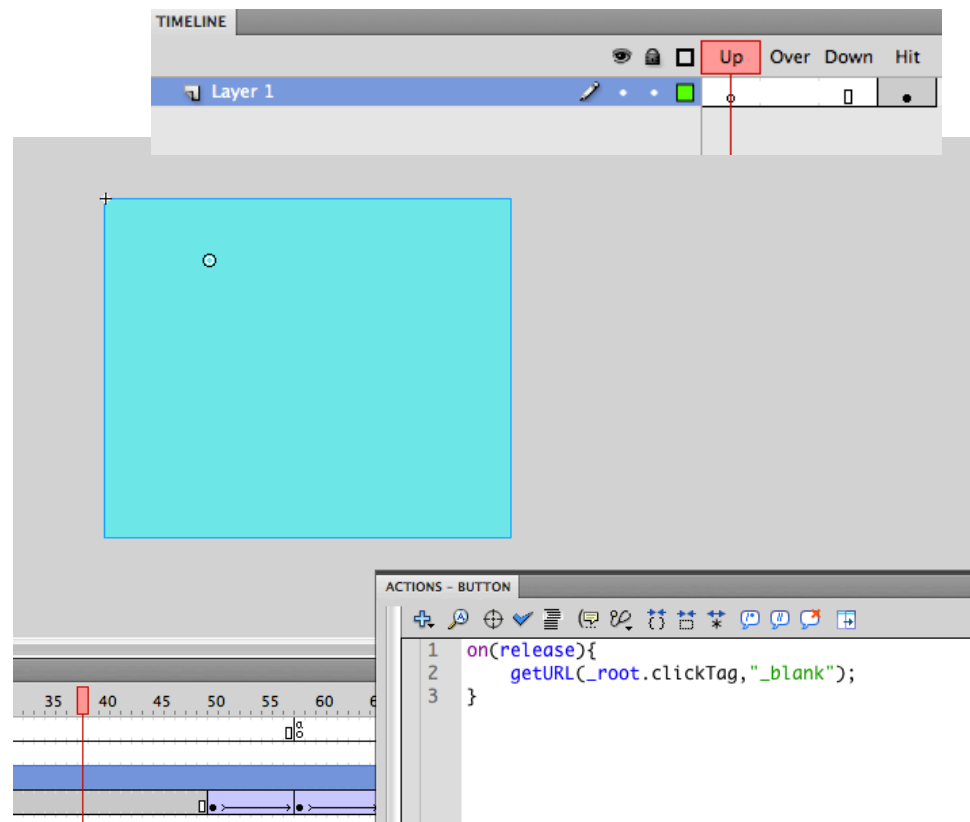
Part 4: Flash Animation Process: ClickTag

The clicktag is a critical part of the file and shouldn't be overlooked. This is used to track clicks and in turn a major component of the campaign.

ClickTag requirements:

- Must be a Button symbol type
- Scaled to fit the dimensions of the stage unless publisher spec says otherwise.
- Clicktag code must be on the button or placed on the actions panel.
- Clicktag must be active the entire animation (not just the endframe) unless otherwise specified by the publisher.

Please verify that the clicktag isn't overriding any CTA rollover effects before delivering. If this occurs, place the CTA layer above the ClickTag layer.



Part 4: Flash Animation Process: Endframe Functionality: Legal

Legal Disclaimer: Although it's often times small and tucked away, it's imperative that the legal disclaimer be included in every unit. The position and size of the legal disclaimer will be different for each creative direction, and if you do not see it, please notify the Production Manager.



Registrations & Trademarks: It's not uncommon for these to be barely visible during publishing, but they absolutely must exist. Don't ignore these because they're tiny.



Flash Process: Final Thoughts

- Consistency across all units is the goal. However, tweaking the animation where necessary in each size will help each iteration feel more polished and custom made.
- To re-emphasize, it's imperative that the clicktags function before the units are delivered. Please ensure that layer placement and syntax is correct.

Part 5: Creation of Backup JPEGs

Each animated unit requires a backup JPEG to be created. This will be served if the user does not have Flash enabled. Backups are generated using the FLA source files, typically when all units are approved creatively. There are typically some design challenges in this process, as all legal must now fit on the end frame and CTAs must make sense in the new context.

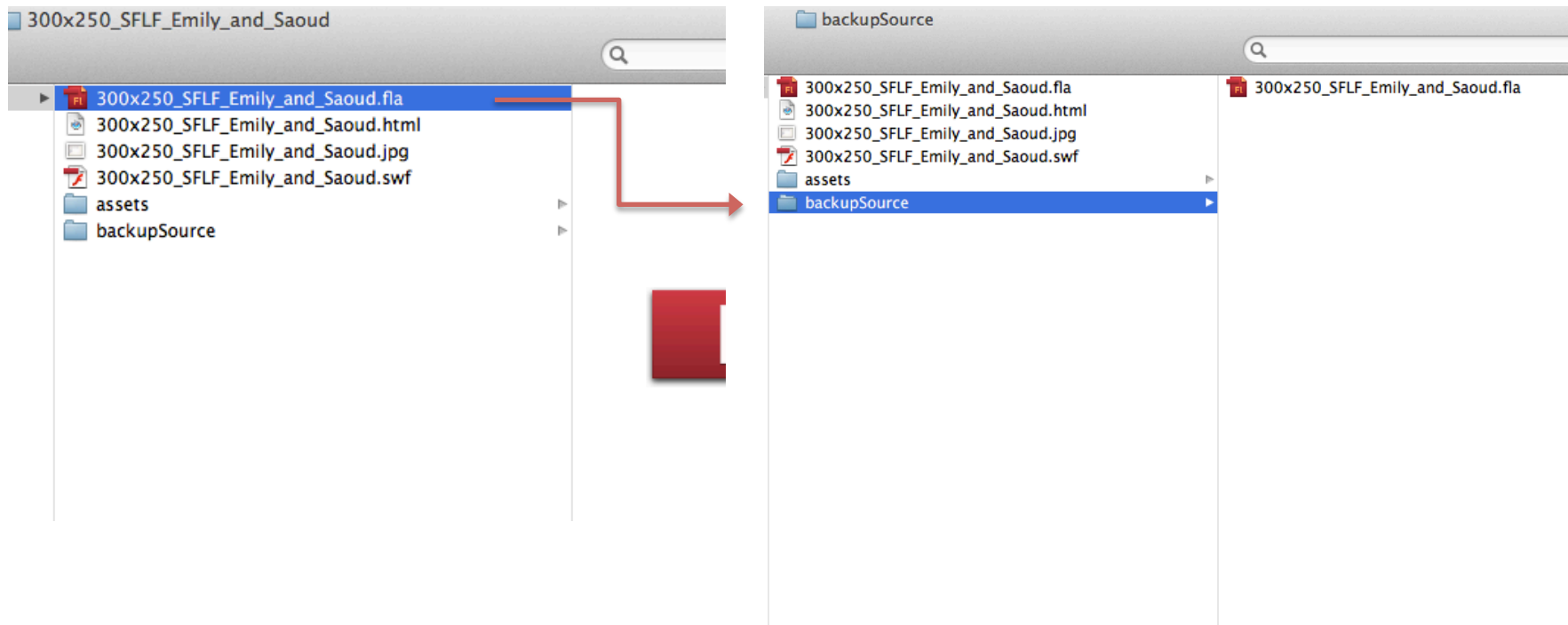
Here are some general rules of thumb when creating the backup JPEGs:

- Replay button or any detail buttons should always be removed from the backup JPEG
- Any links that are a part of, for example, a legal rollover shelf, should always be removed from the backup JPEG
- The Production checklist will identify sizes that, due to obvious space limitations, do not include the price point or full offer and therefore do not require the legal that accompanies those offers.
- On the sizes 120x90, 180x150, 234x60 the legal copy is typically shortened to something like "Geo & Service Restrictions Apply". Always check the Production Checklist to confirm what the shortened disclaimer copy is because it does vary.

Part 5: Creation of Backup JPEGs: File Setup

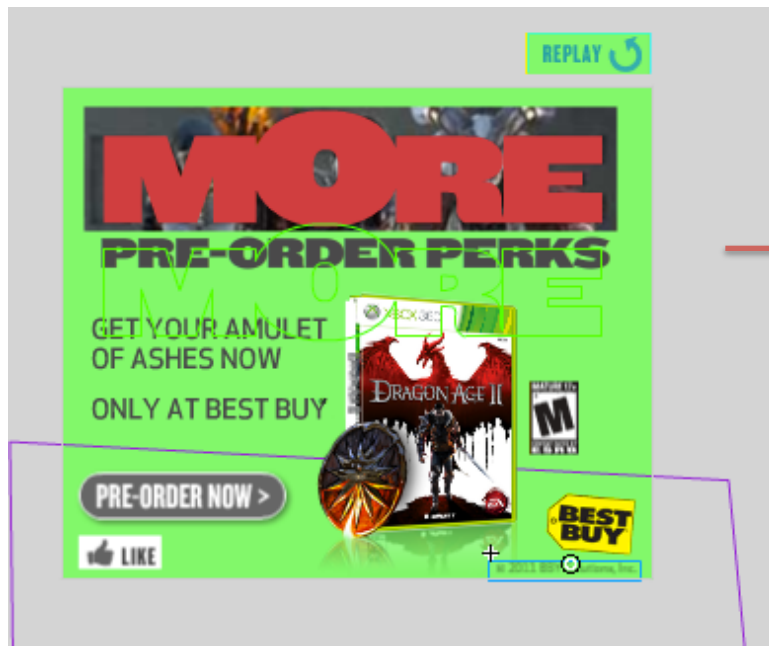
If the unit contains a replay or specific legal differences, it's easiest to generate a separate FLA by duplicating the respective unit that you're creating a backup JPEG for.

Step 1: Upon completion of the units, select all FLA's and copy them Step 2: Paste the files into a folder named "backupSource"

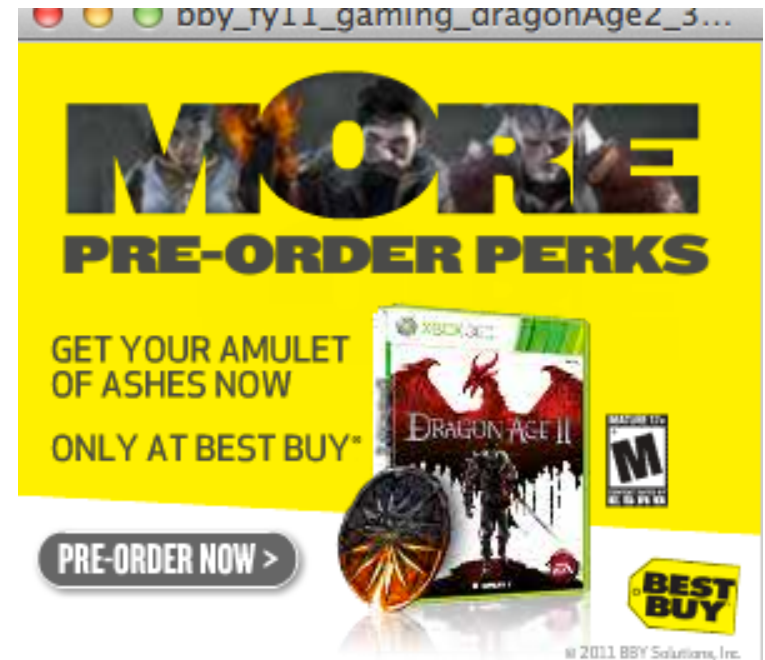


Part 5: Creation of Backup JPEGs: File Setup

Step 3: Using the end frame of the animated banner, adjust the layout to include the legal visible on stage. Remember to remove the replay button as well as the legal button rollover. Shifting and scaling things to accommodate the new legal is a design exercise and every build will have its own challenges. Consistency with the original comp is the most important criteria and what the client usually is looking for.



Original Animated End Frame



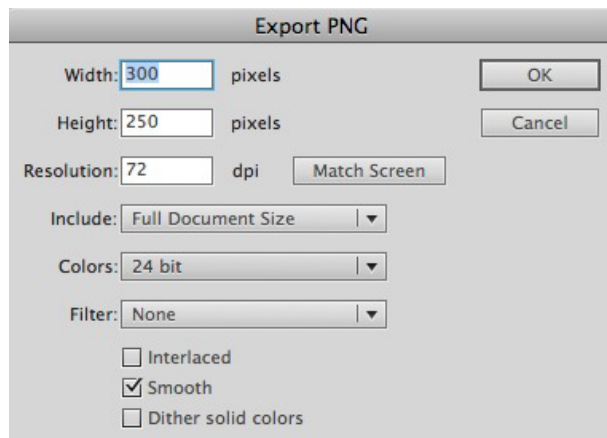
Final Backup JPEG

Part 5: Creation of Backup JPEGs: File Setup

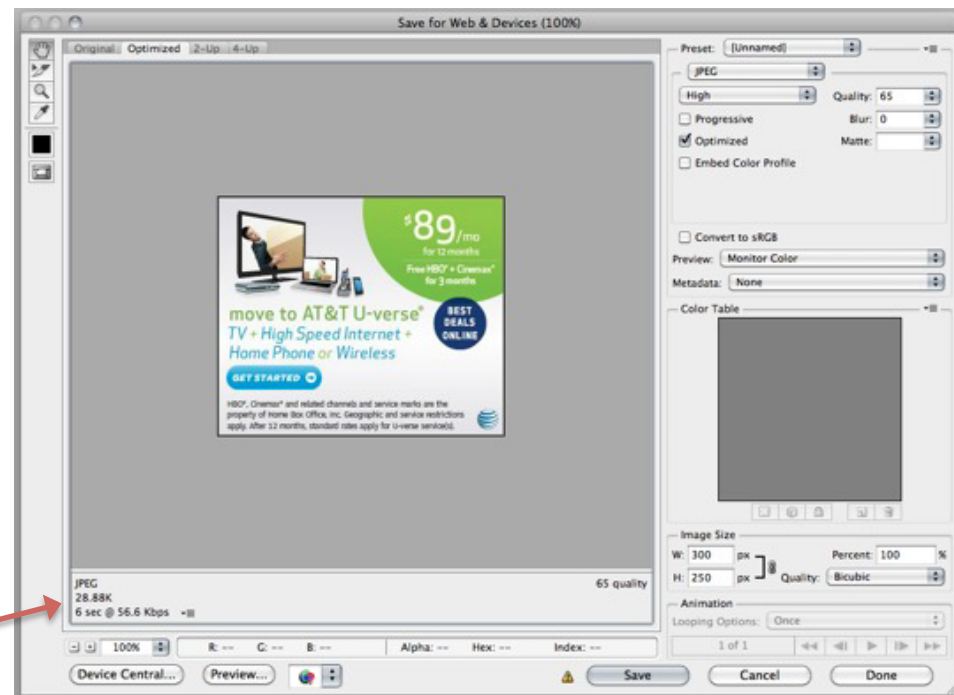
The last step for creating the backup JPEG's is saving them out and optimizing them.

Step 4: Export a PNG from the modified "backupSource" Flash file.
Or, if the unit contains Actionscript that affects the end frame, take a screenshot. We will convert to JPEG in the next step.

Note: Exporting a PNG from Flash reduces compression loss and allows more precise optimization in Photoshop.



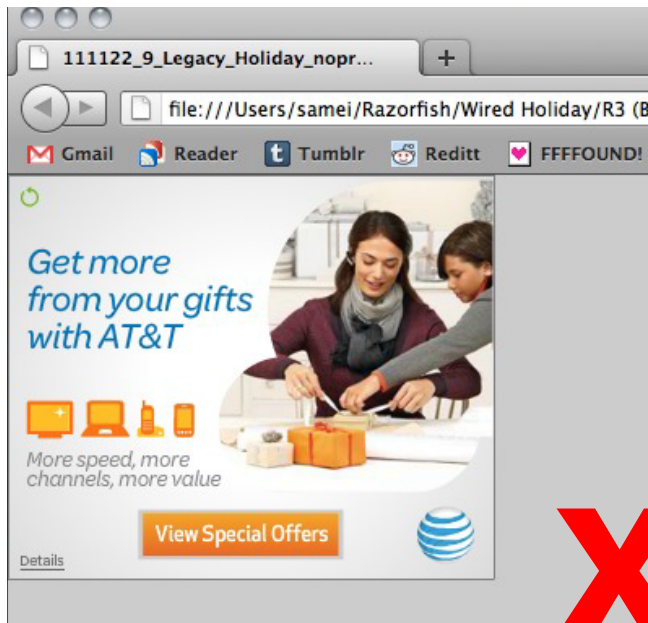
Please Note: Pay attention to the file size and make sure it's as close to the max spec as possible for the best quality.



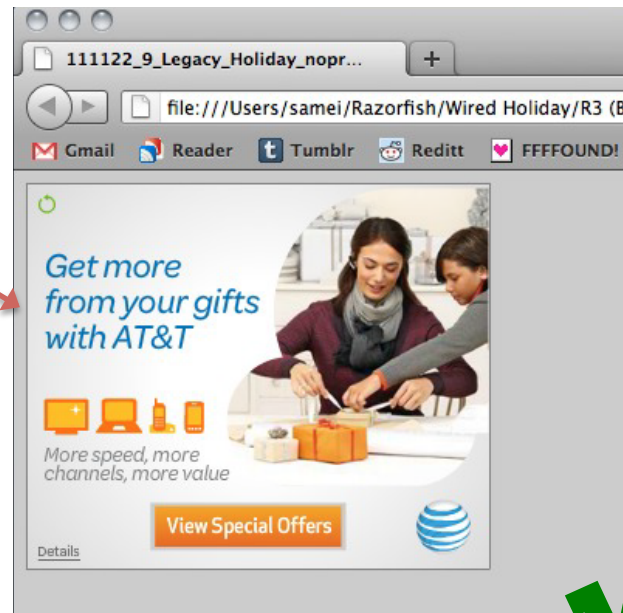
Part 6: Consistent Presentation Checklist

Just a few final things to look out for before delivering the files:

20px HTML Margin: After generating the HTML page to test the SWF in, it is necessary to go in and manually and set the margin to 20px. This allows the full border to be seen and looks much more polished as opposed to having the SWF crammed into the corner.



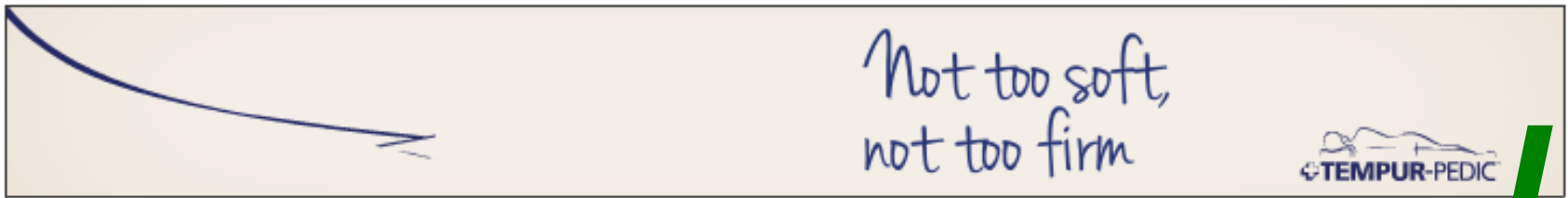
20px
margin



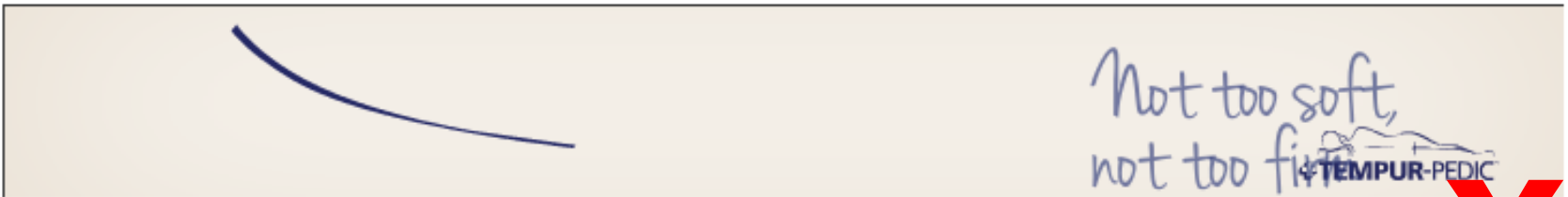
Quick Tip: The quickest way to apply the margin across all files is to open all of the HTML files in TextMate and do a global Find & Replace for margin:0, change it to margin:20, save and close all of the HTML files.

Part 6: Consistent Presentation Checklist

Border & Border Layering: Once the HTML has been updated, please double check that the 1px border is properly applied to all sizes. Another thing to check is that all CTAs with rollovers are functioning properly.



Example of border setup properly.



Example of border setup incorrectly.

Quick Tip: Set the border height and width 1px less than the required unit dimension and align the border to the the stage to the left and top.

Part 6: Consistent Presentation Checklist: Final Thoughts

- These items are things that the QA team might not catch but Creative will be looking for. These are mostly finishing touches and making sure that they are addressed gives a sense of attention to detail that will make the entire review process go more smoothly.
- Again, consistency across all of the units is the best way to ensure minimal creative feedback during the review processes.

Part 7: Effectively Using Jira

Learning Jira: Razorfish uses Jira for project tracking and asset management (<https://razorfish.jira.com/>). Projects in Jira are divided into three parts: projects, issues (tasks), and sub-tasks. These can have several different names listed in the chart below.

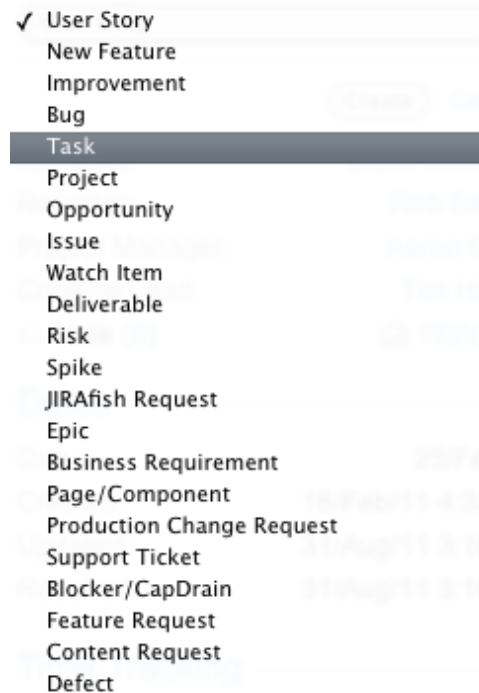
Project

>

Task

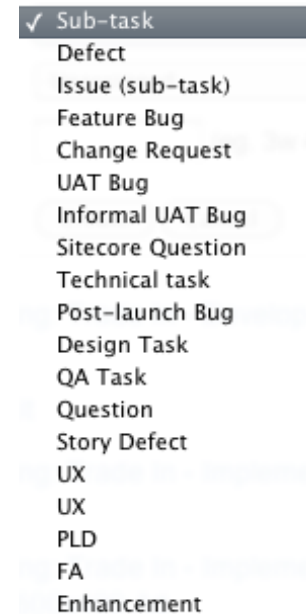
>

Sub-Task



A screenshot of the Jira 'Task' dropdown menu. The menu is open, showing a list of task types. The 'Task' option is highlighted with a dark blue background. Other options include 'User Story', 'New Feature', 'Improvement', 'Bug', 'Project', 'Opportunity', 'Issue', 'Watch Item', 'Deliverable', 'Risk', 'Spike', 'JIRAFish Request', 'Epic', 'Business Requirement', 'Page/Component', 'Production Change Request', 'Support Ticket', 'Blocker/CapDrain', 'Feature Request', 'Content Request', and 'Defect'. Some options have additional information like dates or times next to them.

- ✓ User Story
- New Feature
- Improvement
- Bug
- Task**
- Project
- Opportunity
- Issue
- Watch Item
- Deliverable
- Risk
- Spike
- JIRAFish Request
- Epic
- Business Requirement
- Page/Component
- Production Change Request
- Support Ticket
- Blocker/CapDrain
- Feature Request
- Content Request
- Defect



A screenshot of the Jira 'Sub-task' dropdown menu. The menu is open, showing a list of sub-task types. The 'Sub-task' option is highlighted with a dark blue background. Other options include 'Defect', 'Issue (sub-task)', 'Feature Bug', 'Change Request', 'UAT Bug', 'Informal UAT Bug', 'Sitecore Question', 'Technical task', 'Post-launch Bug', 'Design Task', 'QA Task', 'Question', 'Story Defect', 'UX', 'PLD', 'FA', and 'Enhancement'. Some options have additional information like dates or times next to them.

- ✓ Sub-task
- Defect
- Issue (sub-task)
- Feature Bug
- Change Request
- UAT Bug
- Informal UAT Bug
- Sitecore Question
- Technical task
- Post-launch Bug
- Design Task
- QA Task
- Question
- Story Defect
- UX
- PLD
- FA
- Enhancement



Part 7: Effectively Using Jira

Tasks: The task page in Jira can be confusing so we have outlined the most important parts.

1. Project Name
2. Task Name
3. Project Description
4. Attachments
5. Subtasks
6. Team Comments

When corresponding with other team members, it is best to list the task that you are referring to and it's URL at the end of your emails:

Hi John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque lobortis augue sed turpis viverra sagittis. In dapibus gravida neque, quis commodo velit posuere non. Suspendisse ac sem sit amet mi rutrum venenatis. Vestibulum eu odio orci, quis tincidunt diam. Maecenas elementum pulvinar elit in commodo. Vestibulum blandit hendrerit adipiscing. Vestibulum ut purus felis, vel volutpat risus. Curabitur accumsan mauris vitae est condimentum pulvinar. Curabitur et diam arcu, id adipiscing augue.

Thanks.

Best Buy FY11 Gaming: Trade In - Develop Standard Units
<https://razorfish.jira.com/browse/BBSM-14>



The screenshot shows a Jira issue page for the project 'Best Buy FY11: Standard Media / BBSM-14'. The issue title is 'Best Buy FY11 Gaming: Trade In - Develop Standard Units'. The page is annotated with numbered callouts:

- 1**: Points to the 'Issues' tab in the top navigation bar.
- 2**: Points to the issue title 'Best Buy FY11 Gaming: Trade In - Develop Standard Units'.
- 3**: Points to the 'Description' section, which contains a detailed task description and attachments like 'Motion Guides' and 'Design Comps'.
- 4**: Points to the 'Attachments' section, listing files like 'BBY_MORE_T12_LAYOUT_022311.pdf' and 'Trade_300x250V5.psd'.
- 5**: Points to the 'Sub-Tasks' section, showing a list of sub-tasks with their status (Resolved) and assignees (Nicolas Salazar, Rob Sawyer, Aaron Oliver).
- 6**: Points to the 'Activity' section, showing a timeline of comments and updates.

Part 7: Effectively Using Jira

Using Jira: The following are a few of the more common actions that teams perform in Jira. Once a task is created, you may add and sort attachments, create subtasks for related issues, and make comments for other team members to see.

The screenshot displays the Jira interface for a specific issue. It includes sections for attachments, sub-tasks, and activity.

Attachments:

Attachment	Size	Created
BBY_MORE_TIZ_LAYOUT_022311.pdf	1.05 MB	23/Feb/11 12:26 PM
bby_tradein_300x250_03.flr	541 kB	23/Feb/11 12:29 PM
Trade_300x250V5.psd.zip	5.56 MB	25/Feb/11 4:11 PM

Sub-Tasks:

Create Sub-Task

Summary:

Issue Type:

Assignee: [Assign To Me](#)

Original Estimate: (eg. 3w 4d 12h)

[Create](#) [Cancel](#)

Activity:

1. ☒ Best Buy FY11 Gaming: Trade In - Develop Standard Units ☒ Resolved Nicolas Salazar

2. ☒ Develop 300x250 Unit ☒ Resolved Rob Sawyer

3. ☒ Best Buy FY11 Gaming: Trade In - Implement Copy Change ☒ Resolved Aaron Oliver 0%

4. ☒ Best Buy FY11 Gaming: Trade In - Implement Copy Change in the 600x400 Ad ☒ Resolved Rob Sawyer 0%

Activity:

All Comments Work Log History Activity GitHub Bitbucket Source Reviews

Tim Hinson added a comment - 23/Feb/11 12:24 PM
PSD for 300x250 attached.

Tim Hinson added a comment - 23/Feb/11 12:26 PM
Story boards for Standard and Rich media

The screenshot shows the attachments menu in Jira, which includes options to sort attachments and download them.

Sort By Name

- Sort By Date

Ascending

Descending

Download All

Manage Attachments

18.60 MB

2.16 MB

1.62 MB

12.51 MB

10.80 MB

14.23 MB

14.08 MB

13.67 MB

01/Mar/12 1:17 PM

The screenshot shows the comment section in Jira, with a comment from Rob Sawyer.

Please use the design comp [Trade_300x250V5.psd.zip] correct.

Rob Sawyer added a comment - 25/Feb/11 4:11 PM
I've received confirmation that layer comp psd. A new version is attached. (Trade_300x250V5.psd.zip)

[Comment](#)

That's It!

This document is a work-in-progress and was developed based on Sam Eiler's AT&T production playbook. And it's worth noting that we have source files created by nearly half a dozen Flash Developers/Designers and each person does things a bit differently. Moving forward, we are working to improve consistency across the board and this document is going to be a big part of it.

If there are any questions or thoughts related to this document, please reach out to one of the production managers below. We can help answer any questions you have on Flash or any aspect of the production process.

Senior Production Manager

Email: rob.sawyer@razorfish.com

Instant Messenger: robksawyer

Production Manager

Email: garrett.gillas@razorfish.com

Instant Messenger: GarrettGillas