Content Specifications (Quickview)

Creator Profile(for all Creators)		
Item	**File Type**	**Dimensions**
Avataar	JPG/PNG	Square (1:1 Ratio)
Description	Text	120 Characters Max

Games		
Item	**File Type**	**Dimensions**
Title	Text	20 characters max
Short Description	Text	50 characters max
Gameplay Video	MP4	Vertical (9:16 Ratio)
Game Build	HTML5/ Unity File	
Thumbnail	JPG/PNG	Square Preferable (1:1 Ratio)

Comics		
Item	**File Type**	**Dimensions**
Title	Text	20 characters max
Short Description	Text	50 characters max
Thumbnail	JPG/PNG	Square Preferable (1:1 Ratio)
Comic Panels	JPG/PNG	Based on Flow

Format	Pages (A4) – 6 Panels (square) – 10 Beyond the above, the content will be broken down into episodes.

Animated Shots		
Item	**File Type**	**Dimensions**
Title	Text	20 characters max
Short Description	Text	50 characters max
Thumbnail	JPG/PNG	Square Preferable
Video	MP4	Landscape (16:9)/ Vertical (9:16)
Time	3 –5 Mins Max. Beyond that the video will be edited to divided into episodes	

Creative Guidelines

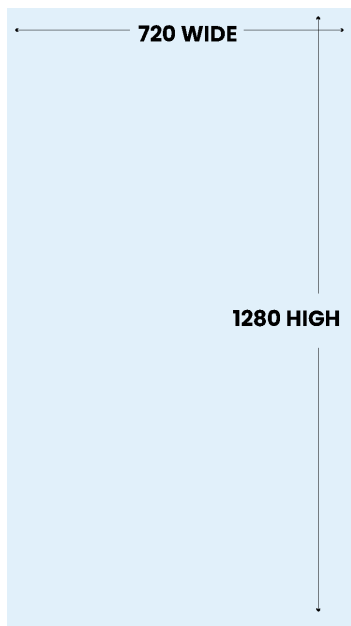| Sr. No	Creative	Description	Sizing
	For Comics		
1	Comic Canvas	- File Type: High Quality JPEG/PNG - Resolution: Minimum 72dpi Max: 150 dpi - Orientation: Vertical Scroll only. Content should be adjusted according to the scrolls and cut off panels. - File Size: 10MB max per episode - Format: Single vertical scroll with configurable tap zones	- Continuous Vertical Canvas Size: 720x1280+ pixels) - Square Comic Size: 720 x 720 / 1280 x 1280

2	Comic thumbnail	This compact 1:1 square thumbnail size allows efficient use of vertical feed space while highlighting key visuals from each comic to catch the user's eye.	120x120
3	Thumbnail next episode		192x192
4	Banners-discover page	- Mobile Leaderboard: 720x144 pixels This long, slim horizontal banner sits at the top of the discover screen nicely. Perfect for bold ad images or announcements. - Mobile Large Rectangle: 720x250 pixels A size commonly used for in-feed ads and content recommendation units on mobile. More vertical space to showcase content. - Mobile Medium Rectangle: 720x150 pixels Compact yet eye-catching, positioned in between comic/video listings in the feed. - Square Banner: 360x360 pixels These can easily integrate as 360 previews for featured comics when clicked. Creates visual consistency. General Guidelines: 72 dpi resolution 10-20kB file size limits - JPEG, PNG formats - Link banners to content or external pages - Keep text brief (8 words max) with strong CTA - Allow click/tap-to-preview interactions	720x144 pixels 720x250 720x150 360x360
	For Games		

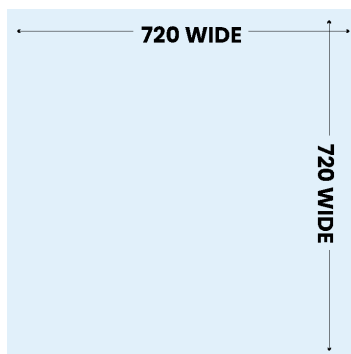| 5	Games thumbnail	This compact 1:1 square thumbnail size allows efficient use of vertical feed space while highlighting key visuals from each comic to catch the user's eye	120x120
6	Banners-discover page	• Mobile Leaderboard: 720x144 pixels This long, slim horizontal banner sits at the top of the discover screen nicely. Perfect for bold ad images or announcements. • Mobile Large Rectangle: 720x250 pixels A size commonly used for in-feed ads and content recommendation units on mobile. More vertical space to showcase content. • Mobile Medium Rectangle: 720x150 pixels Compact yet eye-catching, positioned in between comic/video listings in the feed. • Square Banner: 360x360 pixels These can easily integrate as 360 previews for featured comics when clicked. Creates visual consistency. General Guidelines: • 72 dpi resolution • 10-20kB file size limits • JPEG, PNG formats • Link banners to content or external pages • Keep text brief (8 words max) with strong CTA • Allow click/tap-to-preview interactions	• 720x144 pixels • 720x250 • 720x150 • 360x360

1.Comic Creatives Guidelines

Canvas Guidelines

- Continuous Vertical Canvas Size: 720x1280+ pixels)

- Square Comic Size: 720 x 720 / 1280 x 1280

- File Type: High Quality JPEG/PNG
- Resolution: Minimum 72dpi Max: 150 dpi
- Orientation: Vertical Scroll only. Content should be adjusted according to the scrolls and cut off panels.
- File Size: 10MB max per episode
- Format: Single vertical scroll with configurable tap zones
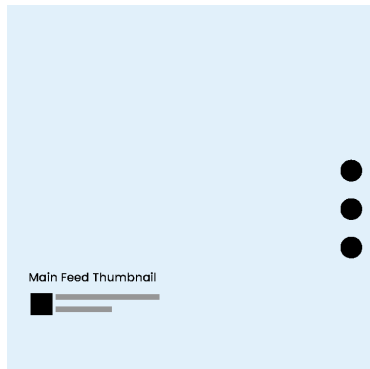- Segment long episodes into ~1280 pixel pages

Navigation & Features

- Navigation: Intuitive between episodes
- Features: Smooth scrolling, preloading episodes
- Design: Vertical layouts maximize panel size
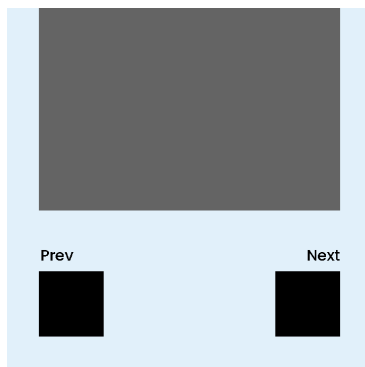- Overlaid titles and captions

- Video previews as enticements (For home screen)

Thumbnails

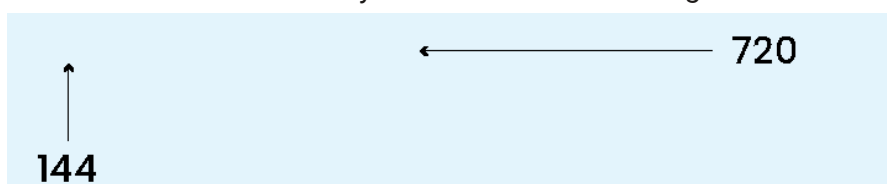- Main Feed Thumbnails: 192x192 pixels

Main Feed Thumbnail

- This compact 1:1 square thumbnail size allows efficient use of vertical feed space while highlighting key visuals from each comic to catch the user's eye.

- Thumbnail for next and previous episodes 120x120

Prev   Next

Banners

Standard Banner Sizes:

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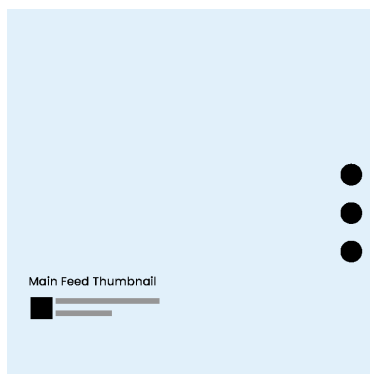

720

144

- Mobile Large Rectangle: 720x250 pixels A size commonly used for in-feed ads and content recommendation units on mobile. More vertical space to showcase content.
- Mobile Medium Rectangle: 720x150 pixels Compact yet eye-catching, positioned in between comic/video listings in the feed.
- Square Banner: 360x360 pixels These can easily integrate as 360 previews for featured comics when clicked. Creates visual consistency.

General Guidelines:
- 72 dpi resolution
- 10-20kB file size limits
- JPEG, PNG formats
- Link banners to content or external pages
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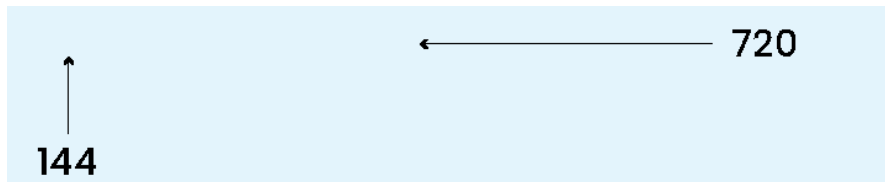Main Feed Thumbnails: 192x192 pixels

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Game Creatives Guidelines

Banners

Standard Banner Sizes:
- Mobile Leaderboard: 720x144 pixels This long, slim horizontal banner sits at the top of the discover screen nicely. Perfect for bold ad images or announcements.

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