

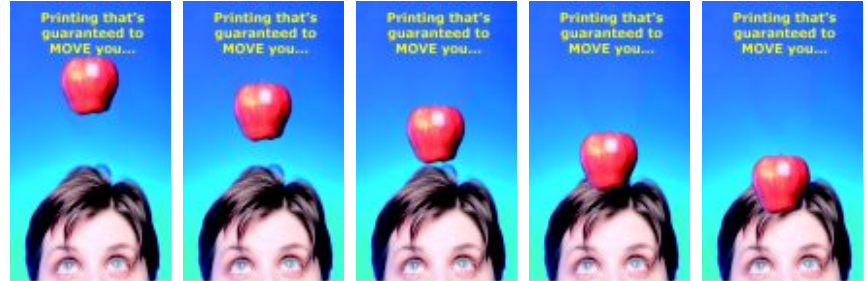
Movement:

You can create the effect of movement (including morphing and zooms) by making subtle changes to your main (or key) image and keeping the background image common. The background acts as a reference point and any alterations to the position, shape or size of the main image will appear as a smooth movement.

Movement

Lenticular motion is like watching a small movie. In this example, the background image of the face and text is common in each frame.

The apple is repositioned and saved as a layered Photoshop image. When interlaced and viewed under a lenticular lens will appear to move.

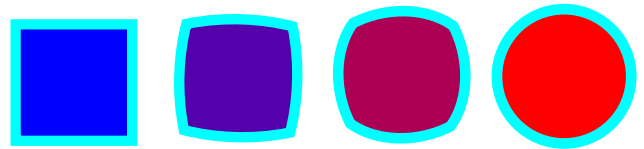


Zoom

This is similar to movement, but instead of the image moving it across the page, you change the size of the main image and leave it in the same position on the page. The Zoom effect can be applied to a company logo effect as it draws your eyes to the image

Morph

Morphing is where one image seamlessly transforms into another one. There are a lot of elements to consider when creating images for morphs. Colour, size and the shape of the images you provide should be as close as possible so the transformation appears smooth. For example, Morphing from one shape to another will appear more realistic if you have a number of intermediate steps in the process.



Tips for Movement

- In the case of morph effects, where possible, use 4 images to create the effect.
- Movements can be submitted as a sequence of images. Either as a series of aligned Tif images or a layered Photoshop file.
- For zoom effects please send the image at its smallest, and largest state. Up to 8 images will work best.
- These products are usually printed using horizontally oriented lens material. Lenticular lines run horizontally for movements, so avoid having using any fine horizontal lines in your 'Moving image' design.