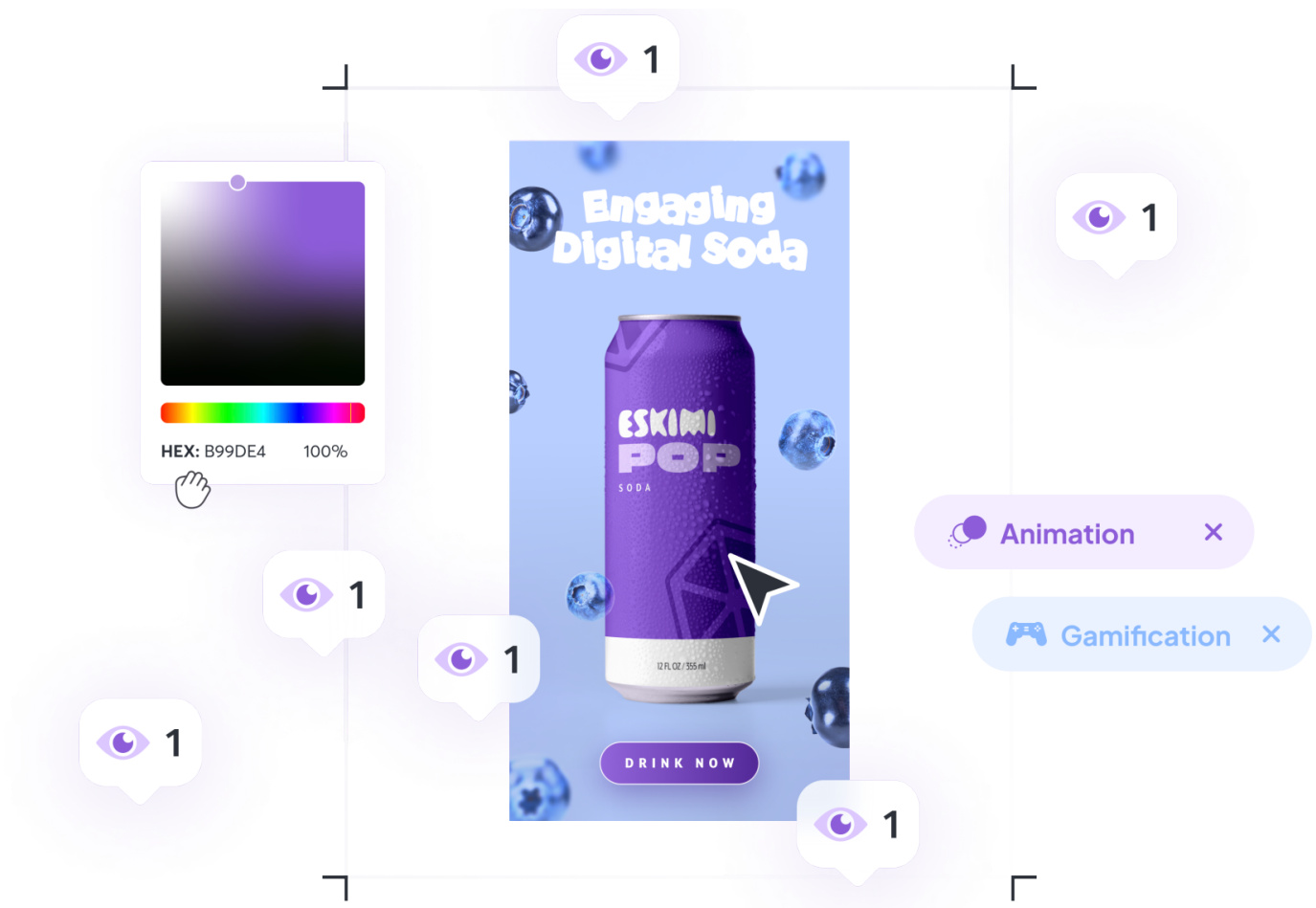


Frequently Asked Questions

Creative production comes with plenty of questions, especially when technical requirements affect what can be built, how long it will take, and what assets are needed. This chapter brings together clear answers to the questions Creative Studio receives most often. It covers common topics including open files, image quality, banner resizing, GIFs, minimum media investments, AI-generated concepts, usage rights, 3D production and client feedback. Use it as a practical reference when preparing briefs, managing client expectations or explaining why certain production requirements and limitations exist.

- [What are Open Files?](#)
- [Why do we need Open Files?](#)

What are Open Files?



QUICK ANSWER

- Open Files are the **original, layered design files**
- For static designs, send **.PSD, .PSB, .AI, .EPS** or **.FIG**
- For editable animation, send the original **.AEP** project
- .PNG, .JPG, .PDF, .MP4 and .MOV files are finished outputs, **not Open Files**

WHAT SHOULD I SEND?

WHAT YOU WANT TO CREATE	FILES TO SEND US
A template banner	.PSD .PSB .AI .EPS .FIG files, <i>including font files</i>
A custom rich media banner with <u>animated elements</u>	.PSD .PSB .AI .EPS .FIG files, <i>including font files</i>

A custom rich media banner with <u>video elements</u>	.PSD .PSB .AI .EPS .FIG files, <i>including font files</i> <u>AND</u> .MP4 .MOV files, or YouTube link
A custom rich media banner with <u>video elements that need to be edited</u>	.PSD .PSB .AI .EPS .FIG files, <i>including font files</i> <u>AND</u> .AEP files
A custom rich media banner with <u>custom animation</u>	.PSD .PSB .AI .EPS .FIG files, <i>including font files</i>

Need more detail? Read the explanations below

DEFINITION

“ Open Files (also called **working files** or **source files**) are the original, editable documents created by a designer using specific creative software.

They are organised into **layers**, with different parts of the design kept separate. For example, the background, product, logo and text may each sit on their own layer.

This allows Creative Studio to open the artwork and move, resize, replace or edit each part individually.

OPEN FILE TYPES

The correct Open File format depends on whether we are working with a **static design** or a **video**.

STATIC DESIGNS (TEMPLATE BANNERS + CUSTOM RICH MEDIA)

FILE TYPE	CREATED IN
.PSD	Adobe Photoshop
.PSB	Adobe Photoshop
.AI	Adobe Illustrator
.EPS	Adobe Illustrator

.FIG	Figma
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These files can contain separate, editable layers for elements such as the background, product, logo and text.

VIDEO DESIGNS

FILE TYPE	CREATED IN
.AEP	Adobe After Effects

⚠ **Do not send .AEP files for static banner executions.**

We only need an .AEP file when we must edit the original video, for example:

- Cropping it to different dimensions
- Isolating a specific section or playback time
- Moving or editing elements within the video, like text or a logo

An .MP4 or .MOV file can only be used exactly as supplied. We cannot change its dimensions, playback time or content.

FILES WE CAN'T USE FOR EDITS

FILE TYPE	WHY WE CAN'T USE IT
.PNG	It's a flat image without editable layers
.JPG / .JPEG	It's a flat image without editable layers
.MOV	It is an exported final video, not the editable video project
.MP4	It is an exported final video, not the editable video project
.CDR	It is a proprietary CorelDRAW format that we don't support

⚠ IMPORTANT EXCEPTION

A .PNG or .JPG can still be used as one element **inside a larger Open File**. For example, a layered Photoshop file might contain:

- A client logo supplied as a .PNG

- A product image supplied as a .JPG
- Editable text on a separate layer
- A background on another layer

The .PNG or .JPG is only one part of the design. Because the overall .PSD, .AI or .FIG file remains layered, we can still edit and adapt the complete banner.

Simple rule: A .PNG or .JPG can be an element inside an Open File, but it is not an Open File by itself.

****Static images can also be animated.***

FONT FILES

If the creative assets have any text, **we also need to have font files included in the Open Files.**

We do also need the original font files when we do image resizes for banners.

Think of it like opening a file on your computer that uses fonts that you don't have installed - your computer can't display the original font because it doesn't exist on your system. If a computer does not have the specific font installed, the design software will substitute a default font. This ruins the layout, changes line breaks, and alters the visual style.

Without the original font, we have two options:

- **Substitute it with a different font**, which changes the appearance of the design and may no longer match the brand guidelines
- **Flatten the text as part of the image**, meaning it can no longer be edited, resized, repositioned, or updated independently

An Open File is incomplete if its fonts or linked assets are missing.

ANIMATING STATIC ELEMENTS

We can use **layered static Open Files (.PSD, .AI or .FIG) to create a new animations.**

Because the design elements are separate, we can animate the logo, text, product, background or other elements individually.

Exported videos cannot be reanimated. A .MOV or .MP4 is a completed, exported video. Its original elements and animation settings are no longer separate, so we cannot take it apart and reanimate them.

ANIMATION TYPES

An animation is movement created by a developer, or by an animator.

Creative Studio produces animation in two different ways. The right approach depends on whether we are **adding movement to existing design elements** or **creating new animated content**.

1. ADDING MOVEMENT TO EXISTING ELEMENTS

Our developers can animate the separate layers supplied in a static Open File. For example, they can make an existing:

- [Floating logo or text](#)
- [Objects fade onto the screen](#)
- [Product grow or shrink](#)
- [Button pulse](#)
- [Elements move, rotate or respond to interaction](#)

The elements already exist. The developer is adding movement to them using code.

Think of this as moving existing pieces around the screen.

2. CREATING NEW ANIMATED CONTENT

Some concepts require movement or visual content that does not already exist in the supplied design. For example:

- [Making a product move realistically in 3D](#)
- [Creating an object from different angles](#)
- [Animating liquid, smoke, leaves or other effects](#)
- [Building movement that cannot be created from flat design layers](#)
- [Creating a complete animated scene](#)

This work must be created by an animator or 3D artist. It requires specialist animation software, additional production time and a separate editable project file.

Think of this as creating a new moving performance that didn't exist before, not simply moving existing pieces.

ANIMATION TYPE	WHAT NEEDS TO BE EXECUTED	CREATED BY
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Movement added to existing elements	Layered static assets that already exist	Developer
New animation production	New movement, angles, effects or scenes that still need to be created	Animator and / or 3D artist

Both developers and animators create movement. The difference is whether we are animating visual elements that already exist, or first need to create new visual content.

VIDEO

Unlike animation, **video refers to completed footage supplied by the client**. It is treated as a fixed asset rather than something we can recreate or reanimate.

We treat this footage as a finished visual asset. We can use it within a creative execution, but we cannot create additional footage or change what was originally filmed.

WHAT WE CAN DO

Depending on the supplied file and the request, we may be able to:

- [Crop the video to fit different dimensions](#)
- [Select or trim a specific part of the video](#)
- [Add separate elements over the video, such as a logo, text or button](#)
- [Use the video as part of a larger banner execution](#)

WHAT WE CAN'T DO

- Create additional footage that was not supplied
- Change the actions taking place in the footage
- Make a person or object move differently
- Reposition individual people or objects inside the video
- Separate elements that are already part of the footage
- Reanimate the footage as if it were an editable animation

Simple rule: We can adjust how the supplied video is used, but we cannot change what happens inside the footage.

WATCH OUR VIDEO TUTORIAL

<https://www.loom.com/embed/6aa1a36d11374ec994765d5f47868aa3>

⚠ **3D projects have their own separate, additional asset requirements. Read the 3D-modelling specific Help Page *here*.**

Why do we need Open Files?



SEPARATE ELEMENTS

In an [Open File](#), these elements remain separate:

- Logo
- Headline and other text
- Product images
- Background
- Buttons
- Colours, etc

This means we can move, resize, replace or edit one element without changing everything else.

WHY WE NEED SEPARATE LAYERS

To resize your banners for different ratios, we need to physically move the individual design elements independently within the full image itself; we cannot simply stretch a 300×250 banner into a 970×250 banner (as an example - this principle applies to all sizes); it would look like this:

WHAT IT SHOULD LOOK LIKE



300x250



300x600



970x90

WHAT IT ENDS UP LOOKING LIKE



300x250



300x600



970x90

See this in action [here](#).

This is important because **proper resizing requires us to work with individual elements independently** to:

- Move a product without moving the background
- Move a logo separately from the headline
- Resize and reposition assets for different formats
- Optimise layouts for different screen sizes

When we only receive a flattened image (.JPG, .PNG, etc), none of these elements exist separately anymore - to us, **the entire banner becomes a single picture**.

Imagine it like receiving a photo of a loaf of bread and being asked to change the flour - the flour is already baked into the bread; they're no longer separate elements that can be changed.

The same applies here. Without [layered source files](#), we cannot accurately isolate products, logos, text, backgrounds, buttons, or other creative elements.

Why do we need open files?

✗ WHAT WE GET: A FLAT .JPG OR .PNG

A flat picture is like a printed photo of a cake:



Trying to stretch that picture to a different size:



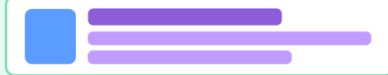
Logo, product and text are one layer now, so they all warp together

✓ WHAT WE NEED: LAYERS

Separate layers:



Trying to stretch that picture to a different size:



We reposition, resize and export every format at full quality

You cannot take the flour back out of a baked cake;
Open files hand us the ingredients



WITHOUT THEM, THE LOOP STARTS

New size requested
↓
Only a JPG in hand
↓
Ask client, wait, redraw by hand
↓
Launch slips

📁 Ask for .AI | .PSD | .fig

Request it with the brief, not after

🔤 Fonts too

Missing fonts change the look or flatten the text

🌿 Layers, not pictures

Logo, product, individual elements and text must move alone

🔍 Stays sharp

We rebuild at double size so screens stay crisp

Open files save time for everyone

⚠️ **3D projects have their own separate, additional asset requirements. Read the 3D-modelling specific Help Page [here](#).**

*Read more about what Open Files are [here](#).