FLEXIBLE TEMPLATES

A flexible template allows the user to pick from various product sizes. Doing so will reposition the content so it best fits the chosen size.

If offering flexible templates to your users, it's recommended the design remain fairly simple. Also, determine what you wish to accomplish based on the following options:

OPTION 1:

The user will be able to choose one of several different static sizes. Technically, this is not true flexing, as you'll see compared to the other two options. However, if this is the desired outcome, different sized template designs should be submitted for each of the desired sizes. The user will then select a size from a dropdown list of the approved sizes.

Example: **6x2**   **4x4**   **3x6**
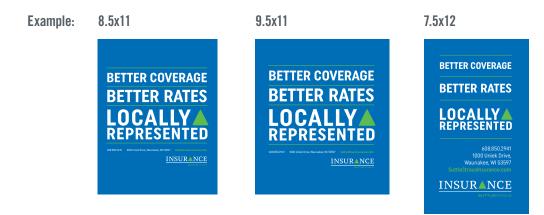

Tip: While the number of static sizes you offer to your users is entirely up to you, when possible, we recommend keeping it simple by offering no more than three size selections. If you need to offer more than 3 versions with the same content, you may be better off considering option 2 or 3.

OPTION 2:

The user will have limited ability to change overall page size without changing the aspect ratio. For example, you may allow them to flex only one inch either way of your 8.5" x 11" design. In this example, a single design can be submitted and it will automatically adjust in Media Builder for the user when they input their desired size.

Example: 8.5x11   9.5x11   7.5x12

OPTION 3:

The user will have the ability to alter the page size in such a way that it will affect the overall aspect ratio of the design, where aspect ratio is X dimension divided by Y. An example of this would be changing a document from 4" x 6" to 10" x 5". Because this type of flexing can be complex, we recommend that three designs be built with aspect ratios of horizontal, vertical, and square.

Example: 6"w x 2"h, horizontal — aspect ratio = 3

            4"w x 4"h, square — aspect ratio = 1

            3"w x 6"h, vertical — aspect ratio = .5

In Media Builder, elements will flex within the aspect ratio until a maximum is achieved, at which point the document will jump to an alternate design's aspect ratio. There may be times when the size that is chosen will use the best fit that the design will allow.

ADDITIONAL CONSIDERATIONS:

• All options should have predetermined minimum and maximum size adjustments.

• Pop up windows can be applied in the overall document dimensions to notify the user when they are out of the defined range. Document constraints can also be set to control these settings.

• Documents with fewer components are easier to flex.

• Flexing rules for fills, text, and images will differ. Text behavior may need to be adjusted (see "Text Frames and Styles") and images may need to be cropped or resized (see "Working with Images").