LEDBANGERS FIELD GUIDE · EPISODE 2 DELIVERABLE

6 Screen Jobs checklist

One page per screen. Fill it once, then hold every new message against it.

1 The screen

Screen ID / location _____

Zone _____

Viewing distance _____

Daylight _____

2 Primary job choose one

- ☐ Brand signal
- ☐ Category clarity
- ☐ Flow guidance
- ☐ Trust and reassurance
- ☐ Conversion support
- ☐ Ambient mood

3 Secondary job optional

- ☐ Brand signal
- ☐ Category clarity
- ☐ Flow guidance
- ☐ Trust and reassurance
- ☐ Conversion support
- ☐ Ambient mood

4 Do-not-do list pick 3 to 5

- ☐ Small text
- ☐ Long-form videos
- ☐ Too many products
- ☐ Motion vs products
- ☐ Constant layout changes
- ☐ Fast cuts
- ☐ Dense price grids
- ☐ Aggressive promos
- ☐ Key info near edges
- ☐ Anything needing audio

5 Content rules

Max words on screen _____

Anchor visible every _____

Motion tempo _____

Safe zone margin _____

Reset style _____

6 Approval and operations

Owner _____

Update frequency _____

File naming agreed _____

Playback check _____