

Overview of Visual Assets for Digital Distribution and Content Marketing Platforms

Please always use the following naming convention:
GAMECODE-SoftwareTitle-AssetTypeAbbreviation-Language.filetype

Asset Type	Required?	Dimensions	3D	File-type	Max. File Size	Abbreviation of Asset Type	Localisation?
------------	-----------	------------	----	-----------	----------------	----------------------------	---------------

Nintendo DSiWare

Nintendo eShop							
Basic Assets	Software Registration Sheet	mandatory	-	-	.xls	RegistrationSheet	mandatory
	Software Banner	mandatory	400x168	2D	.jpg	SWBanner	recommendec
	Software Icon	mandatory	48x48	2D	.jpg	SWIcon	recommendec
	Software Thumbnail 1	mandatory	112x112	2D	.jpg	SWThumb1	recommendec
	Software Thumbnail 2	optional	112x112	2D	.jpg	SWThumb2	recommendec
Screenshots	Software Thumbnail 3	optional	112x112	2D	.jpg	SWThumb3	recommendec
	Software Screenshot 1 top	mandatory	400x240	2D	.jpg	Screen1a	recommendec
	Software Screenshot 1 bottom	mandatory	320x240	2D	.jpg	Screen1b	recommendec
	Software Screenshot 2 top	mandatory	400x240	2D	.jpg	Screen2a	recommendec
	Software Screenshot 2 bottom	mandatory	320x240	2D	.jpg	Screen2b	recommendec
	Software Screenshot 3 top	mandatory	400x240	2D	.jpg	Screen3a	recommendec
	Software Screenshot 3 bottom	mandatory	320x240	2D	.jpg	Screen3b	recommendec
Video	Video (for details, see separate section below)	recommended	400x240	2D	.avi	Video	recommended
Shelf	Shelf Banner	optional	400x168	2D	.jpg	ShelfBanner	recommendec
	Shelf Icon	optional	128x96	2D	.jpg	ShelfIcon	recommendec

Nintendo DSi Shop							
Basic Assets	Software Icon	mandatory	32x32	2D	.gif	SWIcon	n/a
	Software Screenshot 1 top	mandatory	68x51	2D	.gif	Screen1a	recommendec
	Software Screenshot 1 bottom	mandatory	68x51	2D	.gif	Screen1b	recommendec
	Software Screenshot 2 top	mandatory	68x51	2D	.gif	Screen2a	recommendec
	Software Screenshot 2 bottom	mandatory	68x51	2D	.gif	Screen2b	recommendec
	Software Title Image	mandatory	68x51	2D	.gif	Title	recommendec

Nintendo Channel							
	Software Title Screen	mandatory	362x326	2D	.jpg	TitleScreen_Dsi	mandatory
	Video (for details, see separate section below)	recommendec		2D			

NOE Website							
	Software Banner 1	mandatory	512x132	2D	.jpg .psd	BannerOnline	mandatory
	Software Banner 2	mandatory	2000x425	2D	.jpg .psd	BannerOnline	mandatory
	Software Banner 3	mandatory	438x370	2D	.jpg .psd	BannerOnline	mandatory
	Software Logo 1	mandatory	91x70	2D	.jpg .psd	LogoOnline	mandatory
	Software Logo 2	mandatory	456x409	2D	.jpg .psd	LogoOnline	mandatory
	Software Screenshots (not seperated)	min. 4 mandatory	max	2D	.jpg	ScreenOnline	recommendec
	Video	recommended	-	2D	.avi .mov	VideoOnline	recommended
	Software Artwork	recommendec	max	2D	.psd	-	recommendec

Videos for all software types

Nintendo eShop							
Video Assets	Video 1	recommended	400x240	2D 3D	.avi	Video1	recommended
	Video Banner 1	mandatory	400x168	2D 3D	.jpg .mpo	VidBanner1	recommended
	Video Thumbnail 1	mandatory	120x88	2D	.jpg	VidThumb1	recommendec
	Video Registration Sheet 1	mandarory	-	-	.xls	VideoRegistrationSheet1	recommendec
Additional Video Assets	Video X	optional	400x240	2D 3D	.avi	VideoX	recommended
	Video Banner X	mandatory	400x168	2D 3D	.jpg .mpo	VidBannerX	recommended
	Video Thumbnail X	mandatory	120x88	2D	.jpg	VidThumbX	recommendec
	Video Registration Sheet X	mandarory	-	-	.xls	VideoRegistrationSheetX	recommendec

Nintendo Channel							
	Video	optional	min. 480p	2D	.avi .mov	Video	optional

NOE Website							
	Video	recommended	-	2D	.avi .mov	VideoOnline	recommended