Back-end Guide for CINEDEPT 09.06.2025

https://cinedept.com/panel

File Specs
When uploading image or video files, please refer to the “File-Compression Spec” pdf. This way file size is kept small whilst upholding quality.

Content Updates
We would encourage you to create some ownership across the team for certain project or content updates. This will save you doubling up on time and file uploads. Please also know that there are two ways to add files, “Upload” and “Select”. Upload will allow you to upload new files, “Select” will allow you to add assets that already exist in your file database. You can also search by file name in the “Select” window.

Vimeo
When adding full-res videos to case studies via Vimeo, you first need to navigate to a video asset in the case study showcase within your Vimeo account and set the appropriate sharing permissions via “Share” in the top right. Link privacy needs to be set to “Hide from Vimeo”.
You can then navigate back to the showcase menu and copy the video link by clicking the link icon. You then paste this link into the “Video” project module for a project case study.

Saving
Please note that there is no “command Z” in the back-end. If you do not wish to publish a change you can hit “revert” in the top right of every page. To publish a change, just hit “save”, this is also located in the top right of every page.

Modules
If there are certain modules that you would like to remove from the site, e.g., on the studio page, please “hide” the module.
You can find this in the options menu which is accessible via the “three dots” ··· when a module is selected, this way it is much easier to refer back to, or to reinstate a module.

Information
Each module is editable, whilst maintaining their own unique design characteristics. You can add any .svg file to the “Clients” module and the site will automatically resize and render the file in white. When uploading .svg’s, please keep in mind to not include too much, or too little white space around the logo within the raw file. Keep in mind that each of these modules is hard coded, meaning complete removal or the addition of a new module will require you to get in touch with us.

Manifesto
The coded load manifesto in the top left allows you to enter whatever copy you like. One thing to note is that there is a 30 character limit, this prevents it bumping into other UI elements, especially on mobile. The text input field on the back-end shows characters used/remaining.

Home
The homepage allows you to showcase a select number of project from your archive. To add a new project, click “+ Add” in the top right, or the “+” icon at the bottom the page. Single clicking on a module will display its options. Double clicking will bring you to the edit screen.

When editing an “intro block”, you first add the media (image or video) in the “Main” tab, followed by selecting the project case study that it will link to via the “Project” tab. The first piece of media content will be the one that displays first on the front-end.

The “drag” icon (six dots) ⠿ will allow you to easily reorder the media, alongside the showcase modules.

Archive
The archive allows you to showcase projects in both archive format and case study format. To add a new project, click “+ Add” in the top right. Clicking a project will bring you to the edit screen.

If you do not want to have a project displayed in the archive, but would still like it to be accessible via url, you can set the project to “unlisted”. If you want it to be hidden and not accessible by url, please set it to “draft”.

You can do this by clicking the “three” dots” ··· on the project thumbnail within the archive, followed by selecting “change status”.
You can rearrange the project order by clicking and dragging a project thumbnail via the “drag” ⠿ icon.

When adding a new project, you first need to input the information that will be displayed in its archive format, you do this in the “Infos” tab.

The “Content” tab allows you to add the content that will be displayed in its case study format. You can add a new project block via “+ Add” on the right hand side. This will allow you to add various case study modules: gallery, credits, video, text – each module is editable, whilst maintaining their own unique design characteristics.

You can rearrange the order of the modules by clicking and dragging a project thumbnail via the ⠿ “drag” icon.

“Related Projects” will allow you to select any three projects within the archive as a call to action at the bottom of a case study page. You also have the option to not have any projects displayed if you choose.

Gallery Captions
You can add captions to individual images in a carousel gallery by first clicking the “edit”  icon on a gallery module.
In the gallery fly-out menu, click on the image you would like to add a caption to. In the caption field, add your caption, followed by saving your edits via the save icon in the top right of the page. You can then navigate back to the case study page by clicking on the project title in the breadcrumb menu in the top left of the page.

Talent
The talent page allows you to add an image, or video reel and bio for various cross disciplinary individuals. To add new talent, click “+ Add” in the top right. Clicking an existing talent will bring you to the edit screen. From here you can add a bio, IG handle, and media.

You can rearrange the talent order by clicking and dragging a project thumbnail via the “drag”  icon.

Studio
The studio page allows you to communicate specific details for the studio. You can add new modules via “+ Add” on the right hand side of the “Blocks” container. This will allow you to add various studio modules: gallery, text columns – each module is editable, whilst maintaining their own unique design characteristics.

You can rearrange the order of the modules by clicking and dragging a module via the “drag”  icon.

Privacy Policy
The privacy policy and terms of service page will allow you to edit your terms. Once an edit has been made, please make sure to update the “Last Updated” date for both the privacy policy and terms of service.

Analytics
The analytics page allows you view various data and metrics associated with your website. You can access all of the metrics across your Plausible analytics on this page. If you would like to set and track goal conversions, these will set to be setup in your Plausible account panel, these will then auto populate into this page.

Files
The files page makes it easy for you to manage all the files within your site – such as images or videos. You can filter file type by the “Image” and “Video” tabs, you can preview files, replace them with updated versions without breaking links, and delete files you no longer need. When uploading files, you want to this directly where you want them to be displayed, e.g., homepage, archive.

Content Compression Outline for CINEDEPT 09.06.2025

Video Clips for Homepage
(H.264, 7–15 seconds, under 5MB)

Resolution:	1920×1080 (Full HD) or 1280×720 (HD)
Format:	.mp4 H.264 codec
Bitrate:	~2.5–4 Mbps for 1080p or 1.2–2 Mbps for 720p
Frame Rate:	24 or 30 fps
Duration:	7–15 seconds
Audio:	no audio
Other:	Can use 2-pass encoding for best size-to-quality ratio

Video Clips for Homepage (Revised)
(H.264, 7–12 seconds, under 3MB)

Resolution:	1920×1080 (Full HD) or 1280×720 (HD)
Format:	.mp4 H.264 codec
Bitrate:	~2.5–4 Mbps for 1080p or 2 Mbps for 720p
Frame Rate:	24 fps
Keyframe Interval:	2–4 seconds
Duration:	7–12 seconds
Audio:	no audio
Other:	VBR, 2-pass encoding, high profile, level 4.0–4.2

Images
(JPEG, under 2MB)

Minimum Resolution:	1800px (Width) 1000px (Height)
Optimal Size, Header:	2400px (Width)
Format:	JPEG
Colour Profile:	sRGB

Compression and Sizing Importance/Tips

1. Usage Contexts

Faster load times → better user experience and SEO
Reduced data usage for mobile users
Better performance across slow connections
Lower hosting and bandwidth cost

2. Aspect Ratio Guidelines

Ensure visuals display correctly and responsively:
Video: 16:9 aspect ratio (standard)
Images: Maintain original ratio

3. File Naming Conventions

Encourage clarity and SEO:
Use lowercase, hyphen-separated filenames (project-name-header-image.webp)
Avoid spaces, underscores, or version numbers in filenames

File Architecture – (Vimeo)

1. Main Folder (Showcase or Album)
Use Vimeo's Showcase or Album to group all case study clips.

1. Sub-Folder / Tag-Based Organization
Since Vimeo doesn't have native folder nesting, use clear naming conventions to simulate structure:
[ClientName] – [ProjectName] – [Version/Date] e.g. Nike – Product Launch 2025-05
Album: Case Studies > Client Name > Project Name > Videos > FP-Movement-Stand-out-Never-Still.mp4

3. Permissions & Privacy
Set consistent privacy settings for the folder or Showcase:
Link privacy needs to be set to "Hide from Vimeo"

4. Example Structure in Practice
Showcase: Case Studies
```
         |
         |-- Video: Nike – Product Launch 2025-06
         |     Tags: nike, case study, 2025
```