

Platform Export Architecture

SPECIFICATIONS, SAFE ZONES & PROTOCOLS

A visually perfect asset rendered with incorrect settings will be compressed into a pixelated blur. Poor exports reduce perceived quality and viewer retention. You must control the exact export parameters before uploading. This is your technical mandate for cross-platform fidelity.

Instagram

THE VISUAL ENGINE

DIMENSIONS

Feed (Portrait)	1080 × 1350 px (4:5)
Feed (Square)	1080 × 1080 px (1:1)
Stories & Reels	1080 × 1920 px (9:16)

EXPORT PARAMETERS

Video Codec	H.264, 30fps
Target Bitrate	10–15 Mbps
Color Profile	sRGB (Rec.709)



Algorithmic Penalty

Instagram applies aggressive compression to anything over 1080px wide. Upscaling your edits to 4K triggers their internal downsampling algorithm, resulting in severe visual artifacting. Export exactly at 1080px width.



Safe-Zone Friction

The bottom 250px of Reels are permanently overlaid with interface elements. Text placed here creates visual friction. Users will scroll past rather than exert cognitive effort to decode overlapping captions.

TikTok

THE DISCOVERY PROTOCOL

DIMENSIONS

Standard Video	1080 × 1920 px (9:16)
Carousel Asset	1080 × 1920 px (9:16)
Profile Hook	200 × 200 px (1:1)

EXPORT PARAMETERS

Video Codec	H.264 or HEVC
Frame Rate	30fps (Preferred)
File Ceiling	Avoid unnecessarily large exports

 The HDR Washout Effect

Avoid HDR export settings unless your entire pipeline, from capture to edit, was explicitly 10-bit HDR. Standard SDR footage exported with HDR flags appears heavily washed out on mobile screens.

 Engagement Dead Zones

The right 15% contains engagement icons. The bottom 20% holds captions. Placing critical hooks in these dead zones signals amateur production. Center your focal points strictly within the middle 60%.

Pinterest

THE SEARCH CATALOG

DIMENSIONS

Standard Pin	1000 × 1500 px (2:3)
Idea / Video Pin	1080 × 1920 px (9:16)
Carousel Pin	1000 × 1500 px (2:3)

EXPORT PARAMETERS

Compression	JPEG at 85%+ Quality
Video Bitrate	8–10 Mbps
Max Duration	15–60 seconds

ⓘ *Vertical Dominance*

Vertical pins generally receive the strongest visibility in search. Square or landscape pins occupy less screen real estate in the search grid, drastically reducing click-through rates. Maintain a 2:3 ratio to command attention.

👁️ *Text-Hierarchy Conversion*

Pinterest is a visual search engine, not a social feed. Users scan for rapid solutions. If your text hook is not the largest, highest-contrast element on the pin, you lose the click.

E-Commerce Marketplaces

THE CONVERSION TERMINAL

DIMENSIONS

Catalog (Shopify)	2048 × 2048 px (1:1)
Marketplaces	1080 × 1080 px (1:1)
Hero Banner	1920 × 800 px (12:5)

EXPORT PARAMETERS

Format	WebP or Optimized JPEG
Asset Limit	Lightweight, without artifacts
Color Profile	sRGB

ⓘ Latency Abandonment

Unoptimized product imagery bloats page load times. High latency correlates directly with cart abandonment. Aim to keep product images lightweight without introducing visible artifacts.

👁 Claustrophobic Framing

Negative space around the product must remain uniform across the entire catalog. Center alignment with strict 15% margins prevents the subject from feeling claustrophobic within tight grid layouts.

Universal Export Checklist

- ✓ Export in sRGB
- ✓ Review at 100% zoom
- ✓ Check mobile preview
- ✓ Verify safe zones
- ✓ Compress before upload
- ✓ Upload from original file