

Digital Signage: Guidelines

- Slides can be published or updated very quickly
- The format for art works best as JPG or PNG
- Keep the text short, this is a billboard
- The slide duration is 30 seconds
- Please include a schedule (ex. 4/2-4-28)

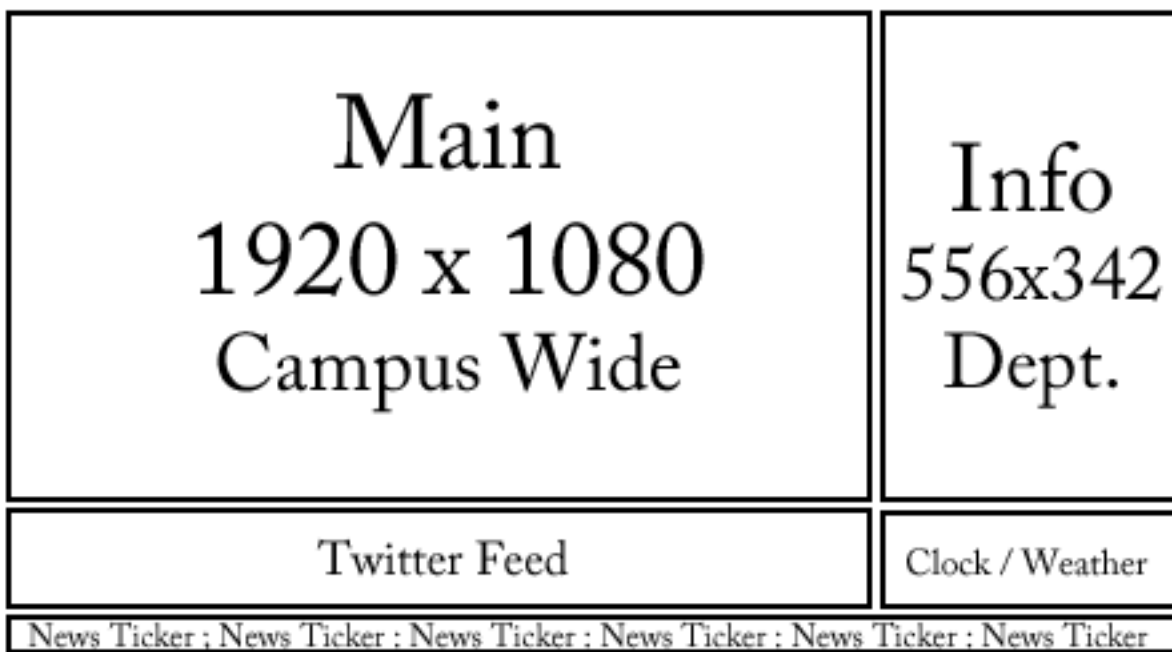
Artwork:

Here are the requirements for the Digital Signs on Campus.

There are 2 areas that are available, the **MAIN AREA** and the **INFO AREA**.

The **MAIN AREA** is the largest size and is for Campus Wide Viewing. (1920x1080 pixel)

The **INFO AREA** is intended more for Departmental Use. (556x342 pixel)



There are pre-created Templates available if needed in:

Campus Drive (N:) Digital Signage\ Digital Sign Templates

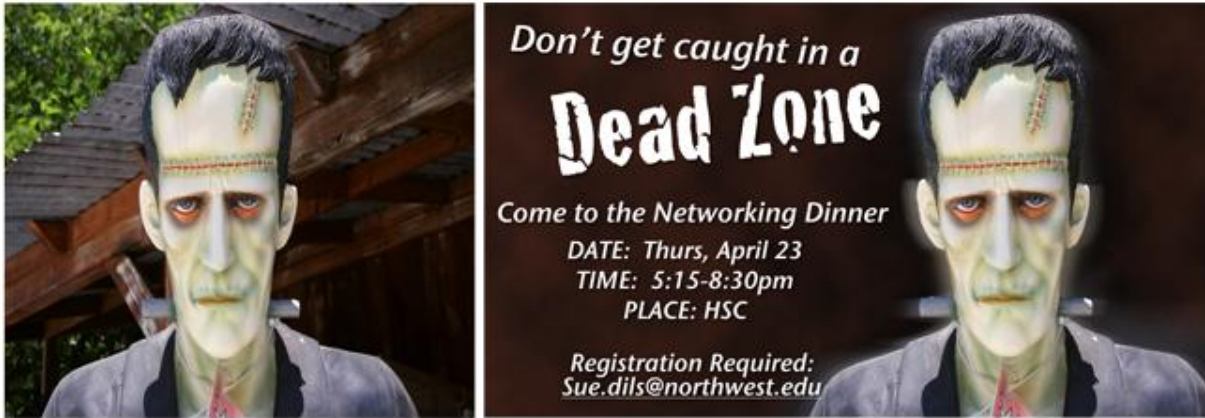
There are some excellent tools available. There are even some good ones online:

<http://www.livephotoshop.com/>

<http://www.sumopaint.com/start/>

Artwork: If you need some help

Unless otherwise stated changes to the image may occur to best suited the presentation size.



Text: Try to keep your talking points to a minimum.

This is more of a billboard than a newspaper or website!

Example:
Don't Get Caught in the Dead Zone
Come to the Networking Dinner
Date: Thurs, April 23
Time: 5:15-8:30
Place: HSC
Registration Required
sue.dilis@northwestu.edu

Please send an email to help@northwestu.edu
with the artwork as an attachment and the
dates to run the add.