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.dils@northwestu.edu

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