Digital Signage Policies & Guidelines

West Chester University of Pennsylvania

Digital Signage Content Administrator
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Table of Contents

Introduction

About this Guide

The primary purpose of this guide is to help West Chester University faculty, staff, and student workers create informative and dynamic content for digital signage on campus. The rules and guidelines given here were created to ensure that the content displayed is targeted and appropriate for student viewing.

Submitting Content for Digital Signage

Content for digital signage may be submitted two ways – by sending a slide to the Content Administrator for the University Playlist, or scheduling the slide in SCALA Content Manager. Both methods are discussed in this guide. All content must be approved by the Content Administrator before it can be displayed on any of the digital signage.

The University Playlist

The slides in the University Playlist play campus-wide. Departmental sites play the University slides as well as any content specific to that department.

Submitting Slides for the University Playlist

To submit your slide for the University Playlist, please use the online request form. The form will ask for your contact information and the dates you would like your slide to start and stop playing. After submitting the form, please email your slide to the Content Administrator (digitalsignage@wcupa.edu).

Please send your slide to the Content Administrator in one of the two following formats:

- A PowerPoint slide in the default landscape size (standard 4:3 ratio)

- An image file sized to the following dimensions: 960 pixels by 720 pixels
  (Acceptable formats include JPG, PNG, GIF, TIFF, BMP)

University Playlist Rules

Rules for the University playlist were created to ensure that every campus agency has an opportunity to have their announcements displayed.

- Please submit your slide no later than three days before the date you would like it to start playing.

- Thirty slides are available for University content.

- Slides will not be scheduled on the University Playlist for longer than two months at a time. Special cases are subject to review by the Content Administrator.

- No more than three slides will be scheduled for an agency in the same time period. Special cases are subject to review by the Content Administrator.

- Course advertisements will not be scheduled on the University playlist.

- Videos or Flash content will not be scheduled on the University playlist.

SCALA Content Manager Website

Overview

Digital signage is centrally administrated through the SCALA Content Manager website. This website allows registered users to create content, playlists, and templates that control what is displayed on the digital signage at their location. Most users on campus will be limited to uploading content for their department or building.

Getting Access

Confirmation from an appropriate department head or administrator must be sent to the Digital Signage Content Administrator before access can be granted to the Content Manager website. This can be done by email (digitalsignage@wcupa.edu) or other campus communication.

Training

After receiving confirmation, the user's account will be created. The new user will be assigned to the Training workgroup until they have completed training. Digital signage training will take place once a month or based on demand. After the new user has completed training, they will be added to their building or area's workgroup so they can begin creating content for their signage.

Content Rules

Acceptable Content

Acceptable content for digital signage includes student events, activities, and notices. The Tech Fee Project maintains and supports most of the digital signage on campus, so content must be student related. Any material not considered appropriate by the Content Administrator will not be approved.

Unacceptable Content

- Commercial brands or advertising

- Drug or alcohol related material

- Non-student related material

- Course advertising

Accepted File Formats

The SCALA Content Manager accepts many formats of media to create slides for digital signage. Slides and images must be uploaded to the SCALA Content Manager website in one of the following formats:

- BMP

- GIF

- JPG

- PNG

- TIFF

Unsupported Formats

Videos and Adobe Flash are not supported for digital signage content at this time.

Slide Design Tips

Here are a few simple tips to make your digital signage content stand out.

Keep it Simple

Each slide is displayed for thirteen seconds. If you keep your message simple, it will be easy for viewers to read and remember.

Select a Text and Background Color

A background color can add a lot of visual interest to your slide. Try putting light colored text on a dark background or vice-versa to make your message easy to read.

Use an Image (or Two)

PowerPoint comes with many built-in clipart images to use on your slide. Don't use too many though, or they could overwhelm your message.