

## DIGITAL SIGNAGE GUIDELINES

Content on your displays is the electronic process of bringing posters and fliers to life. In preparation for designing content there are some specifications that should be followed to ensure a high-quality presentation.

### Display Template

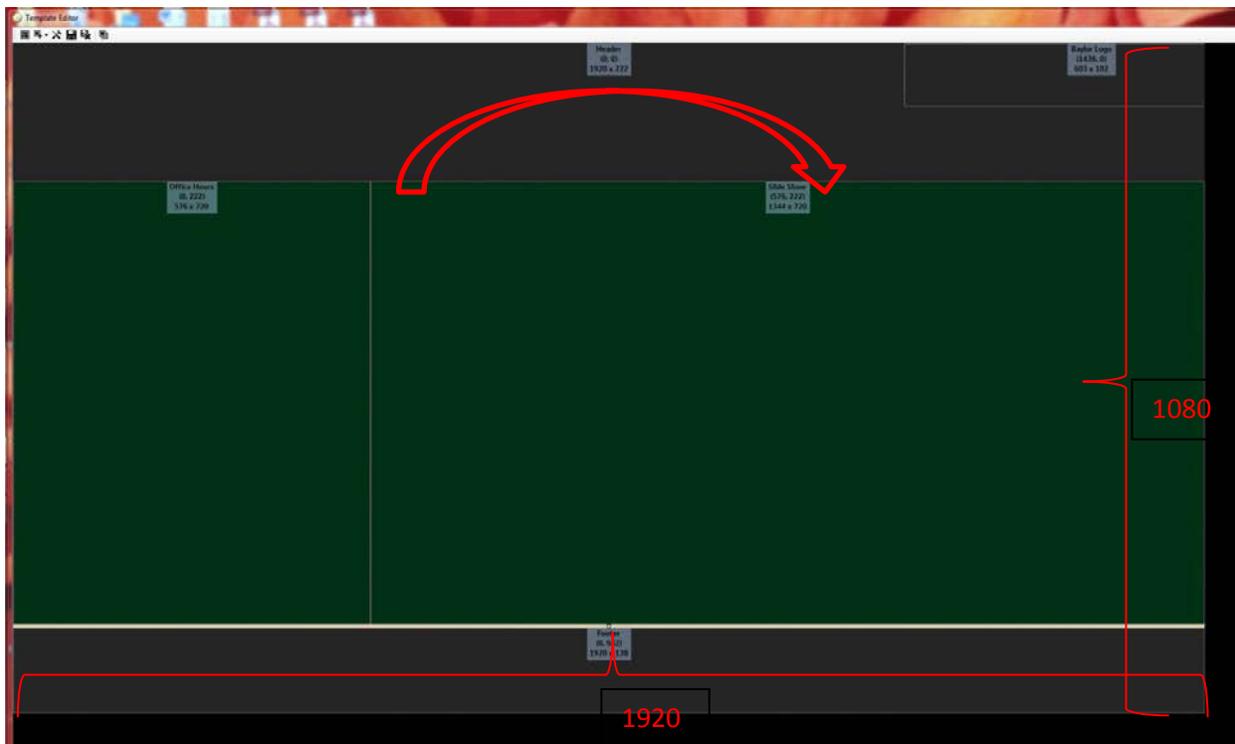
Display Orientation: Landscape

Displays/TV resolutions: 1920 x 1080

Aspect Ratio: 16:9 (Recommended) can be 4:3

The entire template should be 1920 x 1080 as shown below. The region where main content will be (the area where rotating content will be displayed) should be in a ratio of 16:9 (recommended) or 4:3.

Example below as indicated by the arrow is 1344 x 720 which is a 16:9 ratio. Just be consistent. If the main content area is 16:9 then graphics need to be 16:9. If main content area is 4:3 then graphics needs to be 4:3. All other regions can be built around this area to fill the template.

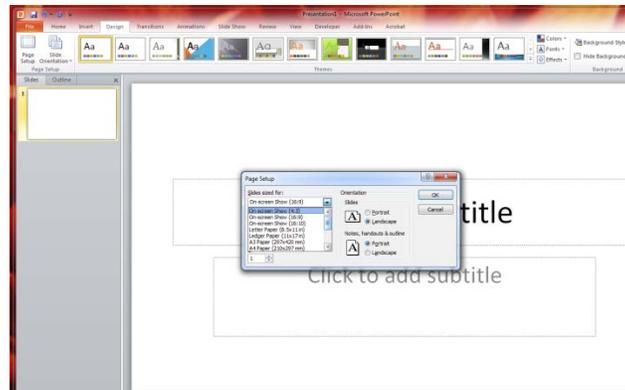


### Digital Content

Most presentations start with an event or information that needs to reach a wide audience. Information that is pertinent to this event is jotted down and the evolution of a “flier” forms. For print purposes, most users would go to Word or Publisher and start creating a flier. However when making digital content, Word is not recommended. So, what program is best suited for this?

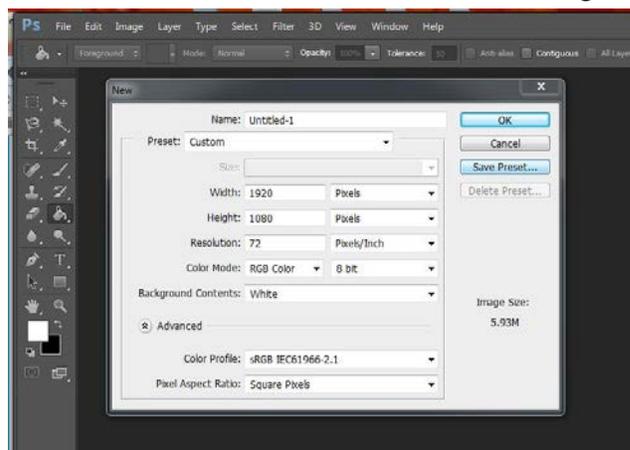
## PowerPoint

This happens to be the most popular program. Powerpoint is designed for presentations that will be projected to a wide variety of screens, so orientation and aspect ratios are already taken into account. There is an assortment of layouts and backgrounds that just make designing easy. Multiple slides can be created for a full transitional presentation. There are just a few easy adjustments that need to be made before creating a presentation. Open PowerPoint and click on the Design tab, then click on Page Setup. In the drop menu choose On-screen show (16:9) or (4:3) according to your template.



## Photoshop

Although Photoshop is not as user friendly as Powerpoint, it does give you the ability to express your creative side. When using Photoshop, click on File>New, on the "New" window for Width type 1920 pixels and for Height type 1080 pixels. Resolution should be 72. Click OK. Start adding text or graphics



to create your content. Save as .jpg.

## Video

File format MP4;  
4:3 is known as fullscreen;  
16:9 is known as widescreen

Putting a video in a region with the wrong format ratio produces the black bars on top, bottom or sides.

## Getting Content to your sign

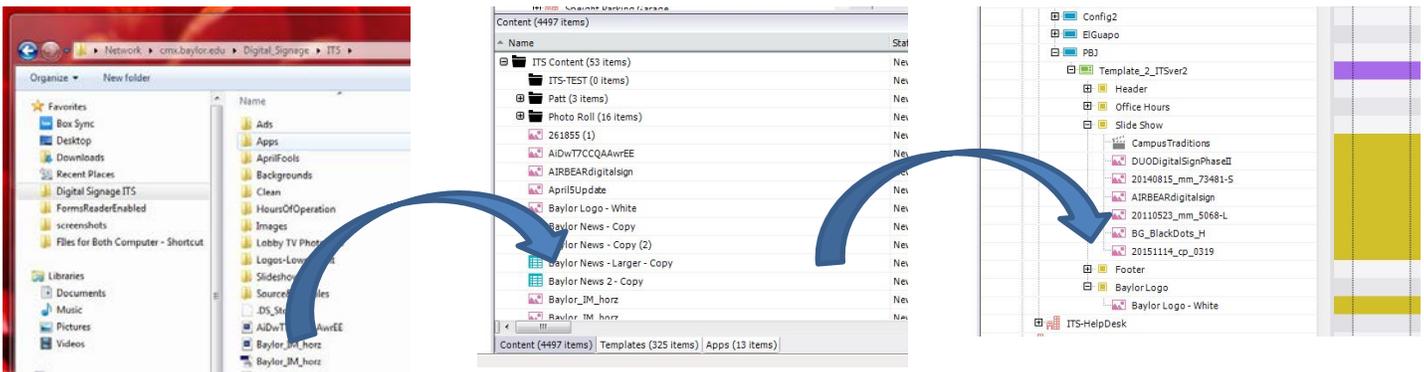
All content should be saved to your CMX folder. You get to this folder by clicking on this icon in your task bar.



A shortcut should be saved for you in Windows Explorer (example below shows my folder (Digital Signage ITS), yours will be named according to your department).

After it is saved in the cmx folder you will now need to drag and drop it to your Content folder in Four Winds.

Finally, drag and drop the content into the proper region of the sign.



Once you have added or removed your content, click on File Save to save those changes. Find the BLUE sign level for your digital display. In example above, far right graphic, that would be PBJ (yours will be named according to your department). Right click and choose Deploy. This will actually push the content to your display.

## Additional Information

There is no limit to number of content elements placed in rotation. However keep in mind that a digital sign is meant to give information to your audience quickly. If you have too many elements in the queue then people are standing waiting for the content to loop back around.

Each content element should play no longer than 30 seconds but not shorter than 10 seconds. This is also important to keep in mind when creating the content. All the important information should be quick to find and read within a 10-30 second timeframe.