College of ACES Digital Signage Policy

Purpose

College of ACES digital signage serves as a visual communication medium to inform students, faculty, staff, and visitors about events and educational opportunities, in addition to increasing participation in ACES activities and recruitment of new students. Standard information displayed includes (but is not limited to): programs, meetings and activities open to the entire student body or all ACES faculty and staff; up-to-date weather information; campus news; important current events; campus facts and emergency messages.

Digital signage also offers the opportunity for registered student organizations to publicize events or broadcast announcements that are of general student interest. Digital signage may also be used for announcements associated with University events.

Digital Signage Displays

These displays broadcast the standard information described above. Content from external clients may be displayed on a limited basis with the approval of the respective digital sign manager or the assistant director for communications and marketing.

Screens display for a maximum of 5 minutes per rotation cycle. Requests may consist of no more than three slides or messages displayed concurrently. If the total number of external requests exceeds 5 minutes, content from departments and the College of ACES will receive first priority. Remaining submissions will be prioritized according to relation to the mission, time-sensitivity of message, campus-wide scope of involvement, and interest or relevance to student audience.

Content Recommendations and Guidelines

1. The deadline for requesting space and supplying artwork is 7 days before the proposed broadcast date. The College of ACES provides no guarantee that digital materials submitted will be posted.
2. Ads will be refused at the discretion of the respective digital sign manager or the assistant director for communications and marketing if they contain inappropriate material and/or advertising for products or businesses. Examples of inappropriate material include: alcohol or alcohol-related functions, sexual content, racist, or religious remarks.
3. The ACES ITCS communications and marketing team is happy to work with departments who need assistance in creating an ad or message that will display well on screen. PowerPoint templates are also available upon request. For assistance, contact Jennifer Shike at jshike@illinois.edu.
4. The ad message must be relevant to the public, the ACES student body, or all ACES faculty/staff.
**Technical Specifications**

*Submitting organizations are responsible for design, production and timely submission of content. All content must be submitted in accordance with the following technical specifications:*

**Requirements:**

1. Digital graphic content must use the latest templates created for the ACES digital signs. (Exceptions may be made with approval from the digital sign manager and marketing team).
2. If templates are unable to be used, content must be submitted in either a PowerPoint or JPEG format (original graphics or permission provided for copyright protected graphics are allowed) and as a PDF.
3. Include a brief, clear headline.
4. Digital graphic content PDF files must be sized at 1920 pixels wide x 820 pixels high.
5. Digital videos must be 10 seconds or less in length (exceptions may be made with approval by digital sign manager). The acceptable formats for digital videos are WMV, mpg, mpeg, mp4 or avi files (original graphics or permission provided for copyright protected graphics are allowed).
6. Digital videos must be sized at 1248 x 702 (true 16:9 ratio).

**Recommendations:**

1. Have a resolution of 72dpi.
2. A simple background works best.
3. For maximum readability, limit text blocks to 20-30 words; at most, no more than 5 lines of text if sharing a story or research blurb.

**Questions or Comments**

Questions or comments on content should be referred to Jennifer Shike, ACES Assistant Director of Communications and Marketing at 217-244-0888 or jshike@illinois.edu. Questions or comments relating to technical issues should be directed to Chad Johnston, Teaching Technology Specialist, 217-244-2655 or cjohnst4@illinois.edu.