Digital Signage Content Creation & Submittal Guidelines

The following guidelines may be used to assure visual quality of digital signage content. Design services are available if needed, however if you elect to design your own work please keep the following suggestions in mind. To submit your content to the digital signage administrator please complete the Content Request Form found at wku.edu/digitalsignage.

Maintain a Visual Balance

Busy is Bad:
Too many graphics and copy on an individual slide can make it very difficult for viewers to read your slide clearly. Please see the example below.

![Too Busy](image1.png)  ![Try This](image2.png)

Fonts:
Font selection is very important. Pick a clear, easy to read font that can be seen from a distance. The following are good examples: Arial, Even Spaced Bold, Franklin Gothic Medium, Georgia, Palatino, Tahoma, Times New Roman, and Verdana. Most of these fonts can be found in the Design Studio, Microsoft, and Adobe software.

Font size is also important. When designing content keep in mind the distance in which the viewer will be standing from the screen(s). Use 40-50 pixel height text for comfortable readability (recommended).

Color:
Background and font color must be considered when designing digital signage content. Similar to selecting a font and font size the color of the font and background of the content should be easy to see from a distance. Font and background should have contrast for better readability. Please see the example below.

![Fall 2009 Tuition Reminder](image3.png)  ![VS.](image4.png)

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Other Content Recommendations & Tips

Size:
Please contact your area’s site manager for details on the size of the flyer/slide/graphic that you would like to submit. If you plan to submit content to the digital signage administrator please use 16:9 aspect ratio (ex. 1280px x 720px) with landscape orientation.

Orientation:
The majority of digital signage screens on campus are landscape. Please submit landscape oriented content only. Landscape oriented content is horizontal.

Format:
Please submit the following standard formats for graphics/slides/flyers: jpg., or png. Other formats are available; please contact the digital signage administrator or your area’s site manager for details.

Display Time:
Generally the message should appear for as long as it takes to read and absorb the message. Messages should be designed to be read and absorbed between 5-15 seconds. The average time for most messages as reported by our users is 12 seconds. Of course this will vary depending on the amount of text and number of elements. Get feedback from your audience.