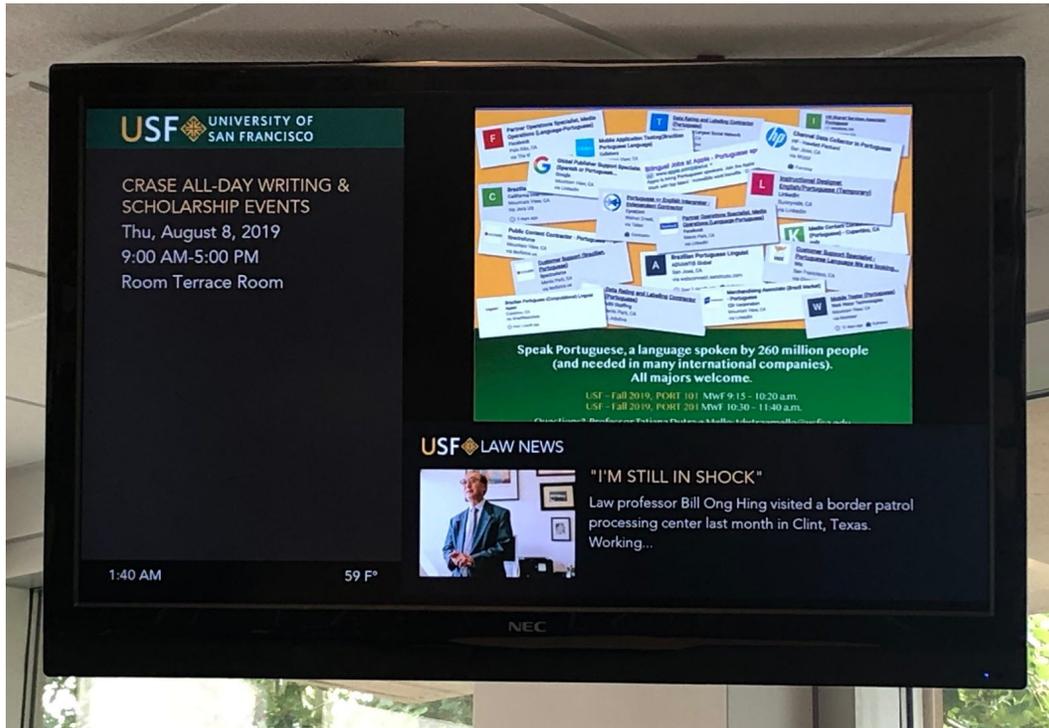


Digital Signage Set-Up

SOL Digital Signage, found on the two television screens in the Student Lounge of Kendrick Hall, is managed by the Office of Student Affairs and USF Web Services. Web and Digital Communications reserves the right to make decisions about what is and isn't appropriate for posting and when a posting will appear in the announcement rotation. All events posted in the events section should be open to the entire law student community.



SOL Digital Signage is broken up into three sections:

- Advertising
- Events
- Law Articles/Letters/Announcements and more

To read more about how to add your Event or Advertisement to digital signage, please continue reading for requirements.

Digital Signage Set-Up

Events: Zief & Kendrick Hall	Advertising (Still – jpeg)
	Law Articles/ Letters/ Announcements

Law Articles... Section

The Law Articles/Letters/Announcements/MUNI departure and times are automatically generated from usflaw twitter, instagram, NPR news website, and other media platforms. *No users can submit for this section unless it has been published on these platforms.*

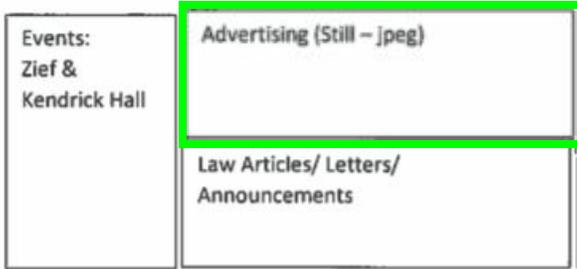
References:

<https://myusf.usfca.edu/marketing-communications/resources/web-resources/digital-signage/content>

Ad Requirements

We strongly encourage local users to develop their own content. Here are the basics of what we are looking at in your files to ensure that the content looks good and behaves well in this environment.

Digital Signage Set-Up



1. BASIC AD/FLYER FILE SPECIFICATIONS

- **Physical Size*** [ads must be landscape format only]: 1920px wide by 1080px high
- **Resolution**:** 72 dpi
- **Color**:** RGB
- **File type:** **JPEG or PNG only**
- **File size**:** 400kb maximum

*Canva.com is a great tool to create an ad. Make a free account and click the top right corner button named "Custom Dimensions" and type in "1920 x 1080." Then you can start to design! ** Usually already a default setting for ad/flyer design applications. You will be contacted if adjustments are needed.

2. CONTENT SPECIFICATIONS

Your advertisement/flyer should have the information mentioned below:

Name, date, time

- Name of the Event
- Sponsoring group/office
- October 25, 5-6 p.m.
- Fromm Hall, Xavier Room

Short description of 2-3 sentences the most that starts with an action word (e.g. Join us for a lecture about... or Come and listen to...)

Audience: Students, Staff, Faculty, or any specific group of students (1Ls, 2Ls, 3Ls)

Contact information

For more info please contact ... (email address) or call ...

Additional important info

If the event is free, RSVP needed, or refreshments provided

EXAMPLE:

3. DESIGN TIPS



- Keep text short and simple, you have only 20 seconds for your audience to read the content.
- Make sure all fonts are decently sized, generally much bigger than you would normally make them. Suggested font sizes:
 - Title: 70pt or more
 - Date, Time & Place: 36pt or more
 - Body text: 42 pt or more
 - Contact Info: 30pt or more
 - RSVP: Bigger than body text so it will stand out
- Use a call to action as often as possible — what do you want your

audience to do?

- For all events include: time, date, location and sponsoring group. Don't use the university's full street address. Only provide building name and room number.
- The University logo is not necessary on your ad in most cases, as branding is covered by the screen template.

Events Section Requirements

All events posted in the events section should be open to the entire law student community.

Digital Signage Set-Up

Events: Zief & Kendrick Hall	Advertising (Still – jpeg)
	Law Articles/ Letters/ Announcements

1. EMS Reservation Requirements for Digital Signage:

Your EMS reservation will automatically populate onto Digital Signage, IF you reserve a room on EMS using the specifics below:

BUILDING: Kendrick Hall or Zief Law Library

EVENT TYPE: **Student Organization Meeting**, Student Organization Event, or Event/Lecture/Performance

GROUP: School of Law

Things to Double Check:

1. **TITLE:** Please be sure the TITLE of your event is accurate when reserving the room on EMS. This TITLE is what will be published on Digital Signage.
2. **TIME:** Please ensure the times in the reservation, reflect the times of the event, and not blocked out time for break-down or set-up.