

Digital signage on the SCU campus

Digital signage

Digital signage content communicates event information and news of interest to students, faculty, staff, and visitors. Signage engages audiences in campus activities and can also communicate university values and emphasize academic and extracurricular activities.

Image requirements

Graphics files (Photoshop, Illustrator): 1920 pixels x 1080 pixels at 72dpi. File formats include JPG, PNG, and PDF.

PowerPoint files: 26.6 inches x 15 inches. Go to "Page Setup/Slides sized for" to set size. File format is PPTX or PPT.

Video files: MP4 format (Please send as email attachment to emills@scu.edu)

Fonts: 30 points minimum (avoid fonts with thin lines).

ADA statement (required for events): (fill in your information): In compliance with the ADA/504 please direct your accommodation requests to <name> at <email address or phone number>.

Image orientation: Horizontal orientation only except Lucas Hall which had both horizontal and vertical displays.

Where to submit files

Go to the Academic Technology website and choose "Upload content for digital signage."

How long signs are posted

Signs will be posted up to 2 weeks prior to event. It is recommended to submit files 2 weeks in advance.

Where signs are posted

There are eight digital signage areas on campus. They are:

- College of Arts and Sciences (Vari Hall, Kenna Hall, and O'Connor Hall)
- Law School
- Engineering
- Education and Counseling Psychology
- Benson Center
- Residential Halls
- Learning Commons and Library
- Music and Dance Facility

Each area has a distinct target audience. Sign submissions are subject to approval by each area manager.

For additional information contact Elwood Mills at 408-554-6903 or emills@scu.edu.

This cluttered design does not communicate effectively on a digital display:

The History of the Model T Ford
Co-sponsored by the Association of Antique Vehicles and the Santa Clara Historical Society

Early Models before 1902
Tuesday, May 13, 8 pm - 10 pm
Santa Clara Public Library

This presentation will discuss the development of the Models. There were several cars produced or prototyped by Henry Ford from the founding of the company in 1903 until the Model T was introduced. Although he started with the Model A, there were not 19 production models (A through T); some were only prototypes. The production model immediately before the Model T was the Model S, the upgraded version of the company's largest success to that point, the Model N. The follow-up was the Ford Model A (rather than any Model U). The company publicity said this was because the new car was such a departure from the old that Henry wanted to start all over again with the letter A.

Join us for a presentation on Henry Ford's challenges and issues in developing the "everman's car." Then going into how the Model T changed life in America not only for everyman but also for the American worker.

There will be refreshments after the presentation so RSVP. We will be pleased to have you come.

John Able, President of AVV
Mary Camp, Santa Clara Library

(Thanks to James Newsom, Center for the Study of Early Industrial Development for the Grant to sponsor this event)

In compliance with the ADA/504 please direct your accommodation requests to James Orville at 300-343-4395 at least 72 hours prior to the event.

- Background image distracts and competes with the message.
- The design does not enable people to interpret the information and its implications.
- The description of the event (on the left) is too long for a display; however, it may be appropriate for a bulletin board flyer. (Note: displays are not bulletin boards!)
- Post a website address if more information about the event is required.
- The ADA statement (lower right) is unreadable; 30 point font is best.

This design can be easily read and understood:

The History of the Model T Ford:
Early Models before 1902

Join us for a presentation on Henry Ford's challenges and issues in developing the "everman's car."

Tuesday, May 13, 8 pm - 10 pm
Santa Clara Public Library

Refreshments following the presentation.

In compliance with the ADA/504 please direct your accommodation requests to James Orville at 300-343-4395 at least 72 hours prior to the event.

The four important parts of the image - the graphic, the title, the description, and time/location of the event - are easily interpreted.

We are designing for our audience. Remember the goal of digital signage is to quickly and clearly communicate critical information. Don't overload with too much information.