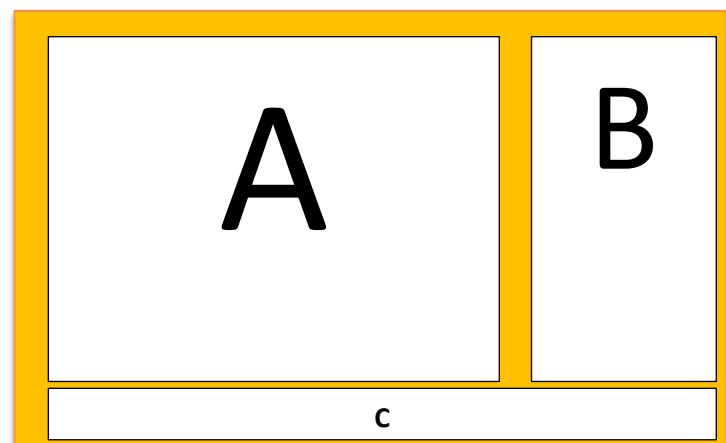




COLLEGE OF MOUNT SAINT VINCENT

Digital Signs are installed on campus in order to convey essential information and dates to the College community, with a primary emphasis on serving the needs of students. In order to ensure that the Digital Signs serve their intended purpose, the following guidelines for content and design standards are being implemented. These guidelines will ensure that the content published communicates key dates and deadlines, events, and programmatic opportunities for students, and prevent critical information from being overlooked in a deluge of messages.

The adjacent diagram depicts the content areas on a Digital Sign, and is included to avoid any confusion that might be caused by an individual's understanding of what scrolls and what slides. Each field of the sign has been labeled and details regarding the content that will populate each field are detailed below.



Field A will contain a rotating slate of slides that publicize three categories of content:

- **Key Dates and Deadlines** (e.g. Registration, FAFSA filing deadlines, housing deposit dates, residence hall closing dates for a holiday);
- **Upcoming Events** (e.g. Mass of the Holy Spirit, Mount Madness, lectures, external group events);
- **Promotion of programmatic opportunities for students** (e.g. peer tutoring available in ARC, career development activities, study abroad initiatives, Month of Service events).

Only information related to one of these content categories will be published in Field A.

Slides for Field A will be published using one of two standard templates. The Text template features the College seal in the bottom left corner of the slide. The Photo template allows room for a photo on the bottom left corner. Please use the following specifications for the photo featured in the second template: Height 4.00” or 288 pixels x Width 3.25” or 234 pixels. Both templates are available on the Intranet. Departments may create a slide using a standard template for any of the above content categories, and submit the populated slide to the Office of Campus Events for review and publication.

Electronic versions of fliers/posters that align with the aforementioned content categories can be submitted to the Office of Campus Events for publication. These fliers/posters will be used to create galleries that will substitute and/or supplement the existing photo arrays. Departments may submit their flier/poster to the Office of Campus Events for review and publication.

Fliers and posters need to abide by the following specifications: the document must be a 960 by 720 pixels, preferably 72dpi, and jpg format. Any photos inserted in a flier or poster need to be high resolution; font sizes need to be between 30pt and 48pt. Please use font types that are easily legible from a distance.

Keep in mind that digital slides usually stay up for less than 30 seconds, and therefore extensive text and long URL's are not effective on the Digital Signs.

Note that photo arrays are utilized within Field A to supplement content slides as needed, based on the amount of content available to be published. The volume of photo arrays will be reduced when content is abundant and increased during periods of reduced campus activity.

Field B will contain a scrolling list of the week's campus events, and key dates and deadlines from the College calendar. The field is auto-populated by the Campus Event calendar, and key dates and deadlines are added by the Office of Campus Events. When an event/meeting is booked with the Office of Campus Events, it will be automatically scheduled for publication in Field B.

Field C will continue to feature a news feed from the Associated Press.