DIGITAL SIGNAGE GUIDELINES

CONTACT

1920 pixels wide

1080 pixels tall

1" (72 pixels) at bottom reserved for ticker
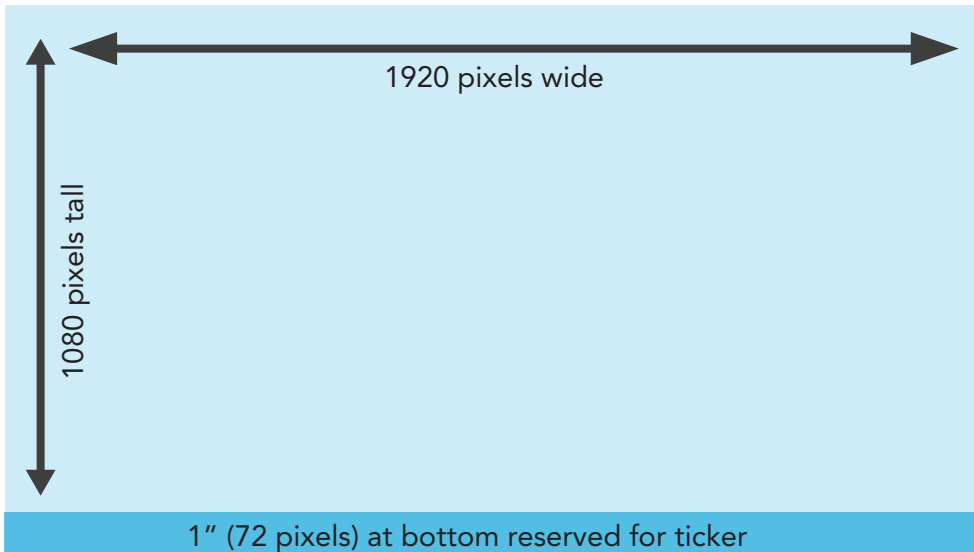
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The Associated Students provides six digital screens in several buildings on campus. These displays promote WWU events, organizations, and emergency information to the campus community. AS organizations are welcome to request design of custom digital signs free of charge. Other campus organizations are welcome to submit finished slides free of charge.

In order to maintain an attractive, high quality look for slides displayed on the system, the Publicity Center requests that they be created by professional graphic designers. Departments outside of the AS are directed to University Communications for design of slides. Departments wanting to use in-house student designers or staff should contact Jeff Bates in the Publicity Center for prior approval.

Screens will display static slides for 20 seconds per rotation, so the content you provide will need to be concise, simple, and straight forward.

Animations and video slides may run for a maximum of one minute.

SAVE OPTIONS

Finished slides must be sized to 1920 x 1080 pixels at 72dpi, ("1080p"). Static/still slides should be saved as a high quality PNG or JPEG file. Animated slides should be saved as an MP4 or SWF file. The bottom 72 pixels (1 inch) of each slide must be free of text to leave room for the moving news ticker. See example above for a visual template.

All file names must include a end date, (date the slide should stop running). Please type "End x-xx" at the **beginning** of the file name. Example: *End 2-20 Awesome event.png*

DESIGN BY

PUBLICITY
CENTER