DIGITAL SCREENS

FEATURES AND REQUIREMENTS

When creating content for digital screens, please keep in mind the following best practices for optimal impact and success to communicate your message.

The Student Success Office conducted a student focus group called Student Consultation: Digital Screens on Campus. The key points discussed included: content, formatting, location, and how students would like to interact with screen content.

CONTENT AND VISUALS

› Create impact by designing a highly visual artwork – use modern, simple images that reflect your message
› Use only a few important and meaningful words for your text
› Avoid text-heavy areas and subtext – the screens are looped for only a few seconds at a time; too much text lacks focus, impact and is less meaningful and memorable to the viewer
› Finish with a short, bold call to action or URL

COMMON CAMPUS SCREEN SIZES

› 1920 px (width) x 1080 px (height)
› 1024 px (width) x 650 px (height)
› 1024 px (width) x 768 px (height)
› 800 px (width) x 1080 px (height)

READY TO START A PROJECT?

Submit an online requisition to Creative Services to get started.

For more information contact creative@uwaterloo.ca