HOW TO create DIGITAL SCREENS

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.

THINGS TO KEEP IN MIND WHEN CREATING YOUR 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

» QR codes or scanable links are ineffective for the above reason, as well as the screens are often too far away to scan properly

» Finish with a short, bold call to action or URL

DIGITAL SCREEN SIZES:

» Retail Services: 1024 px (width) x 650 px (height)

» President’s Office: 1920 px (width) x 1080 px (height)

EXAMPLES:

The examples to the left illustrate the effective use of large images, big headlines and minimal copy.

The examples to the right illustrate how too much copy lacks focus and impact, has weak messaging that is confusing, difficult to read and ineffective.

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