

# DIGITAL SCREEN CONTENT

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.



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

## 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

### DIGITAL 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 Studio to get started.

For more information contact: [creative@uwaterloo.ca](mailto:creative@uwaterloo.ca)

[uwaterloo.ca/creative-studio](http://uwaterloo.ca/creative-studio)



UNIVERSITY OF  
**WATERLOO**

Creative  
Studio