

## Digital Signage

### GENERAL INFORMATION

1. All student digital sign requests must go through Student Affairs (Brett and Jeremy).
2. Please try to make all requests at least two weeks prior to the event so there is time for sign creation (or editing if sign was submitted) and posting. It may take up to seven days for sign creation so the earlier the better.
3. If there are any web/zoom/other links on the digital sign, it is recommended to put link on the LEO event page and to reference that (and a QR code on the sign if desired) instead of putting a link on the sign.
4. Any created (or edited) signs will be sent to the event's contact person for approval before posting so we would appreciate it if the contact person (or persons?) is email aware so their sign can be posted asap.
5. Please remind the students that the maximum amount of time the sign will appear is only 15 seconds at a time so don't expect a large amount of text. Also, the important info (name of the event, date/time/location) will be prominent.

### FOR CREATED SIGNS:

6. Signs should be at a ratio of 16:9. Minimum / Preferred requirements for submitted signs:
  1. Size – 1280x720 / 1920x1080
  2. Resolution – 72 ppi / 300 ppi
  3. Background – Please do not make it predominantly white as it is a bit harsh to the eye.
  4. Content – The most important information (title, date, time, and location) should be largest and prominent. The text should contrast well against the background (dark on light or light on dark, otherwise it's difficult to read).
7. All submissions should be in .psd (Photoshop), .pptx (PowerPoint), or some other editable format. If a sign is created in Canva, sharing the project with Sam Turner's (sturner@burrell.edu) and my email (sdhillon@burrell.edu) means that changes can easily be made after submission.
8. Images on the sign which aren't of a decent resolution (pixelated), have watermarks from sites which require payment for their use, or are obvious copywrite violations will not be used. Try canva.com, pixabay.com, or unsplash.com for free images.