Digital Signage Mission

Digital Signage on Gordon's Campus is designed to communicate relevant and timely information to Gordon's students, faculty, staff, as well as guests and visitors to our campus. Our goal is for the Gordon community to be better aware of events happening on campus that they otherwise may not be aware of, yet contribute to the overall Gordon experience. Lastly, the digital signage system will also be used to communicate emergency messages, and directives as per the emergency communication protocols.

Posting Content

The best content to put up on the screen is a well put together, bright, attractive image that conveys enough information without being too wordy. The creation process in the signage server is not great for creating images, so the **best** practice is to create an image via an outside picture creation program, and then uploading that image to the server to schedule to the signage.

To upload an image to the digital signage server you must FIRST ask yourself this question:

***Will I be posting content to the signage around campus regularly?***

If you answered **YES** to this question, then please email Kevin.Grant@gordon.edu in order to schedule a time to take a class on how to manage the content server for the signage. You will not be able to access the server or have a log in given to you until you meet with him.

If you answered **NO** to the question, then after you create your image, send it to CTS@gordon.edu asking for it to be put up on the signage website. However it MUST follow the guidelines for posting content, listed below. If it does not follow EVERY guideline listed, it will not be able to be uploaded to the signs around campus.
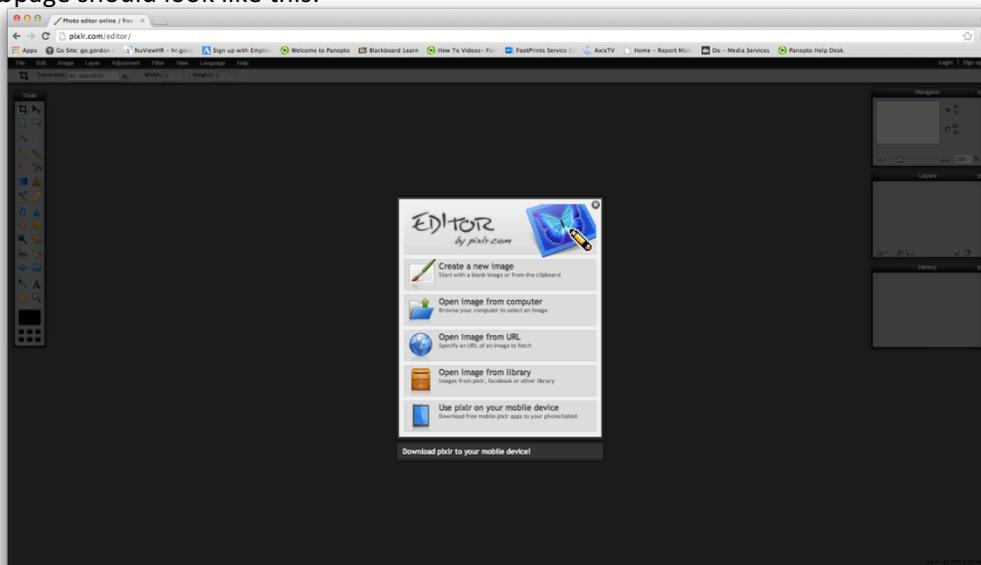
Creating an Image for Digital signage use

As mentioned before, the best way to have an attractive image to put up on the signs is to create an image in a program outside of the signage server. If you have and are familiar with photo edition/creation programs such as Adobe Photoshop, you may use that, however you may also use a program like PowerPoint in order to create your image.

NOTE FOR POWERPOINT USERS: PowerPoint does not naturally save its files in a format we can use for our signage. In order to export your slide as a picture we can use you must go to "File" Then "Save As" in the PowerPoint program. A window that looks like this should pop up:
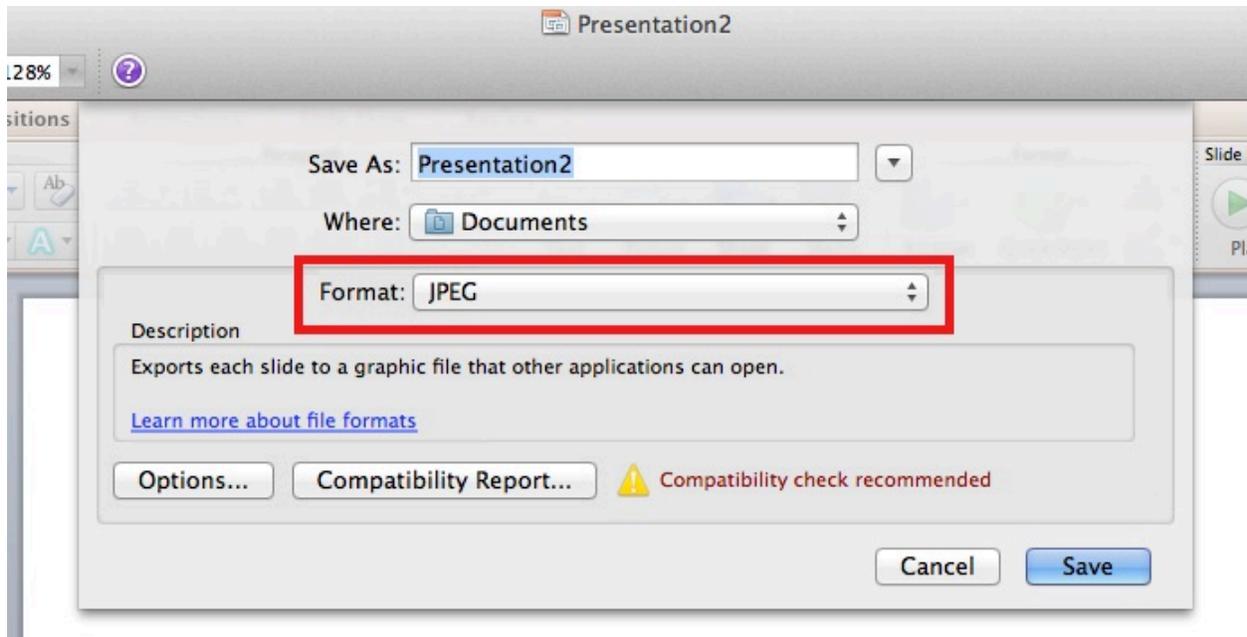
When that box appears, you must select the drop down menu next to the word "Format," highlighted above. In the dropdown find the selection "JPEG" and select it so your box looks exactly like the box in the picture above. After naming your image slect Save. That will give you an image formatted correctly to use for the signage.

If you DO NOT have Photoshop, or PowerPoint, and still need to edit your image. There is an online browser based image creator and editor you may use. It can be found at www.pixlr.com/editor. The webpage should look like this:
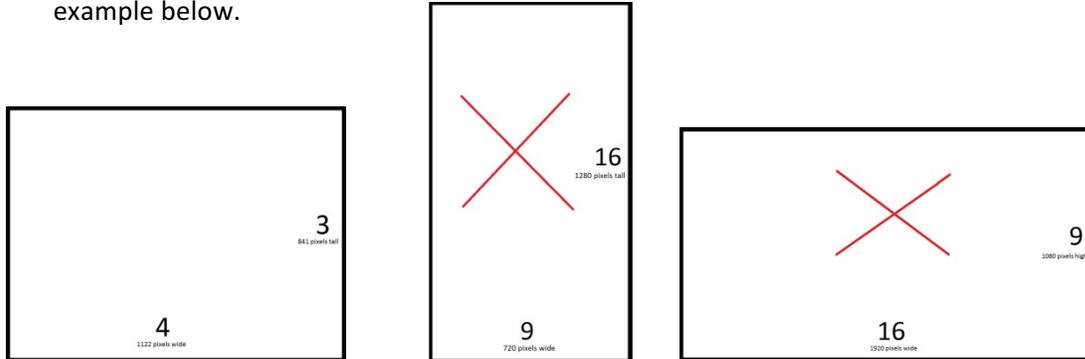

You can use Pixlr.com to create an image from scratch, or edit the basic parameters of an already existing image.

# Image specifications for digital signage use:

In order for your image to be used correctly on our signs they must follow the following formats:

1. The image must be a 4x3 Image. That means the image is a basic square shape, following the example below.


If the image is rectangle either on its side, or standing up, it will not look correct when displayed on the screen.

2. The BEST 4x3 image in the signage has a ratio of 1122 x 842 pixels. Detailed below is how to create an image with the proper 1122x842 format in Pixlr.com/editor
   - Once a picture is uploaded to Pixlr go to "Image" on the menu bar and select "Image Size"
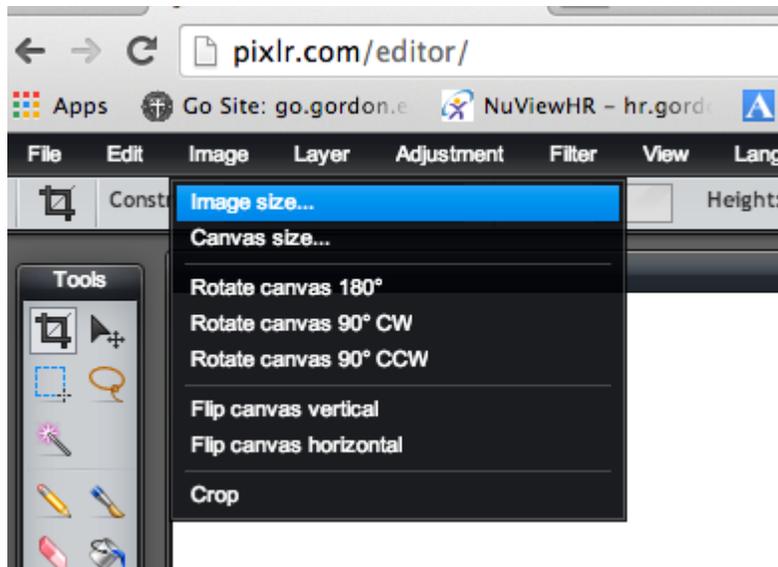
   - Once selected, a box will appear in the middle of the screen. Select the box next to "width" and type in the number "1122." The second box should automatically change to "842." Hit "OK" to change the image to a pixel size of 1122x842.
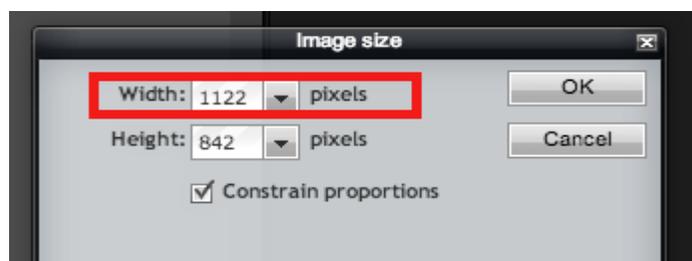
3. In order for an image to be used on the signage, it MUST be either a JPG or a PNG image. In ANY image editor, there should be an option under "File" and "Save as" to save your image as a specific "Format"
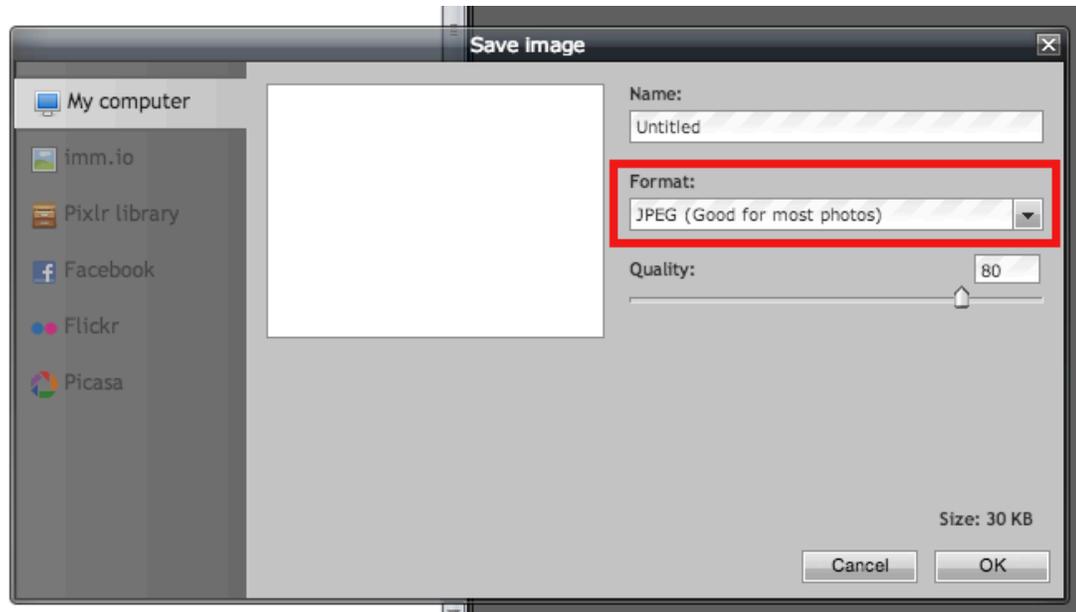
If you have ensured that your image is a 4x3 image, and is saved as a PNG or a JPEG format, you may now enter it to CTS@gordon.edu to be placed on the digital signage.

Information for post timing

1. Images will **NOT** be on the screen for more than **15 seconds**. Read over your completed image, if it takes longer than 15 seconds for you to read over all the information **TWICE**, then you have too much information and should take some information off.
2. Images will **NOT** be posted more than **ONE WEEK** before the date of the event they are promoting unless there is a specific reason for them to be promoted longer than a week before. If the image is promoting a group that has no date of event, it will be up for up to **THREE WEEKS** during intermittent days.
3. If you send your image into CTS any time later than **12pm** then your image may not be posted on the screens until the **next** business day. Please attempt to send in your images within at least 48 hours of the event.