Marymount University
Digital Signage User Guide

Overview
Posted fliers are a quintessential part of any college campus that serve as testament to the vibrancy and involvement of the student population. While we at Marymount University understand the necessity, we must consider the environmental impact of this tradition.

Beginning with the 2014 Spring semester, we will embrace digital signage as the next step in reducing waste. Students, faculty, and staff will submit digital fliers to be posted weekly on television screens across campus.

General Use Guidelines
Submissions will be due every Tuesday to be published on Wednesdays.
- To submit, please send your content to **dsignage@marymount.edu**.
- Submissions are to be free of spelling or grammatical errors and appropriate for the audience.
- Submissions must include the beginning and end dates that the user wishes his/her digital sign to run. Users are welcome to submit digital signs in advance of intended start dates.
- Please note that submitted content will not be archived, and as such it is the responsibility of those submitting items to maintain a copy for reference.

Semester-Long Advertisements
We welcome departments and clubs to submit digital signage for events that run continually throughout the semester. However, advertisements will run for a maximum of one calendar month. At that time, the advertisement will be removed from rotation and an e-mail will be sent to the e-mail address that originally submitted the sign notifying them of the change. You are welcome to submit another advertisement every month, but we do ask that you vary the aesthetic. We want these ads to maintain visual interest so we encourage frequent updating. You are also welcome to submit new advertisements at any point to update the sign (such as in advance of the one-month limit) and the one-month timer will begin again with each new sign.

Faculty and Staff Submissions
Faculty members are encouraged to submit course announcements during the registration period as an effective means of advertisement to students. Such advertisements are subject to the same one month limit as ascribed to the semester-long advertisements (see above).

Student Submissions
Students may submit digital signs for campus programs. Those submissions must go through Clare DiNuzzo, Assistant Director of Campus Programs and Leadership Development (CPLD), and must meet submission requirements and deadlines as outlined by CPLD. From there, the CPLD will submit those fliers to the digital signage e-mail address and it will be posted following the same Tuesday deadline.

Non-Marymount Submissions
Submissions from outside of the Marymount community or for non-Marymount events will not be accepted.

Formatting Guidelines of Still Images

When submitting still images (such as a traditional poster), you must save the document as an image file. Common image files include: .jpg, .jpeg, .png, .gif. We cannot accept Microsoft Word, Microsoft Publisher, or PDFs in their original forms. You are more than welcome to use these programs to create a flier but we recommend that you save the flier as a .jpg. Still images that do not meet these guidelines will be returned.

Formatting Guidelines of Videos

Digital signage around campus not only helps reduce waste, but also provides users with the option of adding effects to their posters or submitting videos. Users should remember when assembling these videos that the televisions will be muted, so incorporating sound is not necessary.

Perhaps the simplest way to submit a video is with a YouTube link. In this case, we do not need the corresponding file. The YouTube link itself is more than sufficient. If you would prefer that your submission not be open to the general YouTube population, there are privacy settings within YouTube that will allow the video to only be viewable by those with the exact URL.

If submitting action footage, the software used to run this digital signage is particularly compatible with MPEG-4 videos (.mp4). Other common video files include: .mov, .avi, .wmv.

Formatting Guidelines of Microsoft PowerPoint

We cannot accept any Microsoft PowerPoint projects which are saved in the original .ppt format. Instead, submissions should be saved in one of the following ways:

- If creating a still image in PowerPoint, we recommend that you save the project as a .jpg and submit the image.
- If creating a video, you must submit the video as a Windows Media Video (.wmv). To create a successful PowerPoint video, you will need to set the length of time that each slide is seen (even if it is solely one slide). This can be set under the Slide Transitions tab. We strongly recommend that you view the resulting video before submitting it to ensure that the video is at the appropriate length and speed to be easily read and displayed.
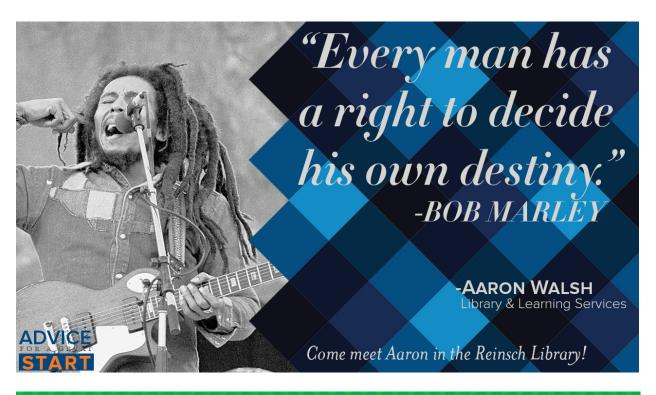
Formatting for Size

We strongly recommend that users do not submit fliers that are oriented vertically. The best use of space is with landscape layouts.
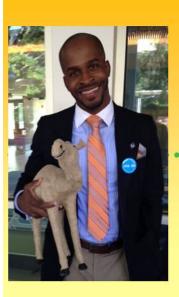
If you are interested in custom fitting your advertisement to the size of the screen, the televisions use a 1280 x 720 resolution with an aspect ratio of 16:9. However, it is not essential that submissions fit the size of the screen.

Questions?

If you have any questions, please send an e-mail to dsignage@marymount.edu or call Crystal Foley at 703-284-1550.

"*Every man has a right to decide his own destiny.*"
-BOB MARLEY

-AARON WALSH
Library & Learning Services

ADVICE FOR A GREAT START

Come meet Aaron in the Reinsch Library!

FIND MIKE THE CAMEL IN ROWLEY!

CLUE 1:
This week, Mike is getting advice on his studies.

CLUE 2:
Where can you find this man? Mike is hanging out with him.

DO YOU KNOW WHERE MIKE IS?
IF SO, SEE SANDRA MANNING IN THE SCHOOL OF EDUCATION TO CLAIM YOUR PRIZE!

Academic Success 101: Getting Organized
Thursday, August 28

10:00am Rowley Lobby   2:00pm Berg Lobby