

Guidelines for the Digital signage in the ME/Gatewood Buildings

Philosophy for individually identified spaces

Railside Station:

This space is where undergraduates and graduate students congregate throughout the day and host student organization events (Omega Study breaks, PTS sales etc). Due to the nature of the use, the slides presented on this screen should be targeted to the current student population as a whole and be relevant to our current students. This is the location where most ME student organizations should advertise.

The Commons:

This space serves as a formal sitting area and congregation space on the second floor. There is significant usage of this space by students and visitors. The slides presented on this screen should target a broader audience including students, staff, and visitors.

The Atrium:

This space is a large multi-use space where we have a very wide variety of people walking through. Due to the diverse nature and very public nature of this space, slides presented here should showcase the school as a whole.

Digital Signage Coordinators:

Michael Black (ME 2042) and Heather Coar (ME1003E) will serve as the digital signage coordinators. They will be the primary point of contact for posting information to the digital signage.

General Policies:

- 1) Only topics/slides germane to the target audience of the space will be posted. The target audience is identified/given by the philosophy of use statements above. The digital signage coordinators will make the initial determination of whether a slide is germane to the target audience.
- 2) Requests for postings must be submitted to the digital signage coordinators at least 2 days in advance of the event. We will attempt to accommodate later submissions but their display is not guaranteed.
- 3) Topics/slides must follow university policy.
- 4) The slide(s) to be posted must be on an approved template. Requests for using alternative templates can be submitted but the School reserves the right to deny these requests.
- 5) Requests for posting from entities/people outside the School of Mechanical Engineering will be considered on a case-by-case basis. For the purpose of these guidelines, ME sponsored student organization will be considered 'inside' the School of Mechanical Engineering.
- 6) Content should be on a PowerPoint slide, using one of the templates available from the digital signage coordinators. Slides cannot include Audio or Video information. It is the responsibility of the requestor to design and provide the content in a 'ready to post' form.

7) Slides should be self explanatory and designed for easy reading in 10 seconds or less. Fonts should be large and easy to read from a distance. Complicated graphs, diagrams, charts, and images should be avoided. Elegant fonts should be avoided.

8) All content will have a 'Start Date' and an 'End Date'

Special Shows:

We have the capability to show 'special shows' of slides during specific events. The content should match in principal the guidelines above. If you are interested in doing a 'special' show, please work with the digital signage coordinators well in advance to ensure everything works properly.