**Azusa Pacific Digital Signage Guidelines**

Below are some basic content and design guidelines that should be met before submissions will be posted to the digital sign in the Student Lounge.

**I. SIMPLICITY**

**Each flyer is only visible for 15 seconds** so there is not time to read much more than 30 words. Keep it simple. Too much text or too many images on a digital flyer will clutter your message and decrease readability.

Basic information that should be on all flyers:

* The name of the event
* When the event will take place. Include day, date, and time.
* Where the event will take place.
* Who is the contact person or organization for the event. If you use a phone number, be sure to include the area code.

**II. SIZE**

All flyers to be posted on digital signage must be sized at 1920 pixels x 1080 pixels (widescreen, 16x9)

**III. FORMAT**

All flyers need to be saved in .jpg format.

**IV. COLOR**

Consider the colors used in your flyer carefully. Be certain that there is strong contrast between your image background colors and the text colors so that your sign can be easily read when displayed. When you have decided on the colors to use, try using just a few colors on each flyer to minimize viewer distraction.

**V. TEXT SIZE**

The text on your digital flyer needs to be readable. Use large font sizes so your message can be read without the need to stand directly in front of the screen. Try at least 60-80 pt for headlines and at least 36 pt for the other text.

To see if your design is readable at a distance, stand at least six feet from your screen when viewing the flyer at 100% of the viewable size. If you can’t read it from a distance, then re-size the text accordingly.

**VI. OBJECT LINES**

Use bold lines when designing objects for digital signage. Lines that are too thin do not display well and may appear broken or look invisible.

**VIII. IMAGES**

* If you use an image in your design, its resolution should be at least 72 dpi (dots per inch).
  + Note: the actual size of the image you use is important. A small image at 72 dpi will pixelate when enlarged. Instead, begin with a large image and scale down as necessary.  
    Files containing pixelated images will be returned. *It is better to have no images at all than to have pixelated or otherwise distorted images.*
* It is your responsibility to ensure that
  + any images used in the display design are either copyright-free, or
  + you have obtained written permission to use the image.

The guide “[Finding Public Domain & Creative Commons Images](http://guides.library.harvard.edu/finding_images)“, produced by the Harvard Law School Library, can assist you in finding and correctly attributing public domain and Creative Commons images for your project.

SAVING YOUR FLYER FOR SUBMISSION

All flyers to be posted on digital signage must be be saved as .jpg files and sized at 1920 pixels x 1080 pixels (26.67″ wide x 15″ high)  and the image resolution must be either 72 or 96 dpi.

* **Saving a .jpg in PowerPoint**
  1. Go to File –> Save As
  2. Give your file a descriptive name.
  3. Choose “JPEG File Interchange Format” from the “Save as type” list.
  4. Choose “Current Slide Only” when asked what slides you want to export from the presentation.  
     
* **Saving a .jpg in Keynote**
  1. Go to File –> Export To –> Images…
  2. Under Slides select “From 1 to 1”
  3. Format should be “JPEG (High Quality)”
  4. Click Next
  5. Give your file a descriptive name
  6. Click Export
* **Saving a .jpg in Publisher**
  1. Go to File –> Save As
  2. Give your file a descriptive name.
  3. Choose “JPEG File Interchange Format” from the “Save as type” list.
  4. The default resolution will be set to “Standard printing (150)”; click on the “Change…” button below this.
  5. Choose “Web (96 dpi) then click “OK”.
  6. Then click “Save”.