Guidelines to Rawls College of Business Digital Signage

In keeping with the newest terms of “green” technology, the Rawls College of Business has implemented a new digital signage matrix across our new building consisting of professional line LED-LCDs used for informational display, thus keeping printing, paper, and color inking to minimum. Not only does this help our building keep with Leadership in Energy and Environmental Design (currently rated as a Silver), but it also help entities save invaluable dollars across numerous avenues, short and long term.

In concordance with the TTU Student Handbook, (http://www.depts.ttu.edu/dos/handbook/) Sec. VIII, namely D) Advertisements and E) Printed Materials, we will adhere to these guidelines with capital judgment. We have also set up a format for entities to follow for our own formatting: entities within the Rawls College of Business are to post data within “Content 1”. Entities outside of RCOBA are to post data to “Content 2”. We will not cross contents for any entity for any given reason (i.e. posting university materials in Content 1 or vice versa).

Allowance of up to 7 days from submittal of data to BA_MultimediaNotify@ttu.edu will be required for posting each image. Please plan with plenty of lead time so your poster can run successfully.

Information on signage:

Two content windows are available for publishing, one reserved for RCOBA data and one reserved for University data. Content 1 has resolution dimensions of 1280x720 pixels or 4.27in by 2.4in at 300PPI (high quality images). Content 1 data can be made at any size that fits within the 16x9 ratio, but it will be resized to the above measurements. Content 2 has resolution dimensions of 587x908 pixels or 3.03in by 1.96in at 300PPI (high quality images). Content 2 data can be made at any size that fits with the 11x17 ratio, but will be resized to fit the above measurements.

You’re more than welcome to use Photoshop, Paint, Publisher, PowerPoint or whatever graphic design program of your choice to design images for these displays. Please be aware that the BACS Multimedia Dept. is responsible only for posting materials, not creating or editing content. We highly prefer the use of Portable Network Graphics (.png) images, but will also use Joint Photographic Experts Group (.jpg). Other formats can be sent to us, but may result in a possible delay or full use of the 7 day allotment mentioned above.

These images will run on Samsung LFD Professional series LED backlight LCD displays. These displays are set to automatically run from 7:00am through 10:00pm. The normal times each image will run is set to 30 seconds and will be set into player rotation in no particular order, other than an order of reception. Images will be scheduled to run from date of reception through the date of the event, then automatically removed from the player rotation. Customized dates can be setup for running events, and distant future planning for events can also be accommodated.

If you have any questions or need additional information to help you with your digital signage needs, please place a work order request through Pam Patton at 742-3188 and one of our Multimedia Staff members will contact you.