Digital Signage Guidelines

Digital signage in the College of Arts and Sciences (CAS) provides information for students, faculty, staff and visitors.

Examples of acceptable content include:

- Emergency notices
- Public service notices (parking structure closures, natural disaster etc.)
- Academic notices (new courses, registration and payment deadlines, class schedule changes, etc.)
- Events and activities
- Student, faculty, and staff awards
- Scheduled maintenance that affects a significant area of the campus or a large number of students
- Recognized Student Organizations (RSOs) may provide information to the college such as recruitment notices, announcements of new clubs, and campus-wide events. Ongoing club information (e.g. monthly meeting notices) should be posted on the event calendar.

The following messages will not be posted:

- Religious messages not pertaining to a university-affiliated group
- Sexually suggestive, derogatory, discriminatory or inflammatory material
- Fundraising advertisements or sponsorships for any initiative not directly associated with the college or university
- Job postings
- Events held on campus that are not associated with the university
- Messages not in accordance with the university’s Code of Ethics or policies, or local, state or federal law
- Personal messages
- Advertisement of commercial products or services
- Messages that include the copyrighted or trademarked works of others
- Political messages for candidates or local, state or federal measures and bills*

*When a candidate for political office comes to campus, neither the campus nor the hosting facility is taking a political position for or against a candidate. Their presence on campus is strictly educational and similar opportunities are to be offered to all candidates. Posting their event on an electronic signage board does not make the posting political.

Best Practices

- Slides should be in JPG or PNG format.
- Digital signs should be treated as billboards – concise with who, what, when and where.
- Consider the number of slides in rotation for viewing. The more slides in rotation, the fewer an average fewer actually sees. Each slide should be set for 8 to 10 seconds.
- News and social channel content should be streamed and not placed on digital slides.
- Most events should be listed in the event calendar widget. Some events may require a digital sign as well and are determined case by case.
Timing
Most signs are up 10-14 days. Signs may be rotated in and out of schedule pending amount of slides in rotation.

Submissions
Requests for the information to be displayed on CAS digital signage should be sent directly to everythingcas@unl.edu.

CAS Areas with Digital Signs
A variety of departments have digital signs and should be contacted directly as they maintain their own content. The areas that have digital signage include:

- Advising
- Anthropology
- Biological Sciences
- Chemistry
- Computer Science and Engineering
- Earth and Atmospheric Sciences
- English
- English as a Second Language
- History
- Modern Languages and Literatures
- Nebraska Center for Materials and Nanoscience
- Psychology
- Sociology

Sign Details and Dimensions
Currently all are horizontal/landscape and 72 DPI

1920x1080
- Andrews Hall left display main region (2)
- Bessey Hall - Earth and Atmospheric Sciences outside main office – east end of building
- Burnett Hall 2nd floor – Psychology (2) inside advising and east end of building
- Manter Hall - BioSci advising
- Manter Hall - BioSci hallway signs (2)
- Nebraska Center for Materials and Nanoscience
- Oldfather Hall 12th floor elevator lobby
- Oldfather Hall 11th floor – Modern Languages and Literatures elevator lobby
- Oldfather Hall 8th floor – Anthropology elevator lobby
- Oldfather Hall 7th floor – Sociology elevator lobby
- Oldfather Hall 6th floor – History elevator lobby
- Oldfather Hall 1st floor – Academic Grind right display

1920x835
- Oldfather Hall 1st floor – Academic and Career Advising Center

640x835
- Andrews Hall right display columns (2)

These guidelines are subject to change. CAS reserves the right to deny posting any digital content.