



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 viewer 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 areas have digital signs and should be contacted directly as they primarily maintain their own content. These areas include:

- Biological Sciences
- Center for Brain, Biology, and Behavior
- Center on Children, Families, and the Law
- Chemistry
- Classics and Religious Studies
- Communication Studies
- Earth and Atmospheric Sciences
- English
- English as a Second Language (PIESL)
- Ethnic Studies
- History
- Judaic Studies
- Modern Languages and Literatures
- Nebraska Center for Materials and Nanoscience
- Philosophy
- Psychology
- School of Global Integrative Studies (Anthropology, Geography, Global Studies)
- Sociology
- Women's and Gender Studies

In Oldfather Hall, the college maintains digital signs in the Academic Grind, the Academic and Career Advising Center, and the elevator areas on first, tenth, and twelfth floors.

Sign Details and Dimensions

Most digital signs have a horizontal/landscape orientation with dimensions of 1920 pixels by 1080 pixels at 72 DPI. A few, such as signs with a vertical orientation, have other dimensions. The file should be saved as a PNG or JPG.

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

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