

Seegers Union Digital Signage Policy and Protocol

Muhlenberg College

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I. Purpose and Overview

In May of 2012, the Muhlenberg College Student Government Association General Assembly passed a motion to allocate funds to the College to purchase and install a digital signage program for Seegers Union.

The digital signage serves as a visual communication medium to inform students, faculty, staff, and visitors about events occurring in Seegers Union. Standard information displayed includes (but is not limited to): programs, meetings and activities held in Seegers Union; up-to-date weather information; campus news; television feeds; important current and global events; campus facts and emergency messages.

Secondarily, digital signage offers the opportunity for recognized student clubs and organizations in good standing and College academic and administrative departments to publicize events or broadcast announcements that are of campus interest or student-oriented in nature taking place on campus.

The Seegers Union digital signage program and its policy and protocol is managed by the Office of Seegers Union and Campus Events.

II. Digital Signage Types and Locations

Digital signage displays are categorized as “public” or “dedicated” and are strategically located throughout Seegers Union to capture a wide audience.

a. Public Displays

Public displays in Seegers Union broadcast announcements and publicize events, that are of student interest or student oriented in nature or pertain to the campus community. Content typically originates from Muhlenberg College departments and recognized student organizations in good standing.

Space is limited and submissions will be accepted on a first come, first served basis, provided they meet the criteria under Digital Signage Content Submission.

Currently, the following displays in Seegers Union are deemed Public Displays:

- East End Main Corridor – Interactive Display
- West End Main Corridor – Interactive Display
- Lower Level Display (outside of 'Berg Bookshop)

b. Dedicated Displays

Dedicated digital displays only broadcast specific internal content such as the scheduling feed from R25, College Special Events, Menus and content specific to venues where digital displays are located. Dedicated content is approved by the Director of the Office of Seegers Union and Campus Events, or his/her designee.

Currently, the following displays in Seegers Union are deemed Dedicated Displays:

- Wood Dining Commons Greeter Station Display
- Wood Dining Commons Nutritional Display
- Food Gallery Platform Specific Displays
- Mule Express Platform Display
- Java Joe Platform Display
- Seegers Union Information Desk
- The Light Lounge Multi-Screen Display
- The Fireside Lounge Display

c. Interactive Displays

Interactive Displays offer the unique feature of providing campus information including a campus directory and way-finding for within Seegers Union and, eventually, across campus. Typically, interactive displays are also public displays offering the same features when not in interactive use. Controls are also located at the bottom of these displays to accommodate ADA.

Currently, the following displays in Seegers Union are deemed Interactive Displays:

- East End Main Corridor – Interactive Display
- West End Main Corridor – Interactive Display

III. Protocol

a. Content Specifications

The creation of content for digital displays requires consideration of technical, legal and aesthetic factors. The technical considerations relate to the system's capabilities and limitations. Legal considerations relate to compliance with appropriate copyright laws. Aesthetic considerations relate to making any digital slides and digital videos visually interesting and effective. Aspect ratios for displaying, graphic readability, balance, color, software compatibility, graphics, backgrounds, etc. will also be evaluated, when applicable.

Submitting organizations are responsible for design, production and timely submission of materials. All content must be submitted broadcast-ready in accordance with the following technical specifications:

- Digital graphic content must be in .jpg, .pdf or .png formats.
- Digital videos must be 30 seconds or less in length. The best format for digital video is MP4 Note: there is no audio available on digital signage.
- Slides are typically displayed for 20 seconds.

NOTE: The Office of Seegers Union and Campus Events will make every effort to fulfill requests but provides no guarantee that digital materials submitted will be posted and reserves the right to limit or exclude submissions.

The Director of the Office of Seegers Union and Campus Events reserves the right to refuse, edit, or remove digital signage content for any reason.

b. Restrictions

Announcements may not:

- Endorse a political issue or candidate
- Promote or condone behavior that violates College policies and/or values, or local, state or federal law
- Encourage the sale or consumption of alcoholic beverages or of tobacco-related products
- Include commercial advertisements for business, organizations, entities or individuals not associated with the College

c. Technical Content

Submitting organizations are responsible for design, production and timely submission of materials. All content must be submitted broadcast-ready in accordance with the following technical specifications:

- Digital graphic content must be in .jpg, .pdf or .png formats.
- Digital videos must be 30 seconds or less in length. The best format for digital video .MP4. Note: there is no audio available on digital signage.
- Slides are typically displayed for 20 seconds.
- Written messages for scroll displays may not exceed 175 characters.

Note: All copyright and trademark laws will be observed and upheld. It is the submitter's responsibility to determine and attain permission to display an item. It will be the submitter's responsibility to provide documentation with their Digital Signage Request Form.

d. Content Submission

To have digital slides, a brief digital video or a short written message displayed in the Student Union, submit broadcast-ready content electronically using the Seegers Union Digital Signage Request Form available on the Seegers Union website.

The Office of Seegers Union and Campus Events will make every effort to fulfill requests but provides no guarantee that digital materials submitted will be posted and reserves the right to limit or exclude submissions. In an effort to prevent signage from becoming visual white noise and to keep the information fresh, the following timelines will be implemented:

- Digital signage requests should be made through the submission website at least seven (7) business days prior to the proposed start date.
- Content is posted no more than fourteen (14) days prior to the event date and is removed automatically at midnight the day the event concludes.
- Informal postings not directly associated with an event may be posted for up to three (3) weeks.

Questions or Comments

Questions or comments should be referred to the Office of Seegers Union and Campus Events at 484-664-3494 or sudigitalsigns@muhlenberg.edu.