The Digital Screen Landscape

- There are approximately **133 digital screens** currently deployed across our campuses in Radford and Roanoke (Radford University Carilion).

- These screens are grouped into **9 feeds** managed by "feed managers."

- While employees and students can submit slides for posting on the digital screens, these submissions are reviewed by "feed managers" before they are published.

Feeds, Locations, Managers

- **Main Feed** – Norma Riggins, scheduling@radford.edu
- **Russell/Admissions** – Page Dodson
- **Artis College/ACSAT** – David Horton
- **Hemphill/CHBS** – Kerie Hayes
- **Kyle/COBE** – Jennifer Reece
- **CVPA (Artis Center & Covington)** – Sean Kotz

- **McConnell Library** – Beth Johnson
- **University Relations** – Jessica Rose
- **RUC (Radford University Carilion)** – Mark Lambert

Note: Contact Ashlee Claud at aclaud@radford.edu for any Korbyt questions that cannot be answered by your feed manager.

Why, When and How to Use Digital Screens

- Digital screens are designed to increase student and employee awareness of and engagement in university programs, events, activities and news.
- Digital screens can be used in concert with other communication platforms, such as flyers and internal newsletters, to achieve these goals.
- This presentation provides guidelines and best practices for why, when and how to use digital screens.
- Sometimes a digital screen slide might not be the best solution to accomplish your objective.

Content to Promote

- **News** (reporting on events, accomplishments)
- **Promotion of campus events** (on or off campus, hosted or sponsored by a campus college, department or division or official club/organization)
- **Calls for nominations/ applications** (student and faculty awards)

- **Campus services** (dining hall, parking updates)
- **Course announcements** (new offerings)
- **Educational opportunities** (workshops)
- **Honors and accolades** (recognition for colleges, students, programs, faculty)

Content to Promote (*cont.*)

- Majors/minors promotion
- New faculty/staff announcements*
- Schedule changes
- University activities

- Upcoming deadlines
- Volunteer opportunities
- "Welcome" statements for special guests

* Marketing and Communication will post slides to announce the hiring of new deans and VPs. Colleges that want to announce hiring of new faculty should work with feed managers in their respective areas/buildings.

Content to Avoid

- Messages promoting specific religious holidays (Note: This does not include religious student organizations from posting messages about their activities.)

- Non-university content and advertisements

- Any content in opposition to the university's institutional neutrality (see Free Expression Policy)

- If you want to promote a local event that the university is co-sponsoring, please create the slide and submit a request to post it in Lytho. Marketing and Communication will then post the slide on the main university feed.

Planning to Communicate

Communication Planning

Digital screens should be part of your multi-channel communication plan.

Review Radford's [Graphic Identity](#) page for more information

Planning helps you communicate the right messages to the right people in the right channel at the right time.

1. Website, Events Calendar or RU Involved

2. Email

3. RU Connected or RU Announce

4. Digital Screens

5. Social Media

6. Print Signage (flyers or posters)

Communication Planning (*cont.*)

Consider these questions when creating your communication plan.

1. What is your goal(s)?

2. Who is your target audience(s)?

3. What information/message do you need to share?

4. What action(s) do you want the audience to take?

5. How will you measure success?

Thinking about the Message

7-10 seconds

to get the audience's attention and convey your message

= 20 words or less in the body of the slide

(this does not include header, subheader or call to action)

How Audiences Engage with Content

- Slides typically play for ~10 seconds
- Screens are located in high-traffic areas

Consider the 5 Ws

1. Who?
2. What?
3. When?
4. Where?
5. Why (does it matter)?

Identify the Audience(s)

If your event is open to a select audience segment, be sure to state that clearly. Examples of audiences include:

- All students
  - Undergraduate students
  - Graduate students
  - Specific majors
- Faculty
- Staff
- Entire Radford community

Other Examples:
- All employees on all campuses
- Only students on main campus
- RUC-only students
- RHEC-only employees
- Employees on all Roanoke campuses
- All first-year students

Slide Content Checklist

Details to Consider

- Name/title of event, program, etc.
- Target audience
- Date/deadline
- Time
- Location
- Call to action
- Sponsoring campus division, office, college, department or club
- Accommodations statement (on events slide)

- Website link or contact information
- Approved club title-mark/graphic element
- Graphics are relevant and permissible, and they should be high-res/high-quality

Are You Promoting an Event?

- If your event is open to all or inviting a more targeted audience, be sure to include the accommodation statement below. (This does not count against the slide's overall word count and should be placed at bottom of slide.)

"Students, employees and visiting individuals should contact the Center for Accessibility Services or call 540-831-6328 if accommodations are needed."

For a disability accommodation, visit radford.edu/accessibility-services

Link for More Information

The digital slide content should be clear and concise, so think about where you could a link to more details about your message.

- Website link — can be paired with a QR code
- Contact email
- Keep links simple and clean. Do not include "https" or "www" — for example: radford.edu/alumni

QR Codes

- QR codes can be used to link to more information, but they can be difficult for users to scan.

- QR codes should be large and have good contrast

- Use only 1 QR code per slide

- Can be paired with the website link, contact email or accommodation statement.

- Create your own QR code

radford.edu

Time Considerations for QR Codes

- Slides have a 10-second default

- Slides **WITHOUT** a QR code should have a 7-10 second run time.

- Slides **WITH** a QR code should have a 15-20 second run time to allow the viewer time to scan the code to receive additional information.

Doublecheck These Elements

If you choose to not use one of the templates provided, be sure to consider the following:

- File format and orientation

- Fonts and readability

- Color

- Images, graphic elements & backgrounds

Acceptable File Formats

- Images (jpeg, png or gif)
- Videos/animated (mp4)
— 10-15 second run time

Korbyt's system accepts the PowerPoint-formatted sizing

Quick Tip about Sound!

Videos should not rely on sound to convey the message!

Because most campus players are not audio-enabled.

Size & Orientation

- Dimension: 1920 x 1080 pixels
- Landscape/ Widescreen (16:9 aspect ratio)
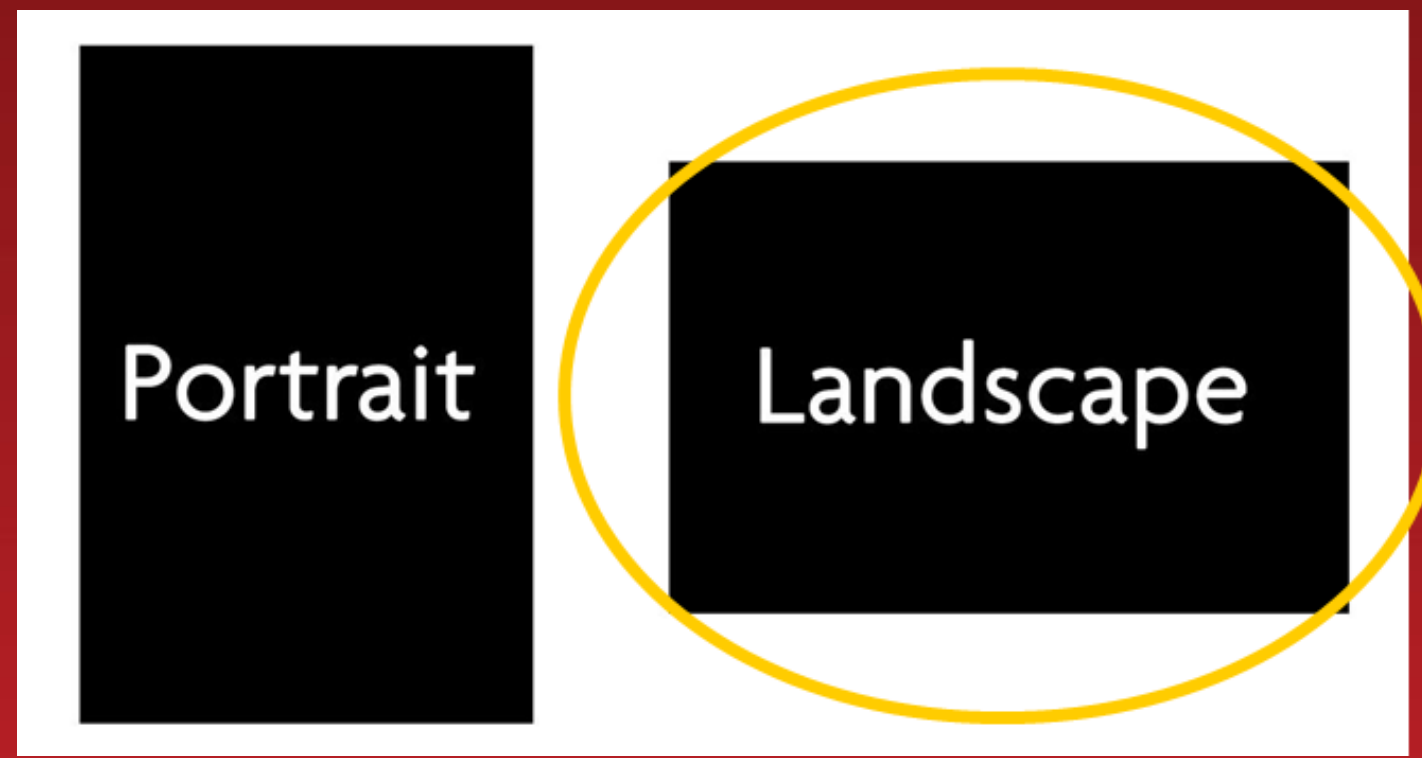
Fonts & Readability

Choosing a Font

YES:

- **<u>Consider using university set graphic identity fonts</u>** - Minion, Inter, Garamond and Mundial

- **<u>Limit to two different fonts per slide</u>** - or use one with different sizes and weights

NO:

- **<u>Don't use "fancy" unreadable fonts</u>**
    - script or gothic fonts

When Choosing a Font

BIGGER

is better.

This can be seen from 7 feet away (35-point font)

This can be seen from 26 feet away

(100-point font)

Readability

- **Minimize text**
- Use simple language
- Use headlines, subheaders and bullets
- Avoid paragraphs!
- Reserve **ALL CAPS** for text you want to call extra attention to

Radford University

Bullet Style

Assistant Production manager
Zhane Fashion

- Miami from 02/01 to 11/03
- Worked as a supervisor of the employees.
- Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations.
- Experienced in handling inventories, maintenance of supplies and stocking.
- Responsible for maintaining the quality control.

Paragraph Style

Worked as Assistant Production manager in Zhane Fashion, Miami from 02/01 to 11/03. Worked as a supervisor of the employees. Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations. Experienced in handling inventories, maintenance of supplies and stocking. Responsible for maintaining the quality control.

Which is easier to read?

Spacing Between Letters and Lines

Ensure adequate spacing between each element and between letters
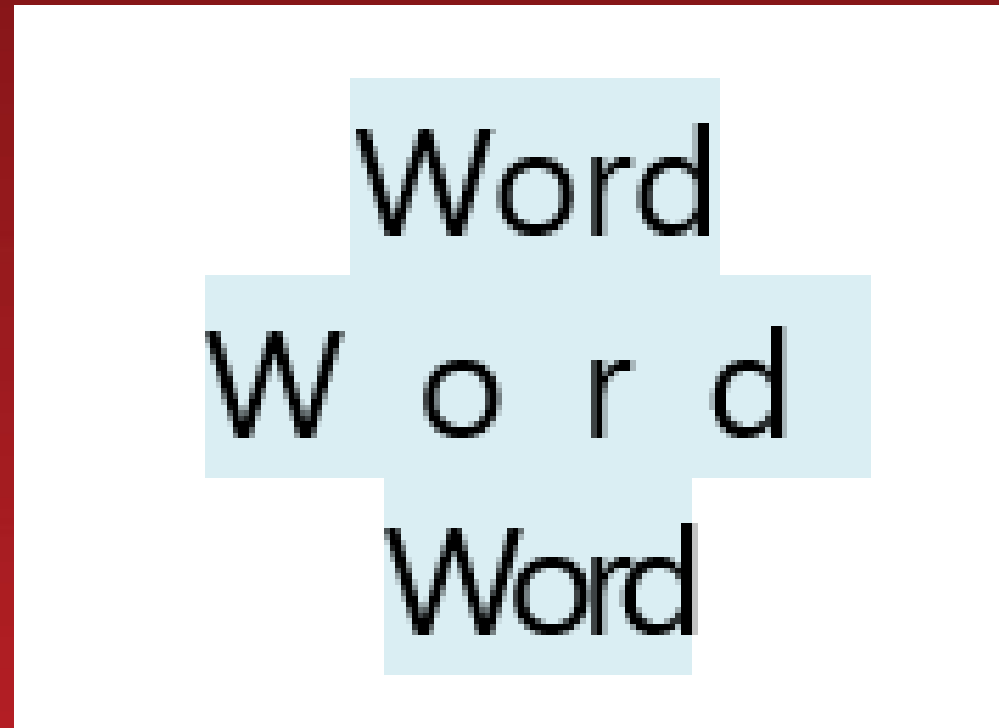
Selecting a Color Palette

- Keep the palette harmonious and limited
- A good place to start is with Radford's color palette

Review Radford's [Graphic Identity](#) page for more information.

Radford University Primary Colors:

PANTONE 186 · Radford Red
PANTONE 7427 · Highlander Crimson
PANTONE 4101 · Alma Mater Brick
PANTONE 541 · Blue Ridge
PANTONE 655 · New River Navy
PANTONE COOL GRAY 8 · Grapurchat Gray
PANTONE 427 · Squirrel Gray
Dedmon Dome White

Design for Color Blindness

Avoid these color-combinations & overlays:

- Red and green; this is the most common color-combination that can be misread/unreadable due to color blindness.

- Yellow and blue is the second most common misread/unreadable color-combination.

- **Radford Red on top of Radford New River Navy does not meet accessible standards.**

Color Contrast

- Black and white is the most readable combination
- Use dark font colors on light backgrounds and vice versa
- Avoid extremely bright colors as background colors

Contrast Examples

Good Contrast

Poor Contrast

Images, Graphic Elements & Backgrounds

Selecting Images & Graphic Elements

- Should complement your message

- Use hi-res images

[Public Photo Gallery](#)

Considering Backgrounds

Radford UNIVERSITY

Digital Screen Set Border/Background

Please note that the digital screen frame, includes the Radford logo and the Radford Squirrel Gray background.