

TECHNOLOGY SERVICES

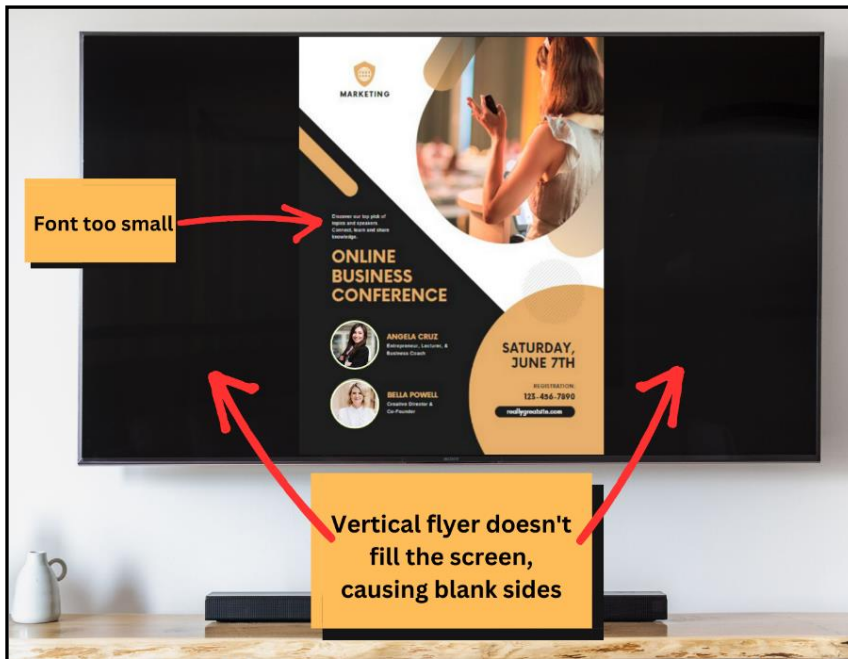
Digital Signage Best Practices (Do's and Don'ts)



This document presents best practices to follow when creating content for FHSU digital signage.

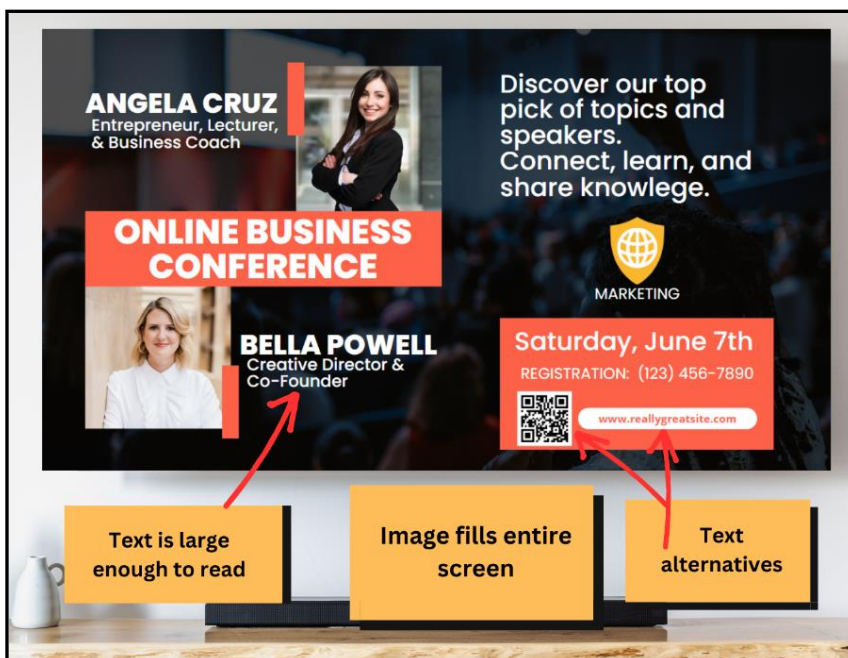
- For step-by-step instructions for using Xibo to create digital signage, see the *Xibo Basic User Guide*.
- For additional guidance with using Xibo, see *Xibo Helpful Tips*.
- For definitions of Xibo terms and features, see the *Xibo Glossary*.

For assistance or training using these procedures, contact Sarah Taggart, IT Development Coordinator at 785-628-4999.



DON'T use:

- Vertical flyers, pamphlets, etc. on a horizontal display with blank, wasted space
- Personal advertisements
- Fonts that are too small or difficult to read from a normal viewing distance
- Poor quality images that are stretched, squashed, or pixelated
- Content divided into multiple slides; can be difficult to follow
- Outdated content
- Too much text



DO use:

- Content arranged to fill entire screen
- Content related to & promoting FHSU
- Font styles & sizes easily readable from a distance
- High quality, clear images; with original size ratio maintained
- Concise message on a single slide that can be easily read within 10 seconds
- Current content ONLY; monitor signage and update/remove outdated content.
- Text alternatives that refer to additional information
- Graphic design tools, such as Canva, to assist in creating content for your display