

How to Submit a Poster For Inclusion On the IRC Diversity or Double Digital Sign

Are you creating a poster about your event? The Office of Academic Affairs is looking for content to post on digital signs in the IRC. When designing your wall poster, you may want to make a simplified version of it, as most people will view it for only 3-5 seconds as they walk by. Any posters approved by the Center for Leadership, Activities and Career Services (CLACS) will be forwarded to our office or you can submit your artwork directly by using the email below.

Academic Affairs Digital Signs: <mailto:aadigsign@ferris.edu>

To submit your event on the Ferris web calendar, go to <http://calendar.ferris.edu/EditItem.html>

STEPS TO GET YOUR CONTENT ON A DIGITAL SIGN:

1. Design your poster according to CLACS's guidelines
2. Redesign/edit another version of poster if content is lengthy or the text is small
3. Send your poster to CLACS for approval (if needed) or just email to above address

CLACS GENERAL GUIDELINES FOR MATERIALS

Please review the guidelines that CLACS has established as we can only accept CLACS approved posters for student groups.

Posters

- Must be free from profanity, nudity, or sexually suggestive graphics/phrasing
- Cannot promote the consumption of alcohol (i.e., drink specials, pictures suggesting alcoholic beverages, or mention of a "bar")
- Cannot include discriminatory or derogatory statements or graphics
- Activity must comply with University/RSO policies and guidelines
- Poster must list sponsoring group's name (RSO, Department or Non Profit agency)
- Poster must have an accurate contact name and phone number or email printed on the posters
- If event is a Finance Division sponsored event, poster must contain the Student Activity Fund logo. Public events sponsored by the University and its affiliates (all RSOs, Departments, etc.) must include the following Americans with Disabilities Act (ADA)

statement: “Anyone with a disability who needs special accommodations to attend this event should contact (telephone number and contact email) at least 72 hours in advance.”

POSTER CONVERSION SPECIFICATIONS AND DIGITAL SIGNAGE GUIDELINES

Wall posters may need to be converted to view well on a digital sign. Here are instructions on how you can design or modify your poster to make it attractive and legible on a large monitor.

Size and Format

- 1300 x 775 pixels (horizontal) or 560 x 866 pixels (vertical)
- Resolution: 72 dpi
- Format: PDF
- JPG or PNG with original Illustrator, InDesign, or Photoshop files (see checklist)

Checklist

- JPEG or PNG version of poster, though you can send a PDF, and
- Zipped original InDesign file (save as a package that includes images and fonts)
 - Or Include an InDesign IDML file for backwards compatibility for staff with older versions
 - Or Photoshop files (layered and fonts included)
 - Or Illustrator file (with AI file, images used in the file, and fonts outlined/included in folder)

Name, Date, Time and Requirement

- Name of the event and hosting group with contact information
- Date, time, place. To save space use this format... April 14th, 5-7:30 pm, UC 202
- Required information such as mandatory ID, cost, or RSVP
- Content will be posted until event is over

Contrast and Legibility

- Font and background colors should contrast. Use dark background colors (like black) when you have light colors (like white) for text

- Do not use yellow text on a white background as the text will not be legible

Text Styles

- Font styles should be simple and legible as stylized text is hard to read
- Try not to use more than two fonts in a single design and avoid italics
- Use bigger font sizes. Anything 14 pixels and smaller will not be seen
- Sans-serif fonts are more easily read on screen where there is not much text. “Serif” fonts are typefaces that have small strokes on the end (i.e. Times New Roman) while “Sans-serif” fonts are typefaces that don’t have strokes on the end (i.e. Arial)

Empty Space

- Leave some white space so your content is not crowded
- Give only the most pertinent facts as viewers will see your text for only 3-5 seconds as they walk by

Focusing Techniques

- Build hierarchy in your design by putting the most important information in the corners (usually left to right) and placing other important information along the top and bottom bars and connecting to the next line of text diagonally
- Indicate priority of the information by font size
- Attract the eye by the use of headlines and bright colors

Preview Your Work

- Check where your eye is drawn to first
- Stand back at least five feet from your monitor to see the viewer’s perspective of the screen
- Make sure fonts are large enough to be seen easily
- Consider the contrast level between colors of the font and the background

Professional

- Strive to make your content look professional as your document represents Ferris State University
- Consider that prospective students, parents, alumni, donors, outside employers, and others may see your content while walking around campus
- Include faculty and staff names and locations as appropriate as this is public information

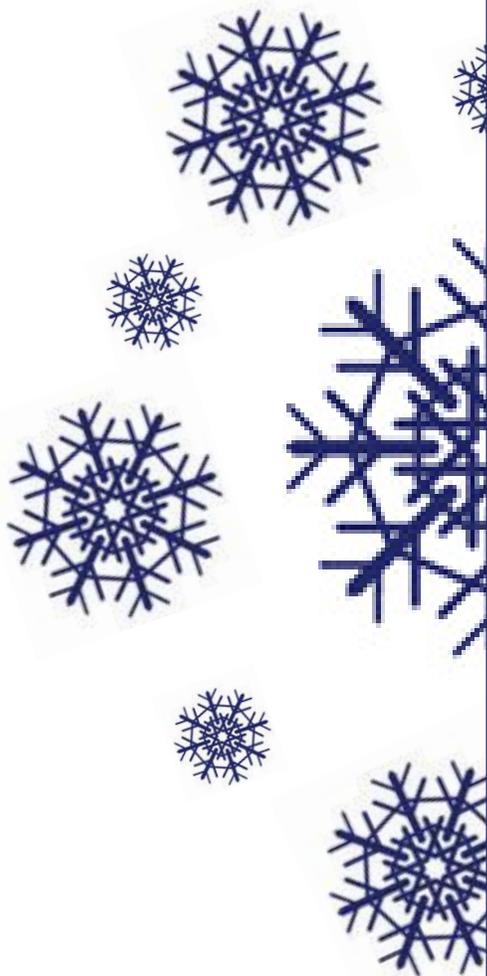
The Office of Academic Affairs reserves the right to decide what is and is not appropriate for posting as well as if the posting should be viewed on the diversity or double sign. They will also determine when the posting will appear in the sign's content rotation.

Please contact Carrie Franklund at x3534 if you have questions, concerns, or need assistance in designing your content.

This information is taken and modified from the University of San Francisco:

https://web.usfca.edu/uploadedFiles/Web_Services/Digital_Signage/Digital_Signage_Reference.pdf

Before: Here is an example of a poorly designed poster. Notice the pixilated graphics, unreadable text due to color, the variety of fonts and font characteristics (bold, underlined, or italic), and the size of the headlines.



DECEMBER COMMENCEMENT RECEPTION

Provost Paul Blake invites you to celebrate Ferris State University's December Commencement Ceremony.

Saturday, December 13th

All College of Business and College of Health Professions faculty and staff attending the Commencement Ceremony are invited to join us for lunch provided by Ferris State University Catering.

Menu: Breakfast pizza, fruit salad, homemade banana bread, coconut bread, and orange cardamom bread with whipped butter.

Ewigleben Sports Complex, Multi-Purpose Room

Reception: 9:00-9:45 am

Ceremony: 10:00 am



An area for robing will be available for your convenience at the reception.

If you need special accommodations to attend this event, please contact Carrie Franklund at 231-591-2300 or carriefranklund@erris.edu

After: Here is the same poster with better graphics, font size, and color.



DECEMBER COMMENCEMENT RECEPTION

Interim Provost Paul Blake invites you to celebrate Ferris State University's December Commencement Ceremony.

Saturday, December 13th

Ewingleben Sports Complex, Multi-Purpose Room

Reception: 12:30-1:15 pm

Ceremony: 1:30 pm



An area for robing will be available for your convenience at the reception.

If you need special accommodations to attend this event, please contact Carrie Franklund at 231-591-2300 or carriefranklund@ferris.edu