

Academic Affairs

How to Submit a Poster for Inclusion on the

Interdisciplinary Resource Center (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 a digital poster, you may want to make a simplified version of a wall poster, as most people will view it for only 3-5 seconds as they walk by. **All posters must first be approved by the Center for Leadership, Activities and Career Services (CLACS) which will then be forwarded to our office.** You can submit your artwork directly to Academic Affairs if you are not a student group by using the email below; however, submission to CLACS is the preferred route.

Academic Affairs Digital Signs: aadigsign@ferris.edu

STEPS TO GET YOUR CONTENT ON A DIGITAL SIGN:

1. Design your poster according to CLACS's guidelines (see below)
2. Redesign/edit your wall poster for digital signs if content is lengthy or the text is small
3. Send your poster to CLACS for approval: <https://orgsync.com/18097/forms/149455> Here is the contact information for further questions (231) 591-2685 or CLACS@Ferris.edu

CLACS GENERAL GUIDELINES FOR MATERIALS

Please review the guidelines that CLACS has established as we can only accept CLACS-approved posters from 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 a contact name and phone number or email printed on it
- Finance Division-sponsored events 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

Here are instructions on how to design a poster to make it attractive and legible on a large monitor:

Size and Format

- Poster must be size 11 inches by 17 inches. It should be 1300 x 775 pixels (horizontal) or 560 x 866 pixels (vertical).
- Resolution: 72 dpi
- Format: PDF, JPG, or PNG file (JPG files work best with the digital signs). To ensure that we can modify your poster should it not be legible, please include the original Illustrator, InDesign, or Photoshop files (only when sending posters straight to the aadigsign@ferris.edu email). See the requirements checklist for this:

Checklist

- JPG 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 (layers 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
- Content will be posted until event is over
- Required information such as mandatory ID, cost, or RSVP

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 (or any light colors, likewise do not use dark colors on a dark background)

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 the content is not crowded

Digital Sign Guidelines

- Provide only the most pertinent facts as viewers will see the text for only 3-5 seconds as they walk by

Focusing Techniques

- Build hierarchy in the 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 the viewer's eye is drawn to first
- Stand back at least five feet from the 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

- The document represents Ferris State University so make the content look professional
- Prospective students, parents, alumni, donors, outside employers, and others may see the 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 what is not appropriate for posting as well as determining whether the posting should be viewed on the diversity or the double sign. It will also determine when the posting will appear in the sign's content rotation.

Please contact Carrie Franklund at (231) 591-3534 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