

Digital Signage Artwork Design Guide

This guide provides key design and usage criteria for those wishing to advise others or create stunning digital signage media. Viewers of digital signage are typically moving from one place to another, waiting or involved in some other primary activity such as shopping, eating, resting, being entertained, observing, study, etc. They scan and pay very little attention to messages they don't immediately see as relevant.

- They are drawn to look at moving images, faces in motion and subjects they like;
- They ignore messages that are difficult or too busy to read
- They want to see a complete message but only in the time span they have as they pass by

Your message must catch them in 5-8 seconds and get them to act !

Artwork Design Principles

The design of digital signage slides should be clean, simple, attractive, appropriate and brief, with a maximum of 10-18 words on each slide. Using multiple image slides as a series in order to communicate a single subject can extend this limited word count. The viewer should be able to comprehend single-image slides within 5 seconds and a series of image slides within 8-10 seconds. Key principles to keep in mind are brevity of your content, thoughtful design placement, and a clear call to action.

The Artwork Design Guide below takes you through the various stages of creating these slides.



[Click here for Artwork Details Guide](#)

Learn about simple graphic design principles for digital signage, screen layouts, colour and text in this short and easy to read Design Guide

Preparing Artwork

- We recommend using professional design software such as Adobe Illustrator or Photoshop to create artwork for digital displays, although some digital signage systems like the Edis Android Signage Solution include graphics software and power point can also be used.

Final artwork dimensions must be specified (for example 1280 x 760 pixels depending on your display resolution) Artwork file type can be in many formats

Image : jpg jpeg bmp png gif

video : wmv avi mpg mpeg

Flash : swf

Powerpoint : ppt pps pptx

Creating Artwork in Adobe Photoshop (Recommended)

- Create a new file with with 1280 pixels width and 760 pixels in height. Resolution should be set to 72 and color mode set to RGB.
- Create your slide in photoshop following our recommended content guidelines in Section.
- Choose "Save for Web and Devices" and save your file as JPEG, quality of 80 with the "Optimized" checkbox checked.



Creating Artwork with Microsoft Powerpoint

- After creating a new file, click "Page Setup" and change the width to 26.66 inches and the height to 15 inches (or equivalent to match screen resolution). (If you receive a warning dialog click "OK"; do not click "Fix")
- Create your slide in powerpoint following our recommended content guidelines in Section 2.
- Choose "Save As..." and change the Format option to JPEG before saving.



Content Guidelines

Digital Signage slides often appear on the screen for only 8 seconds, generally about once every two minutes.

Because of this it is important that you think of your slide in terms of a roadside billboard. Users have a very limited timeframe to view your slide and digest your message.

Recommendations

Do not simply re-use your flyer, poster, or any other type of ad for your digital slide. You need to make a new design that is simple and to the point.

Simplicity is important. Focus on the basics, if the slide is for an event what is the name of your event? When is it? Where is it? Is there an admission price or is it free

Remember people only have an average of 8 seconds to read your slide.

Avoid using paragraphs; communicate relevant information with bullet points or in short sentences.

Be careful of fancy fonts and fonts with thin letters (Arial recommended as available on every player) . You can still have fun with fonts, just be sure that they do not interfere with communicating your message. Recommended body text size is 24pt or greater.

Recommended size for headlines is 40pt or greater (depending on viewing distance).

Make sure you use contrasting colors that are easy to read. For example, blue on black is not always easy to read when used together, neither is white on yellow.

Patterns and pictures can be useful, but make sure they do not make it hard to read or interfere with your text.

Use only imagery to which you have licensed or of which you are the copyright holder.

logos/images must adhere to the brand owners guidelines

Call to Action - Be sure that you provide a way for prospects to get more information, usually a website or email address.



Good Example Slide

This slide provides a good example of concise communication blended with attractive color, imagery, and typefaces. Notice the limited amount of text used and the "call to action" the slide provides.

To make sure that you slide design is communicating effectively, try this:

1. Set up your slide on a display of the correct size.
2. Then walk 20 steps away from the display.
3. Walk towards the display.
4. When you reach the display turn away
5. Now stop and think about what you have just seen. You have just viewed your slide like a passing viewer would see it.
6. Do not look at the display again and ask yourself the following questions.

- How clear was the copy (words)?
- Could you read everything?
- Could you tell what the graphics were?
- Did the design leave any unanswered questions?
- Could you tell what the advertisement was for?
- Did the advertisement make sense?
- Did you remember to tell how to get more information?



Slide sequencing

A campaign is a library of content that plays on your signage and defines the displays the content will play on. The CMS system allows you to create and manage an unlimited number of campaigns. Campaigns run in loops, with multiple campaigns running in sequential order in the loop.



Having determined the day and start and finish time for a layout (slide) on the displays you choose you can add several layouts that will play continuously one after the other until the time slot finishes and a new schedule begins.

You may create slides that change during the day such as restaurant or coffee shop menus, or hotel events for different rooms, timetable updates etc

At a school information could be to parents in the morning bringing children to school. This could change to information to pupils mid morning, display of a canteen menu to students and teachers at lunchtime, student artwork displays in the afternoon and more information to parents collecting children at school leaving time.

Digital Signage Placement

Where you site digital signage is just as important as the content and messaging you schedule for playback.

The Digital Signage Placement guide provides instructions and guidance for siting displays

Where should your displays be placed? The placement of displays is just as important as the content and messaging. - read our Digital Signage Placement Guide