

## **Guidelines for Advertising on the SILS Digital Signage Displays**

SILS Communications Coordinator Casey Fletcher ([cmfletch@live.unc.edu](mailto:cmfletch@live.unc.edu)) manages the digital signage displays located in the Manning Hall lobby, outside of Manning 209, across from Manning 216 and across from Manning 20.

Faculty, staff, and SILS student organizations are invited to submit slides advertising upcoming events or providing general information that may be of interest to the SILS community.

Events sponsored by external organizations may also be featured if they are deemed relevant. Please contact Casey Fletcher at [cmfletch@live.unc.edu](mailto:cmfletch@live.unc.edu) to determine if your event qualifies. No commercial advertisements will be considered.

In order for the slides to have a fair chance of being seen, a maximum of 10 slides will be featured per monitor at any time. Priority for the lobby and 216 digital signage displays will be given to events and announcements from SILS and SILS student organizations. Priority for the 209 digital signage displays will be given to slides promoting the BSIS program, and then to the other categories.

### **SLIDE SPECIFICATIONS**

Slides should ideally either be 3840 x 2160 pixels, 1920 x 1080 pixels (16:9 ratio), and a minimum of 1280 x 720 pixels, and must be jpg files.

### **DESIGN**

Adobe Spark is a great option for UNC students and others with an Adobe Creative Cloud access. If you haven't used it before, go to the website [spark.adobe.com](http://spark.adobe.com), click log in with school account, enter your UNC email address and it should take you to the Single Sign-On page where you can log in using your onyen credentials.

Click the + button to create a new project, choose custom size graphic, then enter 3840 for width and 2160 for height or 1920 for width and 1080 for height.

Spark has a great selection of graphics, photos, fonts, and templates. Just be sure if you select a template, it doesn't resize your graphic.

When you're finished, click download, choose JPG format, and then send the downloaded file and instructions for posting to Casey Fletcher at [cmfletch@live.unc.edu](mailto:cmfletch@live.unc.edu).

You can find helpful tutorials on YouTube and LinkedIn Learning to help you get the most out of the program.

Adobe Photoshop and Illustrator can also be used, though these usually require more experience to navigate. If you don't have Adobe Creative Cloud access for some reason Canva (<http://www.canva.com>) has a free plan that offers similar features.

Microsoft PowerPoint is another, less flexible option. After creating a new presentation, click on the Design tab, then Slide Size, and choose (Widescreen 16:9). Design your slide. After saving as a PPT (so you can make edits later), go to File > Save As > and when the option to name the file

appears, change the Save as type from the drop down from Power Point Presentation to JPEG File Interchange Format.