# Digital Signage Workshop

*Students First Center*

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# Why use Digital Signage?

- Promote
- Highlight
- Inform

# Location

- Signage monitors are displayed directly in front of the SFC
  - High traffic
  - UC officials / visitors
  - Prime location!

# Students First Center Display Monitors

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CAT
CREW
UC MERCED
NEED HELP REGISTERING FOR CLASSES?
CHECK OUT THE REGISTRATION VIDEO STARRING RUFUS
REGISTRAR.UCMERCED.EDU

This Spring, Take Advantage of Living on Campus
Triple $3,814 (three students per bedroom)
Quad& Designed Triple $4,690 (Four or Three students per bedroom)
Double $5,011 (two students per bedroom)
Single $6,044 (Single Occupancy)
Meal Plans
C-$2,307
A-$1,907
T-$1,407
** Housing will be honored as space becomes available.
**Apply first then pay the $300 reservation fee to be considered.

# Signage Specifics/Protocol

- Submissions should be 1280(w) x 768(h) for optimum viewing
  - Template located at http://studentsfirst.ucmerced.edu
  - Under “Resources” tab and click “Digital Signage”
- Supported Software
  - Photoshop
  - Illustrator
  - PowerPoint

# Process

- "I have an event/sign I want to promote, what's next?"
  - Firstly, contact Michael Abarca at mabarca5@ucmerced.edu and send him your sign in the appropriate format
  - If the necessary resources are lacking, Media Cats has your back!
    - The Media Cats Team can **design** post cards, flyers, and posters! Let them know what your needs are and they will work closely with your team to help you with the design of your small run publications.

• Contact: mrainey2@ucmerced.edu

# Process (continued)

- "How long will it take to see our signage posted?"
  - We guarantee your sign will be posted within 3 business days IF…
    - All spelling and grammar is correct
    - Signage is appropriate & not offensive
    - Necessary labeling &/or image link is visible
    - Sign is appropriately formatted and file type is correct

*Please make sure signage is submitted at LEAST 2 weeks prior to the promoted date being broadcasted.

# Campus-Wide Digital Signage Initiative

- More access
- More flexibility
- Uniform broadcasting

# What this means for you…

- As we expand locations, accessibility, and capability your events and information have consistent hubs of display
- SFC does the work!
  - Maintenance

# El Fin