

DSS Content Guidelines

Images

Supported formats: JPEG, *PNG, BMP, **GIF, TGA

Known Unsupported formats: TIF, PDF, PSD, DOC, DOCX, XLS, XLSX, PPT, PPTX, EPS, PXR, PCT, PBM, SCT, PCX

Resolution: The resolution of your image will be dependent upon whether they are portrait or landscape, however they should not be less than around 100 dpi. The higher the resolution the better in most cases. Please refer to the specifications below.

Landscape Images (16:9): Images should be as close to a 16:9 ratio as possible for the best viewing results. Images not fitting this ratio exactly will be stretched in order to fit. Images should not be any less than 1091px wide, and 563px high.

Portrait Images (18x12): Images will likewise be stretched if they do not meet this ratio exactly. Images should not be less than 480px wide, and 720px high.

Text: Keep in mind, that your image with only be displayed for a maximum of 30 seconds at a time. With this in mind, you shouldn't have any text below a 14 point font. Also, the 7x7 rule that applies to powerpoint presentations, also applies here. Any more than 7 rows, with 7 words across may be too much people to see and comprehend in 30 seconds. You may be asked to eliminate and resize text if it is too small, or if there is too much. **When creating images, think of them as if you are creating a billboard to be displayed next to the freeway. This will help you.**

Powerpoint: As many faculty and staff are familiar with Microsoft Powerpoint, it is important to note that powerpoint slides can be saved as images files, however, they will not save at a resolution high enough for this purpose on a PC. I believe that the Mac 2008 version gives you more options. This being the case, it is recommended that those who still wish to Microsoft Office become familiar with Microsoft Publisher because of it's ability to output images at higher resolutions. It is possible take existing powerpoint slides and copy and paste them into publisher. Do not, however, create any new content in Powerpoint.

*Transparent backgrounds will show up as white.

**Motion GIF's are not supported.

Style Guide

For videos and images, a few style guidelines are applicable. When UVU was given University status, style guides were created to protect the image of UVU on the web, and otherwise. These style guides ensure that the logos and colors of the University are properly used. Be aware that when using official UVU logos, the guidelines contained in the official logo style guide apply. It can be found here:

<http://www.uvu.edu/marketing/style/>

Also, in regards to colors, we want all content that is part of digital signage to be well done, and attractive looking. For this reason we have chosen to use official colors as part of some of our layouts. For this reason, we cannot allow content to be displayed which is meant to contain official colors, but

which instead contains colors are off slightly. If this happens, you may be asked to change a color on your page, in order to ensure that it doesn't "clash" with other parts of the screen. For instance, you may be using green as a background color for your image, but without knowing what the official green is, you simply selected what you thought was closest. If you are attempting to use the official colors, then please consult the style guide before guessing.

With attractiveness in mind, you may also be asked to redo parts of the content you submit, if they we feel they are not up to par. We want all the content submitted to be crisp, clear, and visually appealing.

Videos

Resolution: No videos below DVD quality will be accepted (720x480). The recommended resolution is 1280x720. Videos should be at a 16:9 or 1:85:1 aspect ratio to be acceptable, however, videos that are a little taller or shorter are acceptable, but be aware that they will be stretched slightly to fit the frame. Videos at a 4:3 aspect ratio must be converted before they can be used.

Video Standard: NTSC or PAL

Recommended format: The only officially recommended format by Scala is: WMV V11 10 mbps or higher.

Other Supported Formats: MP4, MPEG, MPEG2, MPEG4 (mp4), *MOV, AVI, **SWF

Due to the many varieties of codecs used with avi's, they are not recommended.

Supported Codecs: H.264, Divx, Xvid

Audio: WMA, PCM, MP3, WAV, AAC, uncompressed

Bitrates: When utilizing video formats other than the recommended, that use a bitrate to determine quality, it is best to encode them at no less than 8000 kbps. If your encoder uses mbits, then encode the video at around 10mbits or higher. Also use a constant bit rate (CBR) instead of a variable bit rate (VBR). VBR may cause some problems for the players, so before outputting you video in this format consider this input from Scala.

"The VBR problem on a General Purpose Computer with a Shared-CPU that is running the Host Operating System, the Player Application, Background Processes, and Video Decoding CODEC's is that it makes the "Video-Decoding" process extremely variable in its CPU% needs, and has a negative impact on every other component in the system. The default settings for many encoders permit up to a 10:1 "swing" in bit-rates from one "group-of-pictures" to the next "group-of-pictures"--up to the "Profile Maximum" with no real minimum value--this can result in even a, nominally 2Mbps VBR MP@ML MPEG-2, stream going from 1Mbps to 10Mbps.If VBR is desired--my suggestion is to actually use "ABR"--which provides for controls of the amount of bit-rate-variation and set the "minimum-bit-rate" and "maximum-bit-rate" caps to be no more than 50% of the desired "average-bit-rate" (example: ABR at 6Mbps with a 4Mbps floor, and an 8Mbps ceiling)."

Quality: When rendering some formats you may need to select the quality of the video based on a 1-100, low/medium/high, or good/best. It is wise to stick to the highest in these instances to avoid a video that looks pixilated or grainy.

Length: Videos meant to be shown campus wide should be no longer than 30 seconds. If your video is longer than this it should either be edited to fit this standard, or split into separate clips. Please be aware that clipping a large video into more than 2, 30 second segments is not a way of getting around this. 30 second videos should be thought of as a commercial. A chance to present your information clearly and concisely.

Note: This rule does not apply to those who have been given space on a local display. Departments who have been given charge over a specific playlist have the authority to decide what plays, and how long it plays for. Please consider, however, that short clips are much easier to manage than long ones. It is still best to separate a video into smaller sections.

File Size: Videos in high definition will tend to be large. Be aware, however, that a properly outputted video at a 1280x720 resolution, that is around 30 seconds long will be 50-150 MB's. Please seek the advice of a system administrator before uploading any video that is greater than this. Departments on campus may be able to assist you in rendering you're video in a smaller file size.

Known unsupported formats: FLV

**Mac Users: In Final Cut, before exporting a video, make sure that the sequences settings match the settings of the video you are editing. This will help you to avoid unnecessary black bars on the top and sides of your video when exporting. For best results, use the H.264 codec on the default settings. Set the data rate to 10000 kbits or above and make sure the quality is set to best. Make sure the dimensions are set to current. Videos exported from the Mac will work best when encoded at 1280x720 with the H.264 codec rendered with quicktime, and using the AAC format for audio.*

***SWF's will play just like any video format, however, the Scala software cannot interpret actionscript information. Any actionscript included in this format is automatically skipped over and the frames are simply played chronologically as they appear in flash. Nothing interactive should be included in this format, and nothing should be included that needs functions like "stop" or "goto".*

*****IMPORTANT:** *All tests for video compatibility were done using Sony Vegas Movie Studio 9. WMV's were encoded using the WMV V11 profile in Vegas. MPEG4's were encoded using the Sony AVC profile. Xvid videos were rendered using the ffdshow codec. Divx videos were rendered using the codec obtained directly from the company. Results cannot be guaranteed when using other programs or codecs. Mov tests were conducted using the Quicktime rendering function in Final Cut Pro.*

******VIDEO DON'TS******

Videos should rendered to cover the full frame of video in a 16:9 ratio. Black bars on the top and bottom should be avoided, although they may be tolerated when minimal.

