

# DIGITAL SIGNAGE WITHIN THE BIOLOGY DEPARTMENT AND THE ENVIRONMENT PROGRAM

Both programs jointly maintain 6 digital display monitors throughout the Monroe Hall building; 2 at the main foyer on the 1<sup>st</sup> floor and 2 each on floors 4 and 5.

The main objective is to disseminate through digital flyers important information concerning department and program events, seminars, new classes, student affiliated group meetings and notices, and in general, information deemed relevant to our students.

Below you will find general guidelines for digital flyers including a form for flyer submission, detailed procedures for creating and converting flyers using various design programs along with online design resources.

Submit Flyers Here: [Digital Flyer Posting Form](#)

Questions, comments or issues contact: [tobler@loyno.edu](mailto:tobler@loyno.edu)

## GENERAL GUIDELINES

### Simplicity

Overall, keep it simple. Too much text or too many images on a digital flyer will clutter your message and decrease readability. Try to use fewer than 30 words on any one flyer in order to make the greatest impact. Each flyer is only visible for 20 seconds so there's no time to read much more than these 30 words.

### Size

All flyers to be posted on digital signage must be sized at 1920 x 1080 pixels (horizontal) or 16:9 widescreen aspect ratio. Details on how to correctly size the flyer within different software programs is below.

### Color

Consider the colors used in your flyer carefully and ensure strong contrast between your image background colors and the text colors so that your sign can be easily read from a distance when displayed.

### Text

The text on your digital flyer needs to be readable. Use large font sizes so your message can be read without the need to stand directly in front of the screen. Try 40 pt for headlines and 16-20 pt for the body text.

### Final Product

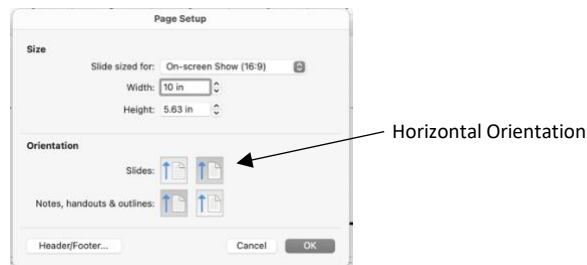
When the design is complete and the content proofread, convert the document to a PNG, JPEG, or JPG format (PDF and PPTX are not compatible) and submit it through the [Digital Flyer Posting Form](#).

## HOW TO CREATE & FORMAT DIGITAL FLYERS

There are a many software and online programs and options for creating flyers for our digital display monitors. Below are a few of the more popular and accessible programs, but the general rule is the content should be in landscape orientation, have pixel dimensions of 1920 x 1080 or an aspect ratio of 16:9 (widescreen) and the final file should be either a PNG, JPEG, or JPG (PDF and PPTX are not compatible).

### 📌 POWERPOINT 2019 for Mac

- Open a new presentation and before adding any content, click on the **Design** tab, then to the far right on the toolbar click on **Slide Size** and select **Widescreen (16:9)**.
- Alternatively, select **File > Page Setup...** and in **Slide sized for** select **On-screen Show (16:9)**.



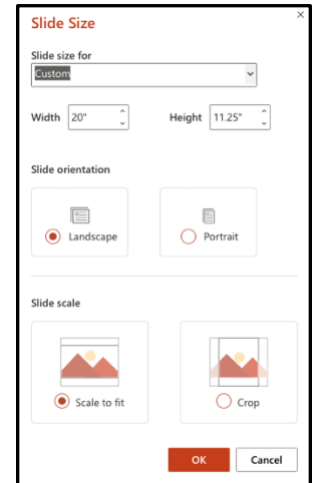
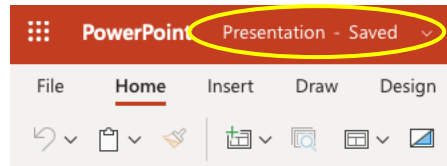
- Add content (background image, text, objects, etc.) making sure not to have important information extending to or along the borders as there may be slight border loss when displayed.
- Once the flyer looks great save it as a PowerPoint file (to edit later if necessary), then convert it by selecting **File > Export** and within **File Format** select **PNG** or **JPEG**, ensure that **Save Current Slide Only** is checked and confirm that Width (1920) and Height (1080) are correct.

### 📌 POWERPOINT 2016 for Windows

- Open a new presentation and before adding any content, click on the **Design** tab, then to the far right on the toolbar click on **Slide Size** and select **Widescreen (16:9)**.
- Add content (background image, text, objects, etc.) making sure not to have important information extending to or along the borders as there may be slight border loss when displayed.
- Once the flyer looks great save it as a PowerPoint file (to edit later if necessary), then convert it by selecting **File > Save As** and in the dropdown box for **Save as Type** select **PNG**, then select **Just this one**.

### 📌 POWERPOINT for Office 365 (via web browser)

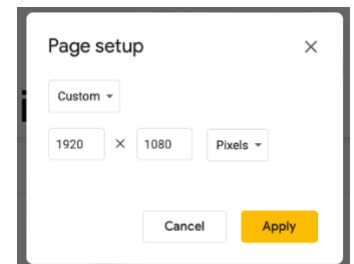
- Open a new presentation and before adding any content, click on the **Design** tab, then to the right on the toolbar click on **Slide Size** then select **Custom Slide Size....** For Width enter **20"**; For Height enter **11.25"**. Ensure Orientation is **Landscape** and Slide scale is **Scale to fit**.
- Add content (background image, text, objects, etc.) making sure not to have important information extending to or along the borders as there may be slight border loss when displayed.
- Office 365 automatically saves presentations, but to save it with a unique file name select the dropdown box to the right of the PowerPoint title and enter the new file name.



- Once the flyer looks great convert and download it by selecting **File > Save As > Download as Images**.

#### 📌 GOOGLE SLIDES (via web browser)

- Open a new presentation and before adding any content, click on **File > Page setup**, then select **Custom** from the dropdown box, click on "Inches" and select **Pixels**. Enter **1920** in the left box and **1080** in the right box. Click **Apply**.
- Add content (background image, text, objects, etc.) making sure not to have important information extending to or along the borders as there may be slight border loss when displayed.
- Google Slides automatically saves presentations, but to save it with a unique file name select **File > Rename**.
- Once the flyer looks great, convert and download it as a PNG or JPEG by selecting **File > Download** and selecting **PNG image** (or JPEG image).



#### 📌 CANVA (Free online graphic design software)

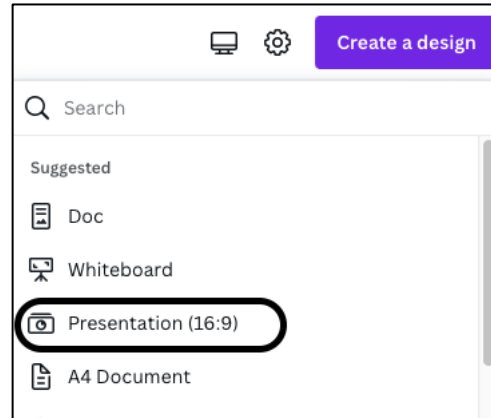
- Canva is an online graphic design platform that allows you to quickly and easily design flyers, posters, videos and more. The web address is: <https://www.canva.com>
- **Step 1: Create an Account**  
You can create a free account to access this system or sign in with your existing university Google email account.
- **Step 2: Set Custom Dimensions**

Flyers must be 1920 X 1080 pixels. In Canva, you have to select this BEFORE you start designing your slide. It CANNOT be changed after you design your slide.

1. Click the **Create a design** button in the upper right-hand corner.



2. Click the **Presentation (16:9)** option from the drop-down list.



- **Step 3: Name the File**

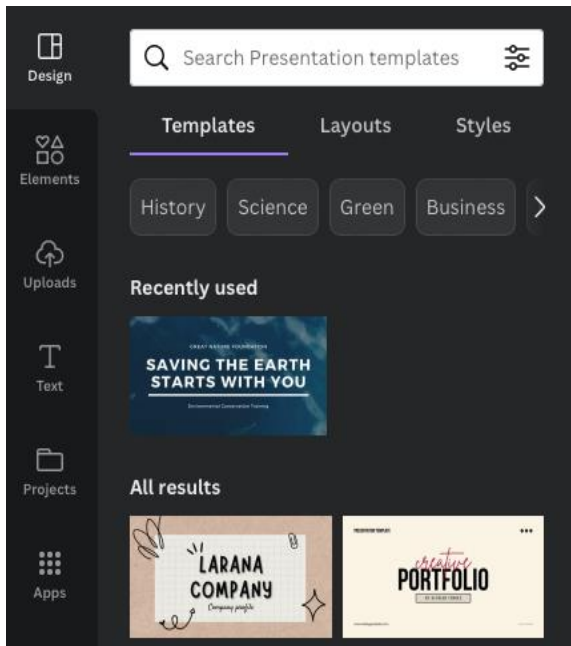
1. Click **Untitled design - Presentation** at the top of the page.



2. Type in a file name for your flyer.
3. Hit Enter/Return on your keyboard to save.

**NOTE:** Canva autosaves your file regularly. You can also go to File > Save.

- **Step 4: Design Your Slide**



**Search** – Use “Search” to search for graphics, pictures, templates, etc.

**Design** – Templates & Layouts. A good place to start if you’re not sure where to begin.


**Elements** – Lines, Shapes, Graphics, Photos, Animation & more.

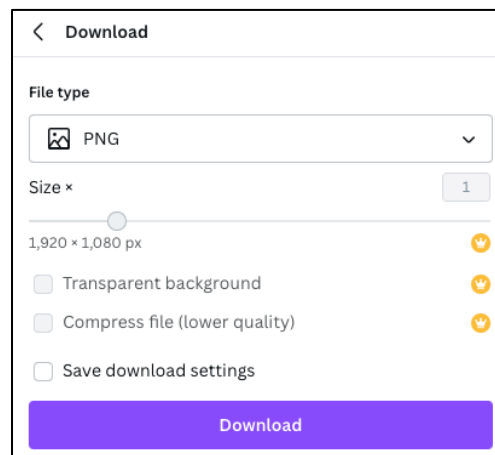
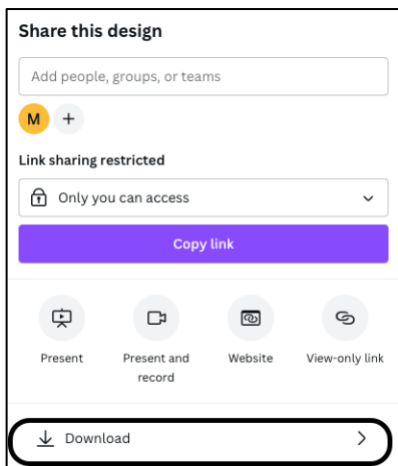
**Uploads** – Use your own Photos, Graphics, Logos, etc.

**Text** – Headings, Subheadings, Body Text, etc.

**NOTE:** Some content is free, some require a fee or subscription.

○ **Step 5: Download Your Slide**

1. Click the  button on the top right-hand corner of the screen.
2. Then click **Download** and select either **PNG** or JPG as the file type.
3. Click **Download** and save to your computer.



**ADDITIONAL DESIGN RESOURCES**

- [Pexels.com](https://www.pexels.com) (royalty free photos)
- [Pixabay](https://www.pixabay.com) (royalty free photos, illustrations, etc.)
- [BeFunky](https://www.befunky.com) (free photo editing)

## Technical Specifications

### Horizontal Flyers

- Width: 1920 pixels (20 inches)
- Height: 1080 pixels (11.25 inches)
- Resolution: 72 or 96 dpi
- File Format: PNG, JPEG or JPG (PDF and PPTX are not compatible)
- Digital signage monitors are 50"
- Submit flyers through the [Digital Flyer Posting Form](#)
- Questions or issues contact: [tobler@loyno.edu](mailto:tobler@loyno.edu)