

NOVA

Digital Media System

Guidelines

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**Office of Internal Communication
Northern Virginia Community College
NOVA Digital Media System Guidelines 2020**

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I. Overview

NOVA Digital Media System (DMS) is an internal communication tool available at Northern Virginia Community College (NOVA). There are more than 300 flat-screen monitors in public areas around the College's six campuses and Pender and Brault. Internal communications provides news and information concerning the College as a whole.

In the event of an emergency, all the Digital Media monitors will be used for the immediate posting of crisis messaging.

Goals of Digital Media System

- Provide a medium to post news and information relevant to the NOVA community.
- Enhance communication and convey visual messages of value to the NOVA community that will increase interest in college-wide campaigns, instructional information, news, events, activities, and more.
- Reduce the use of paper through a more environmental-friendly method.

Hours of Operation

The screens are automatically turned on at 6:30 a.m. and turned off at 11:00 p.m. daily.

NOTE: Power to the monitors must not be turned off at individual locations during the stated hours of operation.

Location of Monitors

The monitors are in a variety of locations, including hallways, lounges, outside offices, inside offices, and areas like Student Services. Campus IT Managers are responsible for keeping inventory of the monitors on their campuses. The Office of Instructional and Information Technology maintains a record of all DMS monitors purchases.

In locations where there are multiple monitors, such as a campus cafeteria, at least half of the monitors must be dedicated to DMS content; the other monitors may be used to display different content. All slide content must be reviewed and approved by The Office of Communications or if campus-specific content, by an individual designated by the Campus Provost. Also, ALL MONITORS must be connected to the DMS, so that in the event of an emergency, all monitors will display the emergency notification(s).

Points of Contact

Each campus has a provost-designated contact person (often the Campus and Community Relations staff member) who oversees the use and content for the Campus-Specific feed on the monitors for that campus. The Office of Communications is the point of contact for the College-Wide, All-Campus, and Brault and Pender feeds. IT provides support for the DMS.

The provost-designated Campus-Specific individual works with the communications team to ensure the coordination of the messages and that the look adheres to the official DMS Guidelines for consistent messaging and branding.

Content Selection

In the event of an emergency, the DMS monitors will be controlled by the Emergency Command Center. Emergency messages will be posted for campus specific and/or college-wide emergencies.

For that reason, **the power to the monitors must not be turned off at individual locations during stated hours of operation.** It is the responsibility of the campus IT Managers or their designee to ensure all monitors are on and functioning during the stated hours.

II. Guidelines

The creation of content for the DMS requires consideration of technical, legal, and aesthetic factors. The technical concerns deal with the system's capabilities and limitations. The aesthetic considerations relate to making the digital slides visually effective. Adhering to brand standards and brand integrity is a priority. No more than 10 slides should be in rotation on your campus screens at one time.

Emergency Notification

In the event of an emergency on a specific campus or college-wide, the Emergency Command Center posts messages. The Emergency Command Center performs the following functions:

- Power on all DMS displays that are not currently on.
- Configure all DMS displays to receive input from the DMS (typically connected to one of the display's HDMI ports).
- Configure all DMS displays with an increased audio volume.
- Push the related emergency information message to the DMS displays.

- Notifies the Office Emergency Planning and the Office of the President.
- Recover from emergency notifications.

The Office of Emergency Management coordinates the emergency messages on all campuses.

Content Specifications

All college-wide content must be submitted electronically to the Office of Communications. All campus-specific content must be submitted electronically to the Campus and Community Relations staff member for the campus or to the Provost Office designee for that campus. It is the responsibility of the person submitting the slide to provide accurate information. Communications does not write the content. The communications team and Community Relations staff reserve the right to edit or remove slide content for spelling, grammar, structure, brevity, and style.

a. Descriptions of Acceptable Content

- College-Wide emergency information
- College-sponsored events
- Academic Notices: registration, payment deadlines, etc.
- department programs approved by the appropriate Dean
- Support Services Notices: facilities (buildings), parking, NOVACard, campus police (nonemergency)
 - College-Wide Screen
 - news or announcements that affect all students
 - special events
 - regional weather updates, maps, radar, etc.
 - Campus-Specific Screen
 - campus news
 - student news
 - academic news
 - department notices and/or programs approved by the appropriate Dean
 - facility news (HVAC issues, power outages, etc.)
 - SGA/Student Activities
 - IT / Infrastructure / Applications Information
 - network outages
 - application outages
 - scheduled maintenance
 - virus warnings

b. Restricted Content

Content that will NOT be posted:

- Content that promotes or condones behavior that violates college or VCCS policies, or local, state, or federal law.
- Content that includes references to the sale or consumption of alcohol or other drugs.
- Personal messages or messages that are considered inappropriate.
- Content promoting individual courses at NOVA will not be posted on college-wide or all-campus monitors. Content promoting individual courses will be posted on campus-specific monitors BUT MUST be approved by the appropriate Dean before posting.
- Slides that use solid red backgrounds are reserved for Emergency Communication only.
- Content in all caps, unless used in an appropriate case, such as an acronym.
- Content that is illegal or offensive material (drugs, sex, language, etc.).
- Content that infringes on the copyrighted or trademarked works of others. Copyrighted and trademarked material may include but is not limited to logos, digital images, photographs, paintings, movies, videos, and written works.
 - For more on Copyright and Fair Use, visit their website:
http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview

IMPORTANT NOTE: Violations of these guidelines may result in but not limited to, removal of material and/or denial of further access to the DMS.

Format

Content submitted for display on the DMS must meet the following requirements before it is approved and scheduled for display.

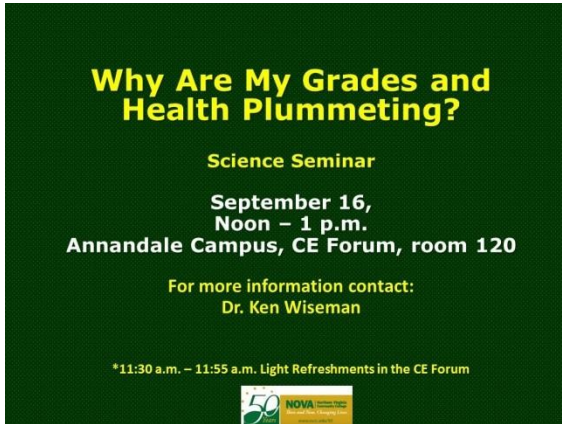
1. Store the slide as a PowerPoint file, JPEG, or in Adobe Acrobat format.
2. The PowerPoint file should be one slide.
3. Submit the file to digitalscreens@nvcc.edu.

If it's a college-wide slide, it will then be reviewed by the Office of Communications and then programmed into the DMS. If it's a campus-specific slide, it will then be reviewed by the Community Relations staff member for that campus and then programmed into the DMS. **Note:** Any

slide that needs changes other than minor editing will be returned to the submitter for revisions and resubmission.

a. Best Practices Slide Examples

Unacceptable Slide Layout:



Acceptable Slide Layout:



b. Screen Layout and Templates

The screens broadcast a single window that display slides to the entire College. There is a News Ticker that runs across the bottom of the screen, showing updates from NOVA IT.



Several different template options are available. The NOVA logo must be displayed in one corner of the slide.

c. Digital Slides

You can create a Digital Slide using any software that makes JPEG (Joint Photographic Experts Group) files, such as PowerPoint, Photoshop or, Microsoft Office Publisher. The preferred slide format is PowerPoint. Once a slide is made based on the specifications below, it will be stored in a folder on the network for review and approval. All slides MUST be submitted to digitalscreens@nvcc.edu for review and approval before posting.

Slide Standards

- **Size:** 960 x 720 pixels
- **Format:** JPEG or PDF (**NOTE:** editable versions)
- **Display Time:** Approximately 7 - 10 seconds per slide
 - **NOTE:** Limit the number of elements (text, graphic, etc.) in a digital slide so that viewers have enough time to read the slide.
- **Limit:** 1 slide per topic.
- **Character Count:** 40 characters or less is the preferred line length. A maximum of 10 lines per slide. Make sure to allow sufficient space between and around the text so that it appears balanced and visually pleasing.
- **Format and Order of Info Provided:** The date and time should be on one line, and the location should be on the next line.
 - Example:**
 - Sept. 10, 5 p.m.
 - AN Campus, Room 110
 - Contact name(s)
 - URL to the website you are referencing if relevant
 - Contact Name and Contact Email Address or Phone Number
- **Fonts:** Use simple, bold text, not in all caps unless it's an acronym like "NOVA." Avoid font sizes smaller than 32 pt. Use sufficient contrast between text and background colors for readability. Rule of thumb: do not use more than three fonts on one slide.
- **Graphics/Images:** If using graphics/images in your slide, make sure they are visually appealing, cohesive with the topic of your slide, and don't violate copy-written/trademark laws. Be sure to review and adhere to ADA guidelines as well.

- **Background Color:** No slides with a red background will be posted. Red is reserved for Emergency Communication only.
- **Readability:** Full-screen windows should be readable at a distance of more than 15 ft. on a 47" monitor.

Submissions

Submit slides to digitalscreens@nvcc.edu.

IMPORTANT NOTE: *It is the responsibility of the person making a slide request to provide accurate information. Communications does not write the content.*

The Office of Communications reserves the right to:

1. Edit messages for spelling, grammar, structure, brevity, and compliance.
2. Decline to display a portion of or an entire slide.
3. Change the locations in which a particular message is running at any time and for any reason.
4. Change the start and/or end date(s) of a specific message at any time and for any reason.

a. College-Wide and Campus-Specific Timeline and Deadlines

- **Slides must be submitted at least two business days prior to the first date the slide is intended to be displayed.** Failure to give proper time to review and post the slide may result in it not being displayed.
- **Slide submissions must include the date and time when the slide should begin broadcasting and the date and time when the slide should end broadcasting so that outdated material does not appear on the screens.**
- **Expiration Dates:** (time limits of slides)
 - slides for dated news, programs, events will run based on their expiration date
 - evergreen slides will run on a case-by-case basis based on topic

System Support

Campus IT Managers and their staff are responsible for supporting the DMS. Their responsibilities include:

- Ensure network connectivity to the monitors.
- Ensure the overall system operability of the monitors.

- Manage assets [displays, Digital Media Encoders (DME) and Players].
- Inspect equipment regarding safety and function issues.
- Maintain campus head-end operations.
- Oversee and manage vendor services for installation, cabling, and repair.
- Notify Information Technology Support Services (ITSS) when requesting additional monitor devices.
- Use the college-wide ticketing system to address and document system outages and issues.

Staff from Enterprise Application Services Office of the Office of Instructional and Information Technology are responsible for maintaining the backend of the DMS.

Contact Information

Communications oversees the slides posted on the DMS. If you have any questions about a slide(s), please email digitalscreens@nvcc.edu.

Enterprise Applications Services oversees the technical aspects of the DMS. If you have technical questions or issues about the DMS, please send email to eas@nvcc.edu.

Appendix A

Glossary of Terms

DMS (Digital Media System) – The collection of monitors and other devices along with templates and relevant software applications that make up the system.

DME (Digital Media Encoder) – A hardware device that takes any standard analog audio/video signal and converts it to a real-time digital multicast data stream for distribution across an Ethernet network. The data stream is present on the network at all times, regardless of the number of client devices connected to it.

DMP (Digital Media Player) – An IP-based network hardware device with a high-definition video output (typically connected to an HD-Compatible TV or video monitor). These units can display presentation templates (purpose-built web pages) with no more than one simultaneous audio/video stream or file. These units can also control aspects of commercial-grade video displays, including power and volume, when connected via the appropriate RS-232C control cable.