

## **Digital Signage Program Guidelines**

|                                |  |
|--------------------------------|--|
| Policy #                       | 11010                                    |
| Current Publication Date:      | January 2011                             |
| Previous Publication Date:     | February 2010                            |
| Office of Accountability:      | Marketing & Communications               |
| Administrative Responsibility: | Director, Marketing & Communications     |
| Approver(s):                   | Vice-President, Finance & Administration |

### **1. Purpose**

This set of guidelines sets out the framework for the OCAD University (“OCAD U” or “the University”) Digital Signage Program, managed by the Marketing & Communications (“M&C”) office with technical assistance from IT Services and Academic Computing.

### **2. Scope**

These guidelines apply to the management of content for digital signs permanently installed on campus and includes, but is not limited to, the array of signs in the lobby of the Main Building at 100 McCaul Street and the LCD screen installed in The Learning Zone in the Annex Building, as well as other digital signage that may be installed in publicly accessible locations on campus in the future.

### **3. Guidelines**

The Digital Signage Program has been created to provide a new vehicle for communicating OCAD U events, programs and initiatives to the community. It will provide an opportunity to showcase student and faculty work on campus. It also assists in communicating important announcements pertaining to emergencies, closures due to inclement weather, and so on.

#### **How content is managed**

The Digital Signage Program utilizes a content management platform developed by OCAD U’s Academic Computing team, and is managed by M&C.

#### **Kinds of content**

The program supports several types of content:

- event listings for on- and off-campus events imported from the online Events Calendar;
- institutional graphical ads that are designed by OCAD U’s Graphic Designer to meet the formatting specifications of specific screens;
- images that are imported from the OCAD U Image Library; and
- Flash animations and videos that are designed to meet the formatting specifications of specific screens (no sound).

The Digital Signage Program’s content management platform may also support new types of content in the future. Please note that the content management platform currently operates only the digital array of 8 screens in the Entrance Hall at 100 McCaul.

#### **How can my events / project be included?**

##### **Online Events Calendar**

OCAD U faculty and administrative staff can at any time receive authorization to post events to OCAD U’s online Events Calendar by being added to a user group managed by M&C. Staff in departments across the institution already have authorization and training to submit events online. Submissions are approved by M&C before becoming live on the website or digital

signage. Events posted to the online calendar are automatically imported into the content management tool for the digital signage. To learn more about how to post your events, contact Marketing & Communications.

### **Digital Signage Ads**

Image ads highlighting major institutional events are available and must be booked in advance. Third-party (external) advertising is not permitted.

An ad schedule is managed by M&C. Ads will be designed by OCAD U's Graphic Designer. Ad spaces are limited and M&C reserves the right to approve and/or prioritize ads. Please provide as much notice as possible in advance of bookings (ideally, 3 to 4 weeks) to allow management of workflow. Ad bookings are made by contacting the Media & Communications Officer.

### **Special Event Digital Signage**

The signage can be assigned to display specific content during a special event (e.g. Whodunit Gala Preview, OCAD U Graduate Exhibition). Internal event organizers who wish to utilize digital signage in this way are asked to contact M&C as early in the planning process as possible. Please provide a brief proposal with details including the type of content to be displayed, event date and running times. M&C will then work with organizers to create or incorporate supplied images or graphics, as needed.

### **Flash animations / applications, video, etc.**

The Marketing & Communications office welcomes brief proposals from within the OCAD U community (i.e. students, faculty, staff and alumni) for special projects that make use of the digital signage for limited periods or during special events. Proposals should be submitted in writing outlining the project's purpose and scope, with as much notice as possible (ideally a minimum of 4 weeks), to the Director, Marketing & Communications. M&C will provide organizers with design specifications upon proposal acceptance. Please keep in mind that projects will require a testing/review period in advance of their launch.

Inquiries should be directed to:

**Sarah Mulholland, Media & Communications Officer, Marketing & Communications**  
416-977-6000 Ext. 327 or [smulholland@ocad.ca](mailto:smulholland@ocad.ca)