

Digital Signage Policy

PURPOSE:

To articulate the requirements for the use of digital signage on the Downtown, Alpharetta, Clarkston, Decatur, Dunwoody, Lakeside and Newton Campuses.

APPLIES TO:

All units affiliated with Georgia State University

CAMPUS:

Downtown Atlanta, Alpharetta, Clarkston, Decatur, Dunwoody, Lakeside and Newton

POLICY STATEMENT:

Digital signage managed by Georgia State University serves as a visual communication medium to inform students, faculty, staff, and visitors about the University, specific departments, GSU sponsored events, etc.

Information displayed includes (but is not limited to): programs, meetings and activities; up-to-date weather information; campus news; television feeds; important current events; campus facts and emergency messages.

Content displayed on screens is governed by the [Georgia State University Identity and Communications Toolkit](#). and according to privacy guidelines that are developed for Georgia State University. Every screen is required to be connected to GSU's emergency notification system (RAVE). In the event of an emergency, important information will automatically be displayed on applicable screens. At the end of the emergency, normal content will resume.

Equipment - Installation

- Schools, departments, units are responsible for the funding of equipment, licenses and installation costs. Department's digital signage requests must include their academic dean's or vice provost's approval for digital signage location and funding.
- Equipment purchases must be coordinated and approved through the University Public Relations and Marketing Communications Digital Strategy Team and the Learning Environments Design Team in order to maintain consistent quality, technological and installation requirements.
- The Digital Strategy Team and Learning Environments Design Team will construct Panther Mart Carts and assign to the business managers within the specific department, licenses and coordinate installation of hardware and software.
- GSU IIT will maintain server and server software.
- Equipment must be installed by GSU Learning Environments Design Team or designated representative. Additionally, The Digital Strategy Team in conjunction with Georgia State University Design and Construction when applicable, will approve digital signage locations within buildings to comply with fire code, ADA requirements, and historical building and structural standards.
- Equipment that is presently in use can remain in place until updates are required so long as the system is compatible and can incorporate displayed content (see below) and was installed in a manner that complies with all applicable building codes.

Electronic Door Signs – Paper Whites

- Schools, departments, units are responsible for the funding of equipment, licenses and installation costs. Department's digital signage requests must include their academic dean's or vice provost's approval for Electronic Door Signs location and funding.
- Approval of the Department / Colleges Dean or VP of that unit confirming the project in writing
- Allowed locations of Electronic Door Signs are:
 - Conference Rooms
 - Meeting Spaces
 - Departmental Seminar Rooms
 - **NOT** Allowed for any General Scheduled Classroom Space

Information / Content to be displayed (in order of priority):

- Communicate emergency information– Initiated via GSU Office of Emergency Management, Office of Public Affairs, Marketing Communications, and Public Safety
- Campus and/or building utility outages – Initiated via Facility Services
- Campus wide events
 - Orientation
 - GSU Homecoming Week
 - Commencement
 - Finals
 - Hazing Prevention Week
 - Sexual Assault Awareness Week
 - Other events, promotions or information from the office of Public Relations and Marketing Communications
- Building / Department Information
- Directory / Campus Map
- Room changes
- Announcements (weekly / daily)
- Student Organization / Department Activities

Screen Design / Layout

- All Digital Signage Televisions must have a minimum resolution of 1920 x 1080. This is to ensure that all Emergency Notifications are displayed correctly on all Displays across all campuses.
- Public Relations and Marketing Communications Digital Strategy Team will develop standardized templates for all campus monitors. User readability will be maintained between buildings and monitors.
- Maximum of 40 words on any static graphic.
- No corporate logos can be used on any digital signage except for University and/or Georgia State Athletics Inc. contracts, i.e. Coca-Cola. Events, lectures, activities sponsored and/or hosted by donors, corporate sponsors and/or non-profit agencies can be listed by name.
- Insufficient contrast between text and background can make reading difficult. For example, avoid using red type against the GSU blue or vice versa.
- **No images should appear on the screen for which the unit of University does not have rights, or for which the user or University has not obtained written permission for multimedia dissemination and redistribution.**

Videos produced to be shown on monitors must be captioned or contain subtitles within the video content.

EXCLUSIONS OR SPECIAL CIRCUMSTANCES:

Digital Signage equipment which was in use prior to the promulgation of this policy will be permitted to remain in use. The point in time in which these grandfathered systems must be replaced, units will be required to purchase digital signage systems from the approved vendor. Any new locations for Visix Digital signage must adhere to the "Equipment – Installation" process.

CONSEQUENCES:

The University may remove digital signage equipment / content if adherence to the guidelines in this policy are not followed. Units that install displays in an unapproved location will be responsible for all costs associated with immediate removal and re-installation to an approved location. Units (new installations) must use the chosen vendor solution, Visix; units using other systems will be responsible for immediate purchase from the chosen vendor and will be unable to display digital communications until the approved solution is installed. Units must use the approved template for digital signage; units not using the template will be unable to display digital signage until the approved template is used.

CONTACT:

Public Relations and Marketing Communications
404-413-3025

APPROVED BY:

Public Relations and Marketing Communications

APPROVED ON:

June 5, 2017

EFFECTIVE ON:

July 1, 2017

REVIEW CYCLE:

Annual (Every Year)

REVIEW, APPROVAL & CHANGE HISTORY: