

CAMPUS DIGITAL DISPLAYS

City Tech has digital displays throughout the campus, with the goal of sharing important academic, social, and emergency information with the college community. The network of displays is managed by the Office of Computing Information Services. Individual displays may be owned and controlled by individual academic departments and administrative offices in adherence to the policy listed below.

General Policies & Governance

- Approved digital displays in public areas of the college such as lobbies, dining commons, common areas must be appropriately licensed and integrated with the College's signage content management system (UCView).
- Digital displays integrated with UCView will have access to the College-wide signage content produced by the Office of Communications and other areas and will become part of the College's Emergency Notification System.
- The Office of Communications, with advance notice, may temporarily assume control of any digital sign during significant public events on campus or in case of emergency without advanced notice. The Office of Public Safety may assume control in case of emergencies without prior notice.
- Academic departments and administrative offices are responsible for creating and updating their specific signage content, in adherence to guidelines defined by the Office of Communications. Content-published on the displays must be up-to-date and relevant to College activities and communication needs.
- To conserve energy, displays designated as Campus Displays will remain on 7:00AM to 11:00PM, Monday through Sunday.
- Content published on all displays should prioritize inclusivity and should be accessible. See Addendum-1 for best practices.

Process For Requesting New Digital Displays

Academic departments and administrative offices at the College may request a digital signage display in their office area(s), buildings, or other public space(s) on campus by contacting OCIS or by submitting a ServiceNow ticket.

Representatives from Communications, Facilities and OCIS will jointly review requests.

Types of Displays:

1. **Public Displays:** Displays that are facing the public street. Examples of such displays are the 2 displays facing Jay Street in the Academic Building. Such displays require approval from the Office of the President.

2. **Administrative:** New displays requested by administrative or academic offices to be located near an office suite. They will be evaluated based on its proposed placement within the location, proximity to other signage and content management plan. Representatives from Communications, Facilities and OCIS will jointly review requests.
3. **General:** Displays in high-visibility areas on campus, to inform the general campus community. These digital displays are in general areas and will be evaluated based on a variety of factors including but not limited to the following:
 - a. the appropriateness of its proposed location;
 - b. placement within the location;
 - c. proximity to other signage;
 - d. effectiveness in reaching its audience and content management plan.*Representatives from Communications, Facilities and OCIS will jointly review requests.*

Acquisition and installation of digital signage displays

1. Procurement of any technology should adhere to the Technology Acquisition Policy
2. Acquisition and procurement of digital signage should only be conducted after an approval has been obtained. OCIS should be contacted for a quote prior to submitting a procurement requisition.
3. Communications and OCIS will coordinate with requestor on licensing requirements and use with College CMS
4. Communications and OCIS will coordinate with requestors to provide signage CMS training if applicable
5. Following signage request approval and delivery, Facilities and OCIS will coordinate network, electric, hardware acquisition and installation in appropriate and approved location.

Content Publication

1. **Public displays:** Digital Displays facing public street
The large digital displays on the Academic Building are managed by the Events Management Team— All requests for publishing content on such displays should be directed to eventreservation@citytech.cuny.edu.
 - All content must be approved by the Office of Communications prior to submitting it to eventreservation@citytech.cuny.edu for posting.
 - All content must have a begin and end date for publishing.
 - Content format is 1920x1080 - if video mp4 formatting is preferred over .mov.
2. **Administrative displays:** Stand-alone signage for specific department content
Content on individual administrative and academic signage displays are the responsibility of the administrative or academic owner of that specific display. The following elements should be incorporated into all displays for consistency of campus branding, wayfinding, event calendaring and emergency notification:
 - City Tech logo/signature
 - Campus event calendar
 - Emergency notification that overrides other content
 - Layouts and content should take accessibility and usability into consideration.

3. **General campus displays:** Campus-wide digital displays. See [Device InventoryList.xlsx](#)

Campus displays will be managed by the UCView Content Management System.

- All departments must go through their department liaison to submit content to such signage.
- Department liaison can submit the request to CIS (via ServiceNow) unless they have been given ability to display content themselves through the UCView system.
- When submitting a ServiceNow ticket, the following information must be included:
 - Device location Reference (as indicated in the [Device InventoryList.xlsx](#)). You can indicate All.
 - End date – when content needs to be removed. If no end date is provided an end date of 1 week will be set
 - Attach Media (actual content) in the format required for the device that it will be posted on.
[See Addendum-2]
- Request is approved by approver of that display or display group

ACCESSIBILITY BEST PRACTICES & GUIDELINES

1. **Text and Font Size:** Use clear, easy-to-read fonts and avoid small font sizes. Select appropriate fonts like Arial or Helvetica and sizes between 36pt and 48pt for readability, especially from a distance. Consider where the display is mounted and create content accordingly.
2. **Color Contrast:** It's important to consider high color-contrast ratios when designing text and background. Combinations such as green and black, black and red, blue and purple and light green and yellow should be avoided.
In addition, studies have shown that people can struggle when reading text with plain white backgrounds.
3. **QR Code:** QR codes can be a helpful tool to provide additional information. Some may have difficulty reading due to their inability to read from a distance. Another example of using a QR code is to create one that opens a web page on the phone for additional or different content, such as audio, maps or other languages.
4. **Offer content in multiple languages:** In today's interconnected world, language should not be a barrier to accessing important information. Using a QR code can be helpful here as well.
5. **Clear and concise messaging:** Keep it simple! Use plain language and straightforward visuals to convey your message effectively. Avoid jargon or overly complex designs that may be confusing for some individuals.

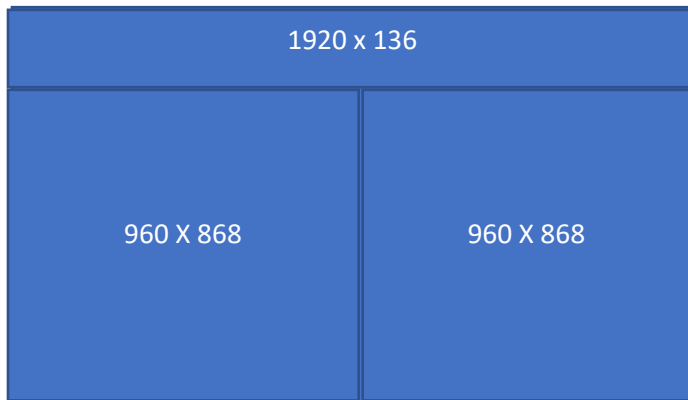
FORMATS & DIMENSIONS

1. PowerPoint – landscape = 16x9; portrait = 9x16
2. Image or video must be the following dimensions:

Landscape1



Landscape2



960 x 944 correct number

Portrait1

