

UMC/REC CENTER DIGITAL SIGN ADS

SPECS FOR CREATING ART FOR DIGITAL SIGN ADS

You may provide a still image or a video that is

- 16" wide x 9" high (1920x1080 pixels)
- 100 dpi
- RGB color

File must be formatted as a JPG, PowerPoint slide or video without sound (WMV or MOV).

Keep fonts large and high contrast for easy reading, like a billboard. Using a poster that was designed to be printed, with lots of text and small images, will not read well. Focus on your most important text and graphic elements (who/what, when, where and a call to action).

The most successful ads have a simple and compelling message with an eye-catching design that appeals to your audience.

Here are a few examples:



TIPS TO MAKE YOUR DIGITAL AD MORE EFFECTIVE

- Keep it simple and direct. Make the most important information stand out.
- Use large, high-contrast text. Be sure the background image doesn't compete with your text. It must be easy and fast to read.
- Use a "call to action." Tell the viewers what you want them to do, such as "come to," "discover," "learn," "ask about," "join us," "sign up by (date)," "test your skills," "visit" or "get involved."
- State the benefit to the viewer. Tell them why they should attend or care about the event.
- Speak to your audience in a tone that is respectful, will welcome and engage them, and provides the information they want and need.
- Ensure content, including humor, is appropriate for the university audience, non-offensive and inclusive in tone.
- We are happy to help you with advice on best practices and design formats.