SPECS FOR CREATING ART FOR DIGITAL SIGN ADS

You will provide one image that is 16" wide x 9" high, at 150 dpi in RGB color. File must be formatted as a JPG, PowerPoint slide or video (WMV or MOV).

Keep fonts large and high contrast for easy reading. Think about this like a billboard promotion. 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 success of your digital sign promotion depends on having a simple and compelling message with an eye-catching design that “speaks” or appeals to your audience.

Here are a few examples

TIPS TO MAKE YOUR DIGITAL SIGN 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.” This is the most missed marketing tactic, yet one of the most important. 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,” “Try it!” or “get involved.”
- State the benefit to the viewer. Tell them why they should attend or even care about the event.

- Photos of students help draw attention. Try using some photos from last year’s event.

- Speak to your audience in a tone that is respectful, will welcome and engage them, and provides the information they want and need. Try telling a ‘story.’ Content, including humor, needs to be appropriate for the university and UMC audiences, non-offensive and inclusive in tone.

We are happy to help you with advice on best practices and design formats.

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