Content Creation Best Practices

emotion media

WHERE TO START

INITIAL CHECKLIST

◢ Make sure your screen layout and content is set to 16:9 as your screens are in landscape.

◢ Dimension must be in 16:9 otherwise the final file will contain two black borders on the sides.

◢ FYI – this guide was designed in 16:9.

WHERE TO START

COMMON ERRORS TO WATCH OUT FOR

- Too many words on slide(s)
  - Recommendation: Get the content creator to shorten it. Follow the 3x5 Rule. Limit the amount of text on your Display to three lines of text, each with 5 words or less, or 5 lines of text with 3 words or less.

- Badly off-template and off-brand.
  - Recommendation: Reject the content and get content creator to work from your master template.

MAKE IT LEGIBLE

LARGE FONT SIZES ARE BEST

- Make sure your text is legible from a distance.
  The ideal font size will vary depending on how far your viewer is from the screen.
  In lobbies and offices, the viewer is usually positioned within 5 to 10 feet from your sign.

KEEP IT SHORT

- Follow the 3x5 Rule.
  Limit the amount of text on your Display to three lines of text, each with 5 words or less,
  or 5 lines of text with 3 words or less.

USE SANS-SERIF FONTS

- Ideally, keep to Bold face Sans-Serif fonts as these are the easiest to read at a glance.
  Helvetica, Futura, Verdana and Open Sans are all great fonts to use in digital signage design.

TWO FONTS OR FEWER

ITALICIZE WISELY

Perfect Your Call to Action

- Ensure that your message is strong, clear, and concise.

- Give specifics (dates, times, and locations) and be precise.

EXAMPLES

Free Research Seminar

THURSDAY, 25 JANUARY 2018

1 – 2PM

TCD staff & students only

LOCATION: Trinity Business School
152-160 Pearse St

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Research Breakthrough

Contrary to popular belief, Lorem Ipsum is not simply random text.

DETAILS: Trinity Business School
152-160 Pearse St

Highlight information text box

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

STUDENT EVENTS

RE-FRESHERS FAIR
FRIDAY 26TH JAN 12.30 – 2.30pm

Come along to the Atrium to find out about the 200+ Societies

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
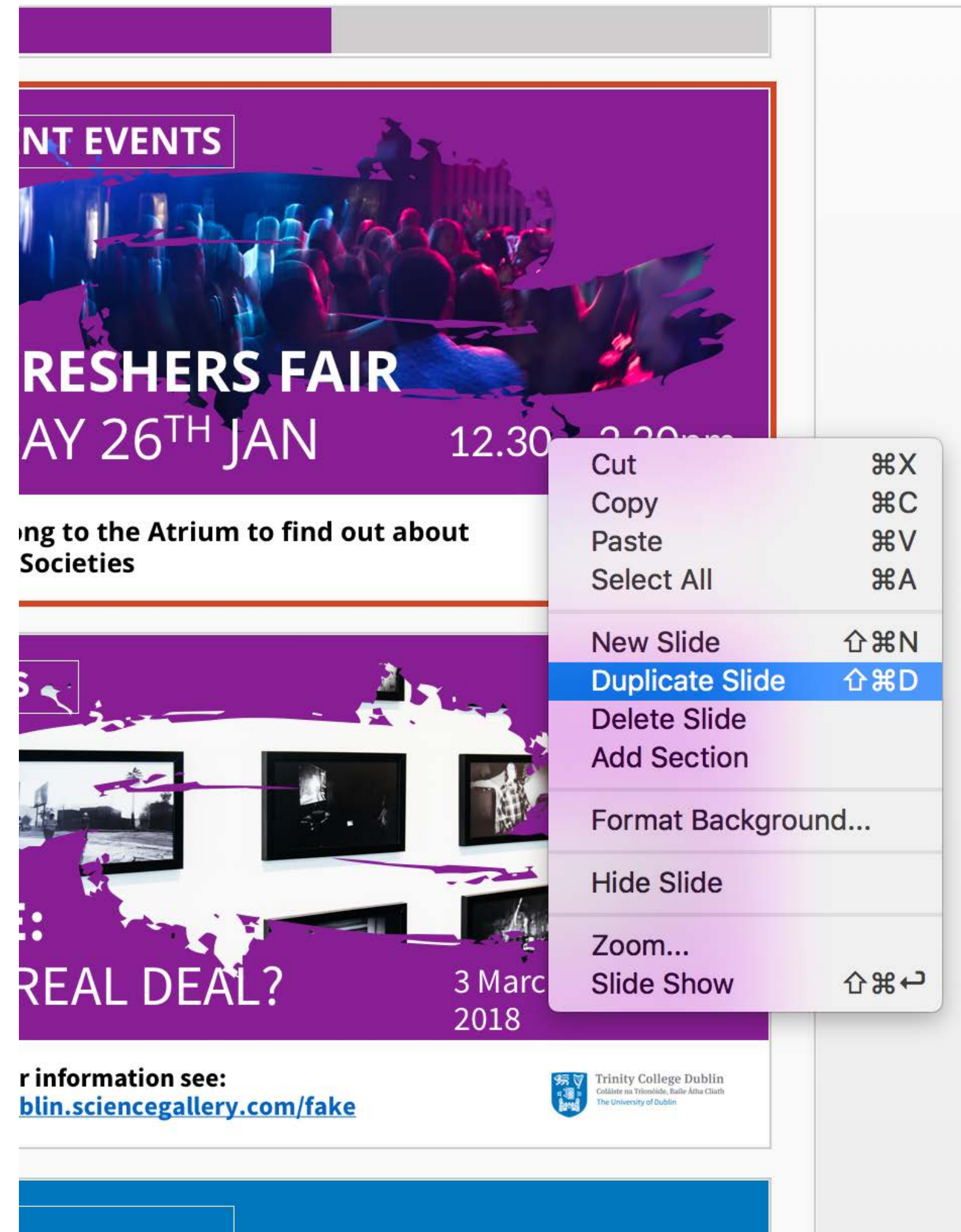The University of Dublin

HEALTH WEEK

Events, talks, cooking demos

25th Jan – 1st Feb 2018

12.30– 1.30pm

TRINITY DINING HALL

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

DUPLICATING SLIDES

- In the slide side panel on the left of your PowerPoint workspace – select the slide you wish to duplicate

- Right-Click on the slide
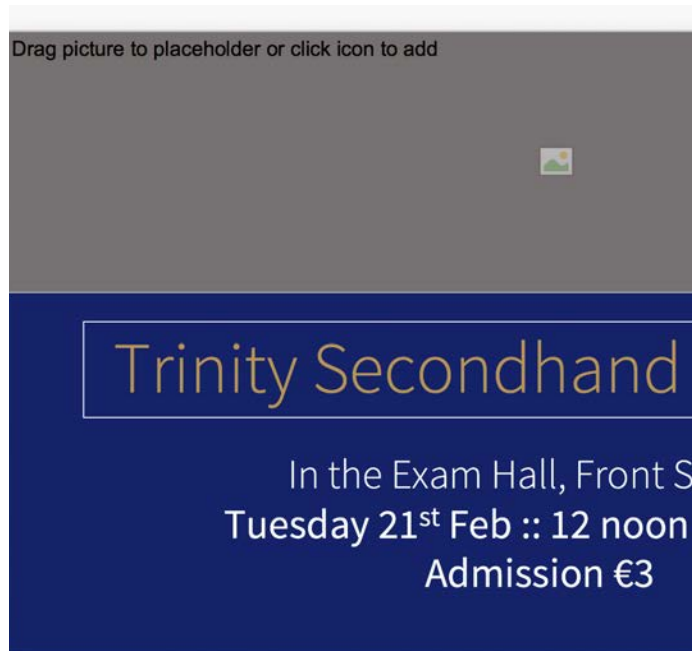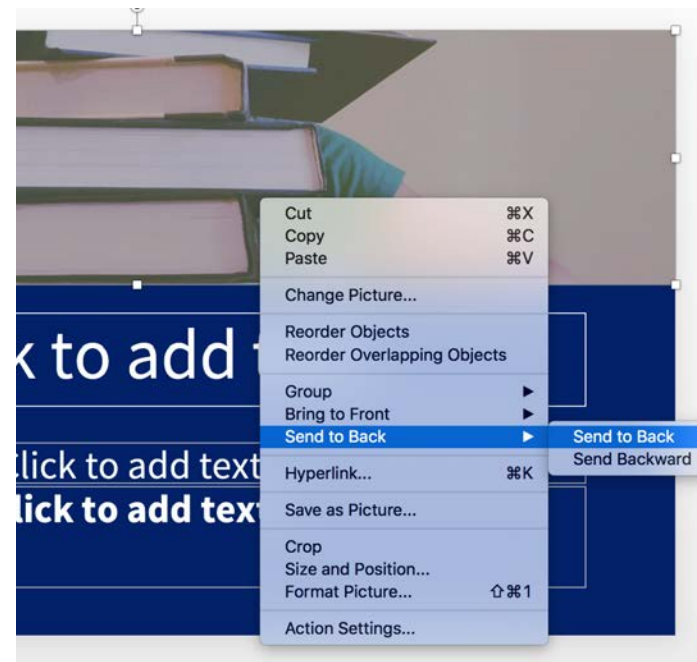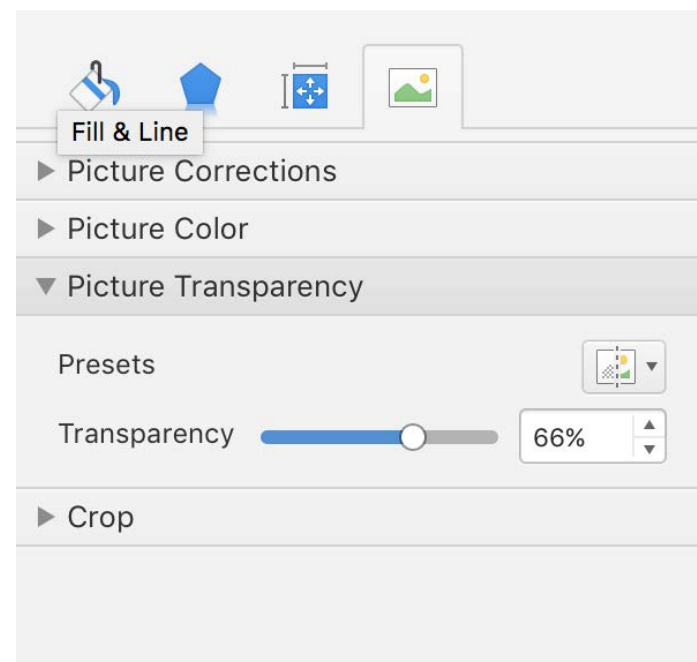
- From the drop-down menu, select "Duplicate Slide"

EDITING SLIDES

TO INSERT A HIGH RESOLUTION IMAGE :

A. Select the image you wish to change.

B. Delete it by pressing the back space.

C. Click on the icon to insert a new image. Browse out to your image and select to insert.

D. Right click on the image. Select 'Send to Back'.

E. In the format pane (right-hand side) Set the image transparency so the logo is visible.

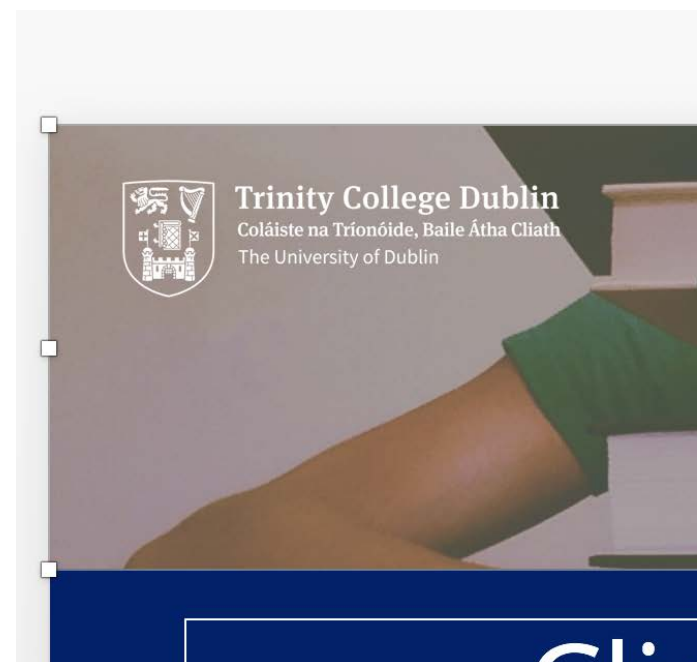F. The logo should appear on top of the image.

A.

B.

C.

D.

EDITING SLIDES

TO INSERT A HIGH RESOLUTION IMAGE :

A. Select the image you wish to change.

B. Delete it by pressing the back space.

C. Click on the icon to insert a new image. Browse out to your image and select to insert.

D. Right click on the image. Select 'Send to Back'.

The new image will automatically be inserted and cropped to the shape area while maintaining the aspect ratio of the image.

ADDING A NEW SLIDE

- We have created slides with design and animation elements pre-set so all you have to do it add your own images and add your own text.

- In the main 'Home' panel – select the arrow beside the 'New Slide' button

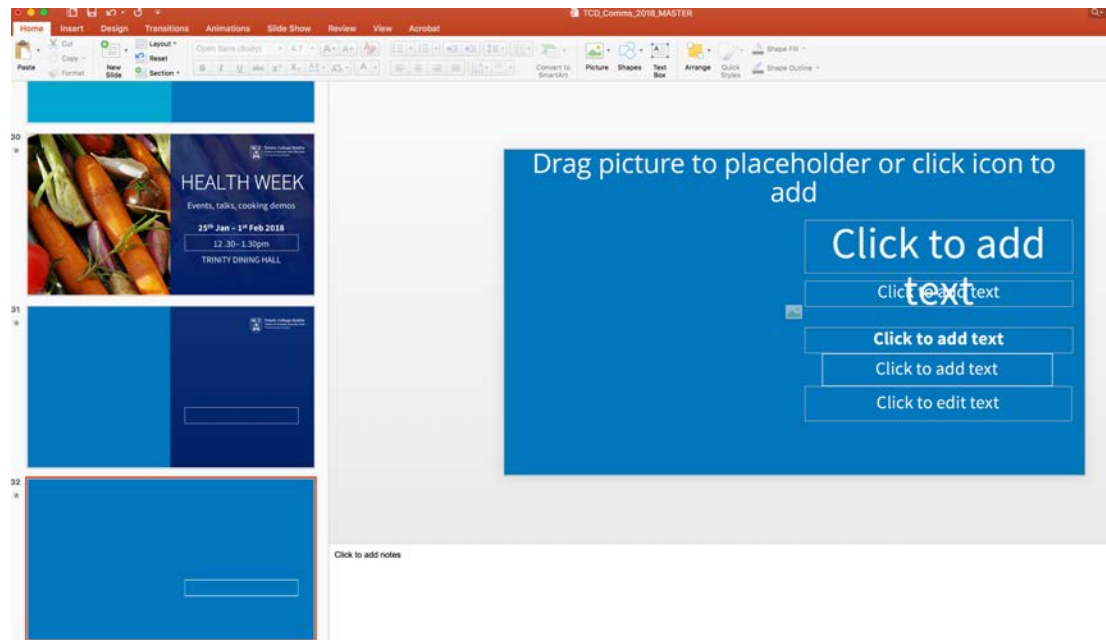- From the drop-down options, choose the slide design you wish to edit
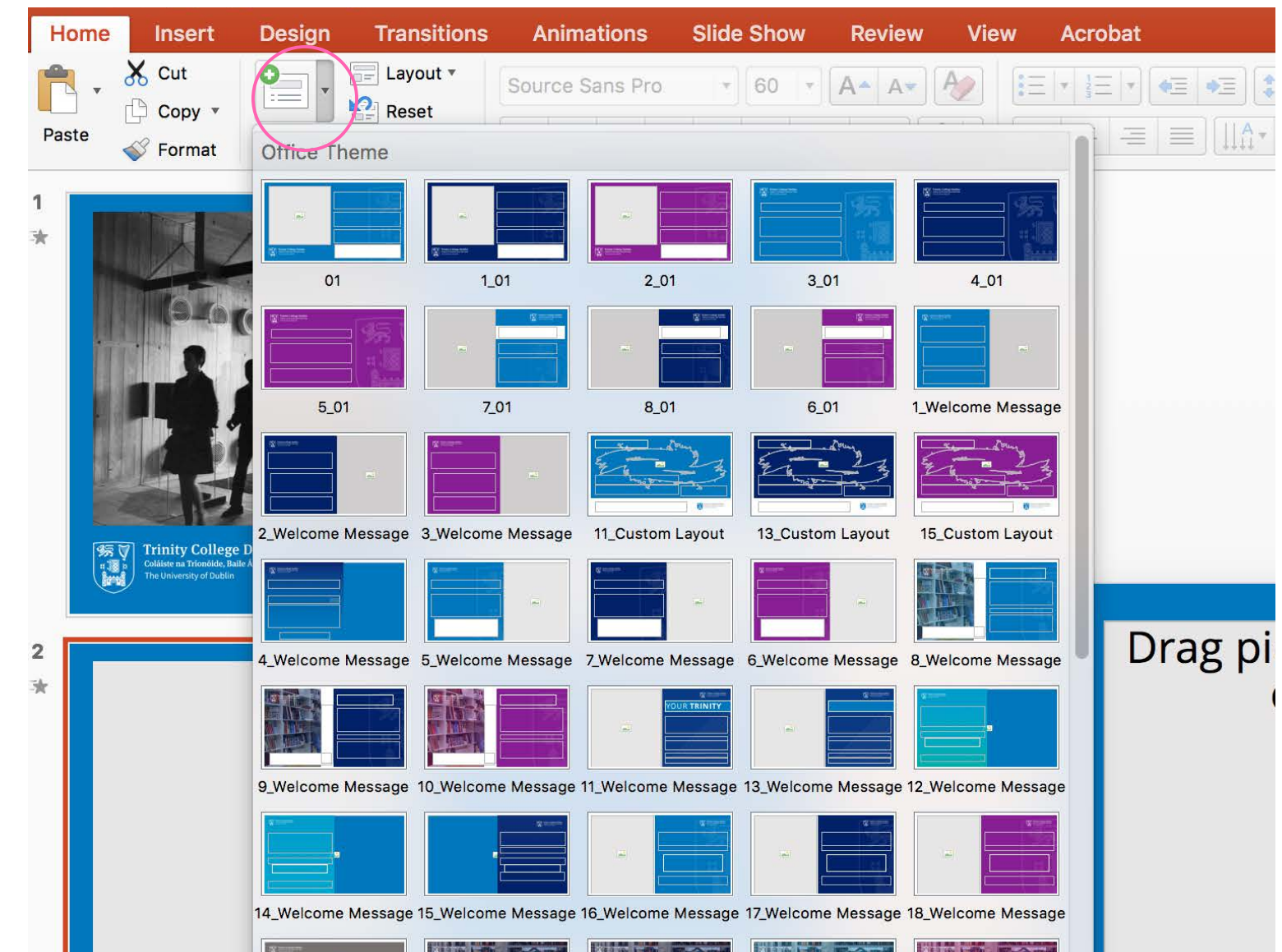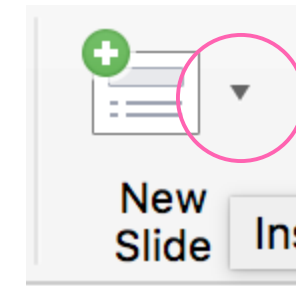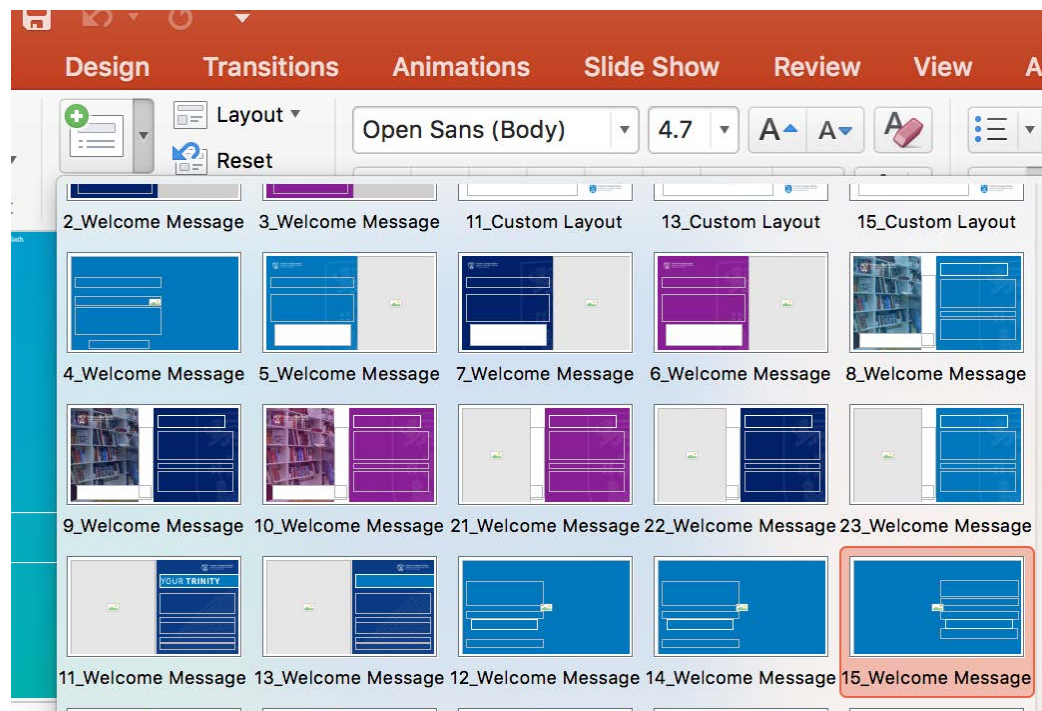
EDITING SLIDES

COLOUR OVERLAY

In the Master Deck, there is an example slide with the colour overlay and logo.
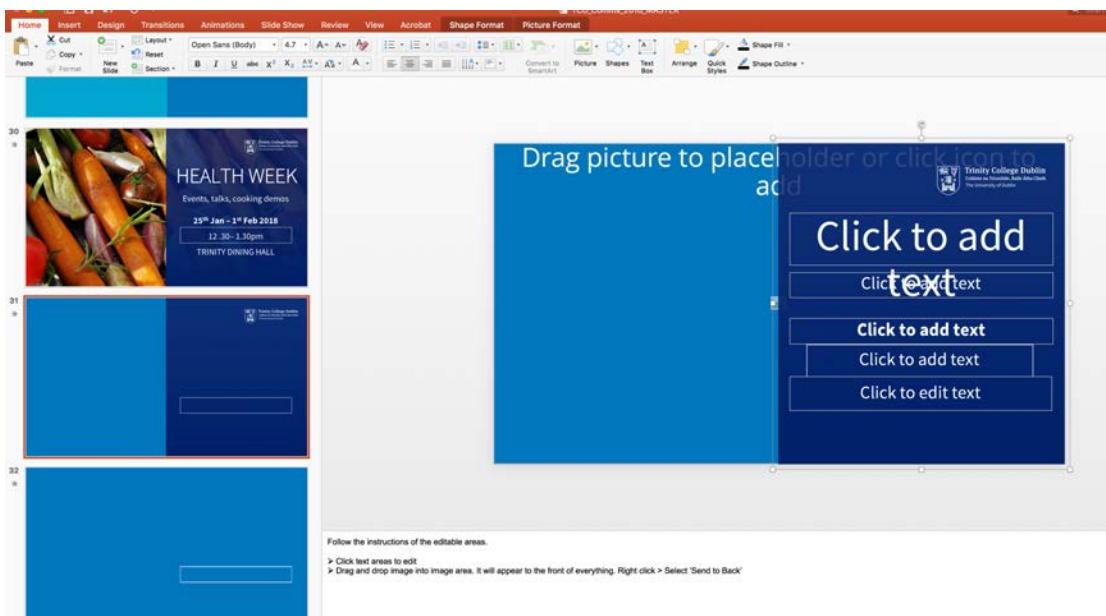
If you add a new slide with a background image, you must copy this element from the existing slide in the master deck. It is not in the preset templates.

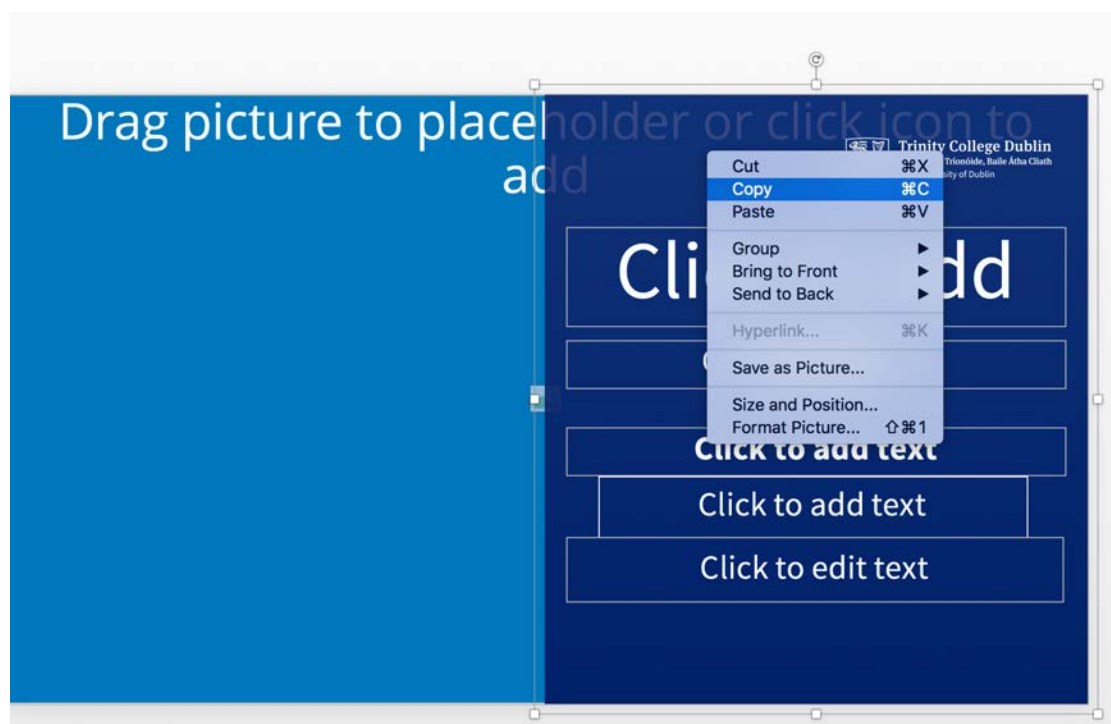Follow the steps below to add an overlay:

A. Add the slide as shown.

B. It will appear in the list of slides.

C. Select the example slide with the overlay already in place.
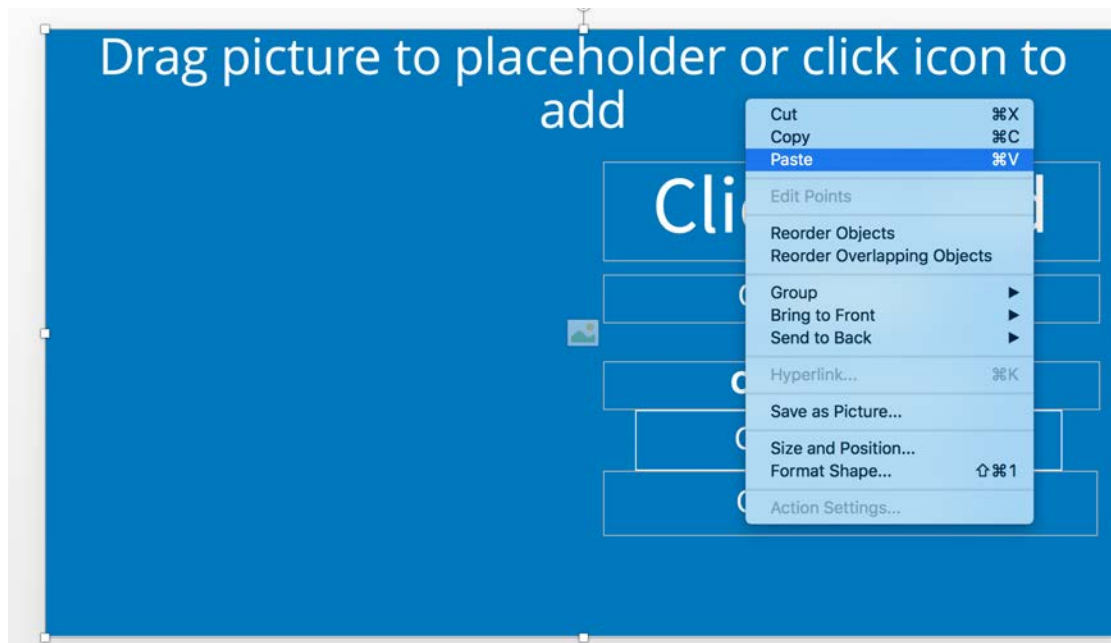
EDITING SLIDES

COLOUR OVERLAY

D. Select the overlay. Right click to copy

E. Go to your new slide. Paste onto this slide.

F. It will now appear to the front. Right click and send to the back.

It will be placed behind the image area.
Select the image and right click to send this to the back so the overlay appears above the image.

<<
How The overlay should appear - above the image

EXPORT :: IMAGES

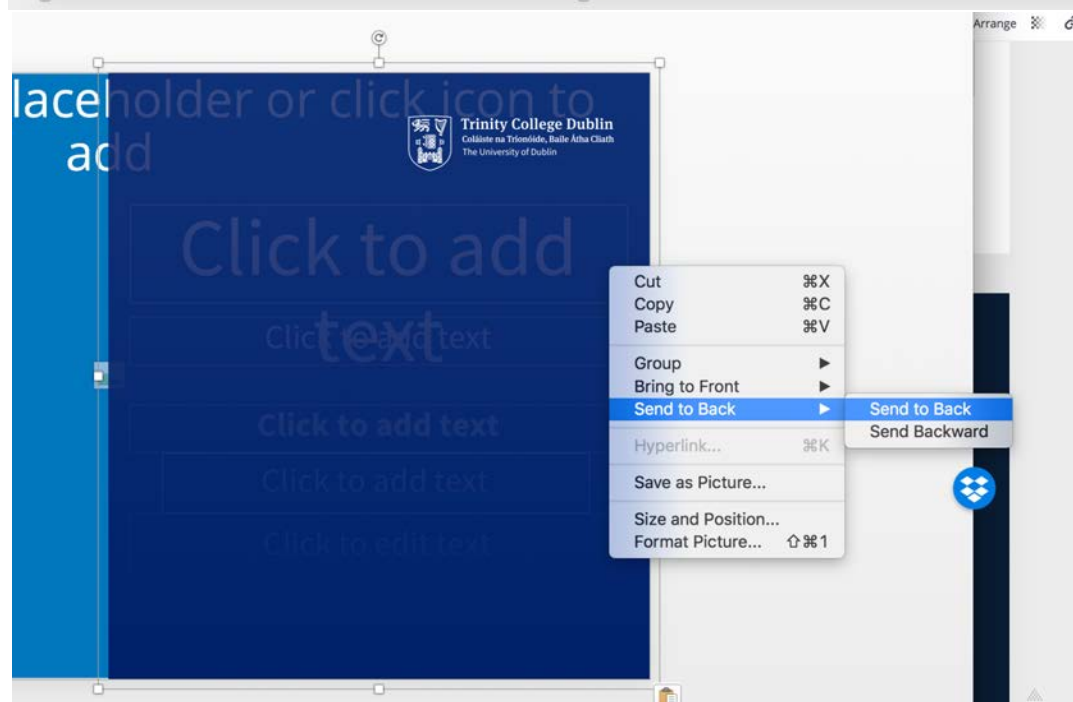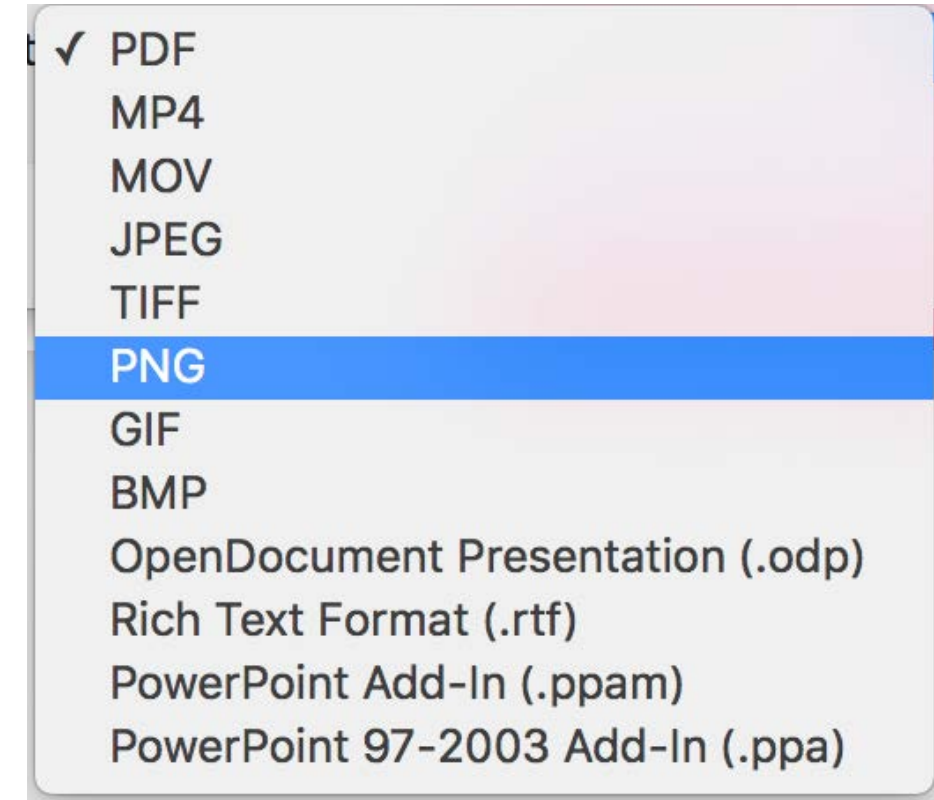

▶ PNG is the preferred type of image format to export to.

▶ In the main top menu choose 'File' > 'Save As' or 'Export' if Mac

▶ For file format options, choose to save as PNG (Portable Network Graphics)

Note :: You will be asked whether you want to export just one slide or all.
Choose your preferred option.

If you choose to export all, Powerpoint will create a folder and save each slide into this folder naming them 'Slide 01, slide 02, slide 03 etc.
Please rename each slide.

TRANSITIONS & ANIMATIONS

NB:: This PowerPoint template has preset animations and transitions added to each slide.

We would recommend that you stick to these preset animations when possible. However if you wish to change, please do so.

Always preview

It is vital that you preview your transitions & animations before exporting to video.
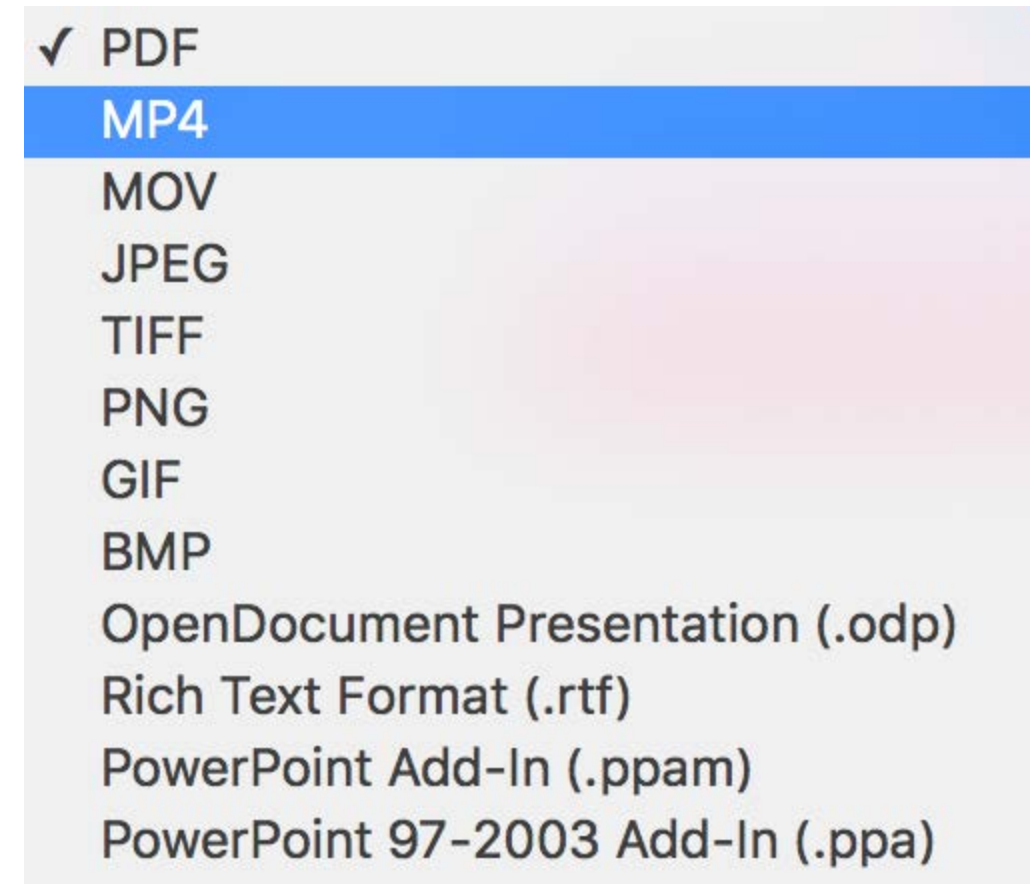
This way you can make sure the animation timings are correct.
Watch the slideshow in full from the beginning.

Remember less is more!
Subtle animations and transitions work best

EXPORT :: VIDEO

- MP4 is the preferred type of video format.

- In the main top menu choose 'File' > 'Export'

- For file format options, choose to save as MP4

✓ PDF
MP4
MOV
JPEG
TIFF
PNG
GIF
BMP
OpenDocument Presentation (.odp)
Rich Text Format (.rtf)
PowerPoint Add-In (.ppam)
PowerPoint 97-2003 Add-In (.ppa)

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