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 LEGBLE

LARGE FONT SIZES ARE BEST

• Make sure your text is legible from a distance.

KEEP IT SHORT

• Follow the 3x5 Rule. or 5 lines of text with 3 words or less.

USE SANS-SERIF FONTS

TWO FONTS OR FEWER

ITALICIZE WISELY



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.

Limit the amount of text on your Display to three lines of text, each with 5 words or less,

• 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.

PERFECT YOUR CALL TO ACTION

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

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

EXAMPLES



Trinity College Dublin Coláiste na Tríonóide, Baile Átha Cliath The University of Dublin \$₹****

Free Research Seminar

THURSDAY, 25 JANUARY 2018

1 – 2PM

TCD staff & students only

LOCATION: Trinity Business School 152-160 Pearse St



Research Breakthrough

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

DETAILS: Trinity Business School 152-160 Pearse St

Highlight information text box



the 200+ Societies







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

STUDENT EVENTS

RE-FRESHERS FAIR FRIDAY 26TH JAN

12.30 - 2.30pm

Come along to the Atrium to find out about



Trinity College Dublin



HEALTH WEEK

Events, talks, cooking demos

25th Jan - 1st Feb 2018

12.30-1.30pm

TRINITY DINING HALL



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"



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Trinity Secondhan

In the Exam Hall, Front Tuesday 21st Feb :: 12 noc Admission €3







Trinity Secondhand

In the Exam Hall, Front S Tuesday 21st Feb :: 12 noon Admission €3

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.

RE-FRESHERS FAIR -FRIDAY 26TH JAN

STUDENT EVENTS

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



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



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

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EDITING SLIDES

- 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.

TO INSERT A HIGH RESOLUTION 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











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EDITING SLIDES Colour overlay

In the Master Deck, to 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.

In the Master Deck, there is an example slide with the colour





EDITING SLIDES

COLOUR OVERLAY

D. Select the overlay. Right click to copy

back.

It will be placed behind the image area. overlay appears above the image.



- E. Go to your new slide. Paste onto this slide.
- F. It will now appear to the front. Right click and send to the

Select the image and right click to send this to the back so the

<< How The overlay should appear above the image

EXPORT :: IMAGES



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





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.

1	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)



TRANSITIONS & ANIMATIONS

added to each slide.

However if you wish to change, please do so.

- **NB::** This PowerPoint template has preset animations and transitions
- We would recommend that you stick to these preset animations when possible.



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

1	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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