Nassau Street Entrance Video Screen Protocol

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This document is to cover Protocol for securing slots on the video wall.
Screen Control and Protocol Guidance

The screen in the Nassau Street entrance will be managed by the Central Events team within the Commercial Revenue Unit (CRU), in conjunction with CRU’s Digital Transformation Project Manager.

The screen is reserved for displaying information on high level, key strategic events and commercial partnerships.

The team will assist staff and students wishing to display content on the screen, checking provided artwork against the set templates and advising if there are any issues.

Should the content not meet set design guidelines, or not adhere to the templates available, the team will advise you of any changes that can be made to enable its inclusion in the rotations.

Please note, given the limited number of rotation spaces available, the number of spaces per rotation will be subject to change. This also means that we will not be able to accommodate all requests. Suitability for inclusion will be judged on a number of criteria including, but not limited to:

- Nature and appropriateness of event
- Numbers expected
- Event duration
- Signage submission (e.g. photography for the creative)
- Volume of requests already received and order in which they were received

All content must comply with College policies. These policies may be viewed here https://www.tcd.ie/about/policies/

Screen Content, Rotations and Timings

It is the Protocol that there will always be a minimum of TWO and a maximum of THREE videos running on the screen at any time.

In addition to the videos the screen will also facilitate static image/slides in batches of EIGHT.

There will be a maximum of one batch of eight per day.

Each static creative will have maximum 10 seconds screen time.

Each event can expect a maximum of 1 slide to run per day.

Each video will be no more than 30 seconds in length.

The rotation Protocol shall be that each set of eight static images will be preceded by a video, rotating through on a cycle throughout the day.
The screen will be active in accordance with opening hours of the Nassau Street entrance.

In the case of a campus emergency and a campus wide alert being activated, all content will be superseded by emergency messaging, without exception.

Process for Content Creation and Submission

There are two templates that can be used to create content for the screens. These templates can be downloaded here

- [www.tcd.ie/visitors/media/nassau-st-digital-signage-template-one-day-event.pptx](http://www.tcd.ie/visitors/media/nassau-st-digital-signage-template-one-day-event.pptx)

The templates include creative for
- One off or Day Long events
- Events that are longer in duration (1 week +)

Once downloaded the template can be filled out in accordance with the instructions provided and emailed to Central Events at videowall@tcd.ie. Central Events will assess the suitability of the submission and advise whether the content will be displayed. Please adhere to the instructions and guidelines (e.g. change of font, font size, positioning etc.) to avoid submissions being rejected.

It is also possible to submit professionally designed images in PNG format to spec (in pixels) 3840w X 2160h at no less than 96 DPI. You will find examples of creative of this nature on the same page as noted above.

All requests must be submitted at least 10 working days prior to the event date.

Summer and Other Out of Term Periods

During peak summer and other out of term periods, the screen will be in use exclusively to promote visitor attractions and services and events taking place on campus

College Partnerships and Central Events Bookings

From time to time the screen will be used to promote College’s commercial partnerships such as our partnership with Bank of Ireland. The screen shall also be used for informational purposes for corporate and private events taking place on campus.