# Creating Content for the Digital Sign Network

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Create a Digital Sign Slide in Cascade

1. To create a digital sign slide that will appear on the Kresge/Crowe Digital Sign Network (DSN), first log into Cascade: [http://northwestern.edu/cms](http://northwestern.edu/cms)
2. Select the _digital-signage_ folder from the folder tree
3. With this folder selected, go to New > Digital Sign Slide

4. Replace the existing system name with a name that is unique and descriptive of your content item. **System names should contain all lowercase letters with hyphens between words, and the creation date in MMDDYYYY format.**
5. By default, your department or program’s logo will be pre-selected in the logo pull-down menu. Under “Display Type” select either News or Event, and whether you would like the text aligned to the left or right of the image.

Create a News Item

“News” is the default slide type that can be used for many types of announcements: new course offerings, faculty and student awards, trivia, etc.

1. Select the “News” radio button and either “Left” (text on left, image on right) or “Right” (text on right, image on left) for text alignment.

2. Attach an image. Images should be **660x660 pixels** in size, well-composed, and in focus.
   a. A variety of rights cleared images are available in the [MDAM](#) and on [freeimages.com](#)
   b. If assistance is needed with cropping and resizing images, please view our [step by step tutorial](#) and [video](#) on how to resize and crop in Photoshop.

3. Fill in the Headline, Text, and Optional Text areas.

4. The “Date to Remove” field is the date the slide will automatically un-publish from the network. We recommend scheduling a Date to Remove no further than 30 days out, to keep only the freshest content rotating on the sign network.
5. Click Submit to save changes and preview your digital sign slide.

6. Click Publish > Submit to publish your slide to the Digital Sign Network (DSN).

7. Click the Edit tab to make further changes to your slide. Any edits should be followed by the Publish > Submit cycle to update the slide on the DSN.
Create an Event

The Event slide type is used for an event with a specific date, time, and location, as these are required fields in the template.

1. On the Digital Sign Slide page, select the “Event” radio button and either “Left” or “Right” for text alignment.

2. Attach an image. Images should be 660x660 pixels in size, well-composed, and in focus.
   a. A variety of rights cleared images are available in the MDAM and on freeimages.com
   b. If assistance is needed with cropping and resizing images, please view our step by step tutorial and video on how to resize and crop in Photoshop.

3. Fill in the Headline, Text, Start and End Date and Time, Location, and Optional Text areas.
4. Select the “Yes” radio button if the end date of the event falls on a different day than the start date (e.g. a lecture series that spans several days during a week).
5. The required “Date to Remove” field is the date the slide will be removed from rotation on the Digital Sign Network. For event announcements, this should be the day following the event.
6. Click Submit to save changes and preview your digital sign slide.

7. Click Publish > Submit to publish your slide to the Digital Sign Network (DSN).
8. Click the Edit tab to make further changes to your slide. Any edits should be followed by the Publish > Submit cycle to update the slide on the DSN.

Remove a Slide from Rotation

The date entered into the “Date to Remove” field will alert the system when to automatically remove your slide from rotation. However, there are two options for manually removing slides: deleting the slide, which permanently removes it from the network and digital-signage folder; and un-publishing the slide, which keeps it in the folder but removes it from rotation.
Delete a Slide

1. In the folder tree, click the “+” sign next to the _digital-signage folder to expand it
2. Select the slide you’d like to delete
3. Hover over the right side of the file name to expose the “triangle”. Click the triangle to expose the menu.
4. Click delete to delete the slide. Deleting a slide permanently removes a slide from the folder.

Un-publish a Slide

A user might choose to un-publish a slide if they wish to keep it for use at a later time.

1. In the folder tree, click the “+” sign next to the _digital-signage folder to expand it.
2. Select the slide you’d like to un-publish.
3. Hover over the right side of the file name to expose the “triangle”. Click the triangle to expose the menu.
4. Click “Publish”
5. Check the “un-publish” radio button > Submit

6. The slide is now un-published and no longer in rotation. You may wish to make further changes to the slide under the Edit tab. When the slide is ready to go back in rotation on the DSN, simply Submit > Publish to republish it to the network.

How Do My Digital Sign Slides Appear on the Digital Sign Network (DSN)?

- Slides will appear for a duration of approximately 10 seconds within a designated area of a larger template, which includes an events feed, weather, time, and scrolling news ticker.
• Slides will rotate through the full network, comprised of 20 signs installed at various locations throughout Kresge and Crowe Halls.

How Do I Change the Accent (background) Color of My Digital Slide?

The ability to change the accent/background color of your slide template is currently in development. Accent color choices will include default purple, blue, green (shown above), orange, and yellow.

We will notify users when this new functionality is available.

Questions/Support

Email Deborah Libby, Digital Production Manager: deborah.libby@northwestern.edu