Signs of the future: Using Digital Signage in Your Library

Lynne Edington: Edington@marshall.edu

Kat Phillips: phillipsk@marshall.edu

Marshall University, Charleston, WV

Today's Presenters

- Lynne Edington
- Director of MUSC Library & Research Commons

- Kat Phillips
- First Year & Graduate Librarian, MUSC

What is Digital Signage?

- Digital signage is a form of electronic display that shows information, advertising and other messages. Digital signs (such as LCD, LED or plasma displays) can be found in public and private environments and many building across campus.

- "Content" is anything designed and shown on the displays, including text, images, animations, video and audio.

- The term "digital signage" has taken hold though it may also be referred to by the terms "narrowcasting", "screen media", "place-based media", "digital merchandising", "digital media networks", "digital out-of-home" or "captive audience networks".

any size screen displaying any type of content for any reason

Poll: How do you, or would you like to, use DS at your library?

A. Have no control over DS, but would like to make a case to participate.

B. Have some control over DS, and would like to update practices or use.

C. Have no DS, but would like to incorporate it into our services.

D. Have total control and am looking for a refresher.

Digital Signage @ Marshall University

Charleston Campus

- Autonomous

- Created by librarian & student worker

- No pre-approval

- Advertising, general interest

Huntington Campus

- Four Winds Interactive

- Content not always approved

- Hours, advertising, room availability / schedules

How is Digital Signage more effective?

Static Signs

➢Overuse

➢Invisible to patrons due to static nature

➢Cheap / substandard materials

➢Easily forgotten (out-of-date or shopworn)

➢Futile attempt to solve an underlying problem which signage cannot actually solve

➢Can make library feel unwelcoming

Digital Signs

➢All signs in one (or several) centralized location(s)

➢Highly visible

➢Frequent changes to signs and/or technology

➢Welcoming & draw to the library

Digital vs. Static

Digital Signage

Static Signage

Getting Started with Digital Signage

- Know your **audience**

- Have an **endgame**
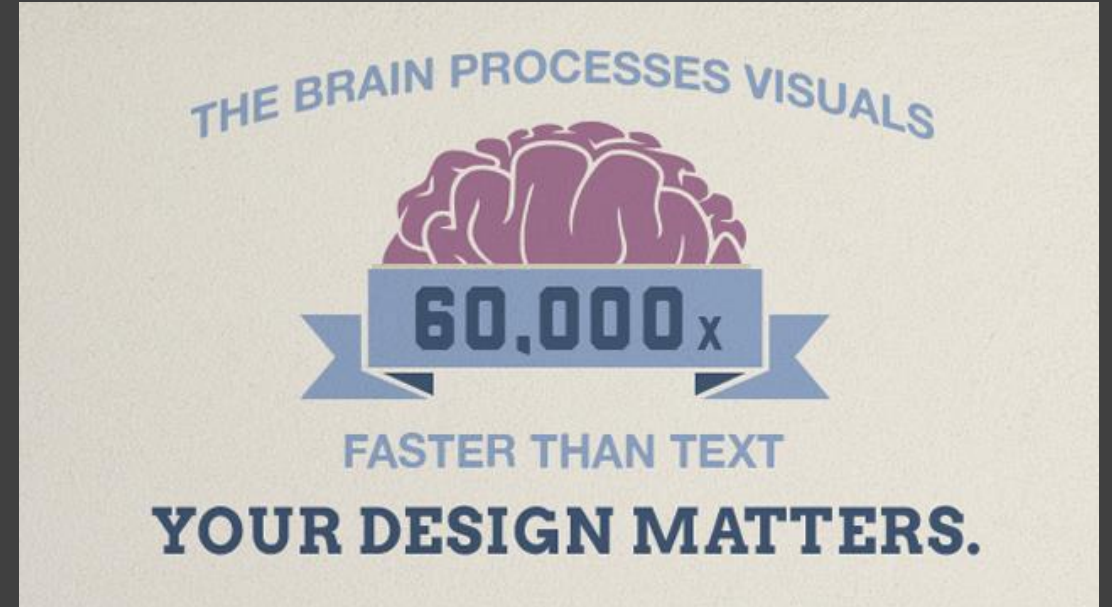
- Be **SOCIAL**

- Be **CREATIVE**

Best Practices

Best Practices: Visual Appeal

- Where is your sign?
  - Point of Transit or Point Wait

- Common aspect ratios
  - 4:3, 16:9, or 2:1

- Less is more – Avoid clutter

- AVOID difficult to READ script

- Color contrast

- The Rule of Thirds

THE BRAIN PROCESSES VISUALS
60,000 x
FASTER THAN TEXT
YOUR DESIGN MATTERS.

Best Practices: Message Length and Wording

Length

- 3x5 Rule
  - 3 lines of text with 5 words *or* 5 lines of text with 3 words
  - 22 characters (or 15% of a tweet)
- Communications at a glance
- Keep it below 250 characters

Wording

- Clear, concise wording that can be read in 7 seconds or less.
- Include a call to action

Best Practices: Creator(s)

- Share the responsibilities
  - Rotation schedule
  - Assign to librarian / staff who enjoys the task
  - Volunteer or student workers
- Opportunity to do something new and creative
- 1 -2 designated reviewers before publication
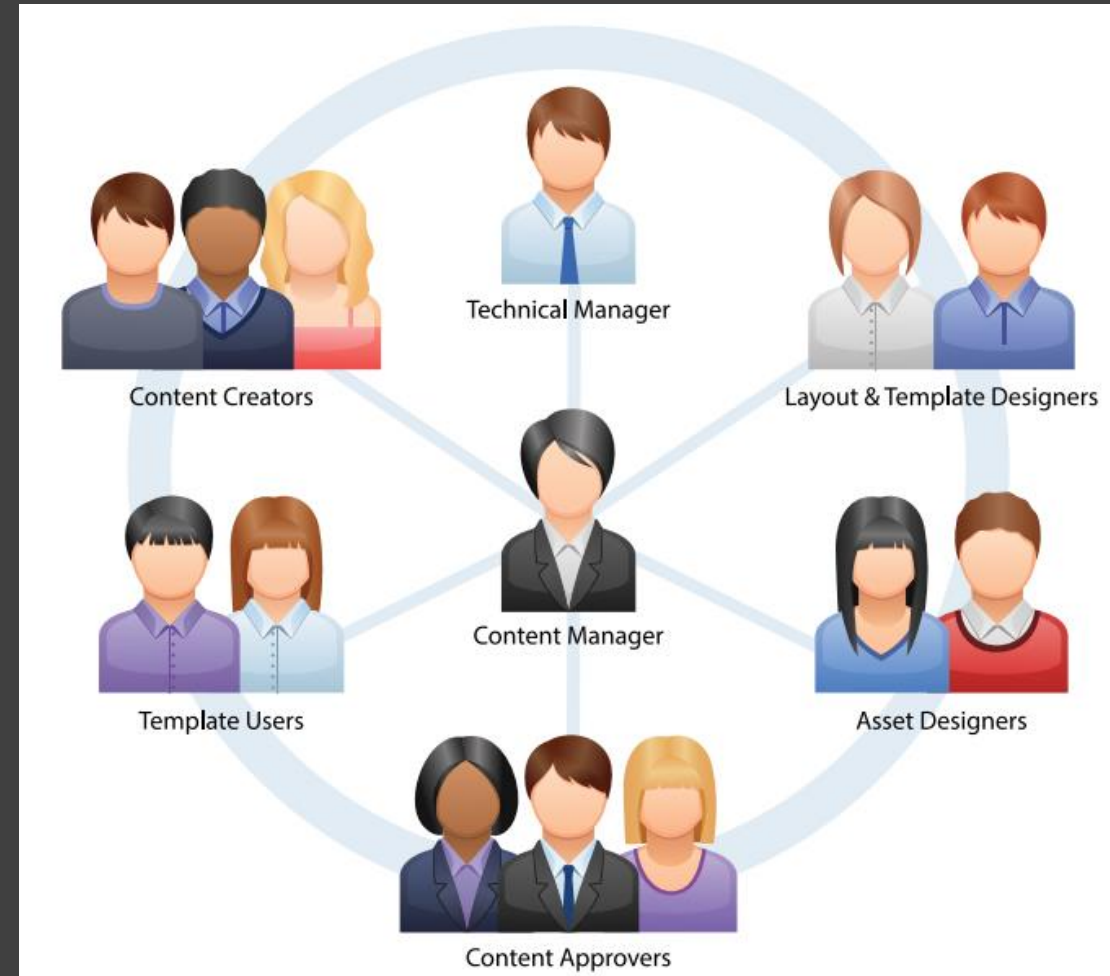
Best Practices: Creation

- Avoid:
  - Religion
  - Politics
  - Advertising or endorsements for non-library related events
  - Sad or violent images or messages
- Be the first positive message patrons see in the day

January 9, 1793

1st hot-air balloon flight in the US lifts off in Philadelphia, piloted by Jean Pierre Blanchard

Creation

Creation: Tech options

- Non-networked computer connected to large screen/monitor

- Campus wide – posted to all screens

- iPad – Apple TV to a monitor / screen, or just the iPad

- Computer lab – screen backgrounds
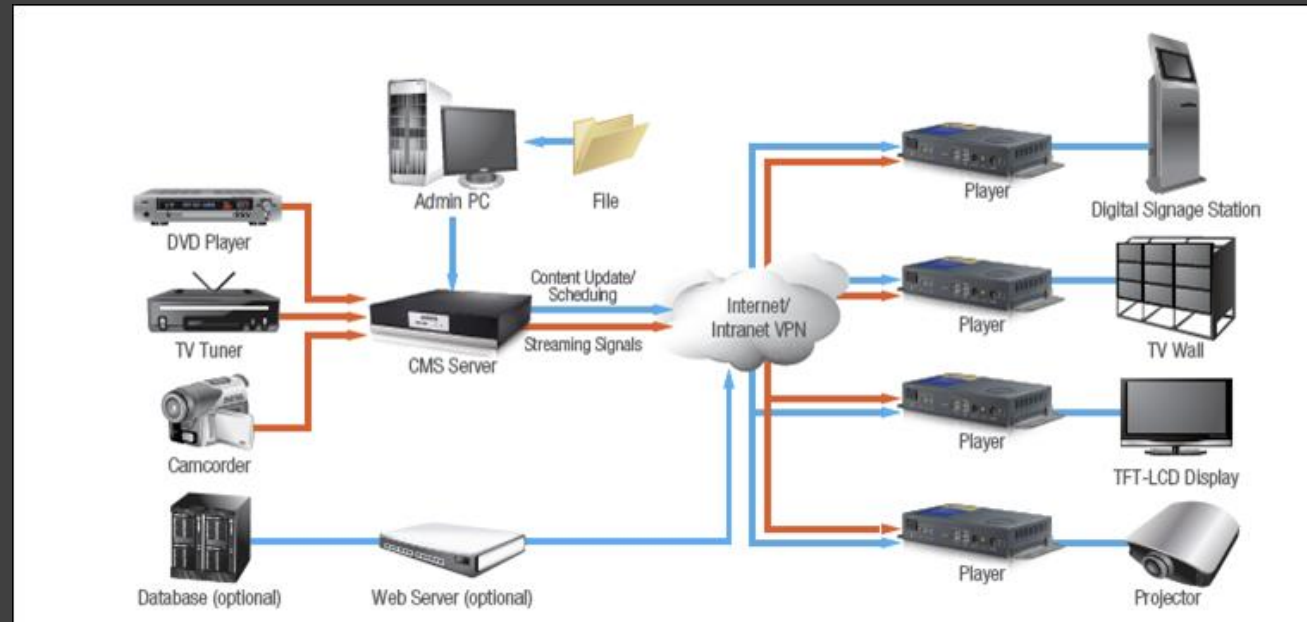
Creation: Timelines & Timing

- 1 Week – 2 Week Rule

- 7-30 seconds per image

- Keep each day unique

Creation: Free Templates, Software, Fonts, and Images

- Word Cloud Generators:
  - Word Art
  - Word Mosaic
  - Wordle

- Free Fonts:
  - Font Space
  - DaFont
  - Abstract Fonts
  - Urban Fonts

- Digital Signage Software
  - Concerto
  - ScreenHub
  - ViewNeo
  - Xibo

- Templates
  - Presentation Point
  - TemplateWise
  - Templates2Go

- Images
  - FoodiesFeed
  - Flickr
  - Image Source
  - FreeImages
  - StockSnap.io
  - Unsplash
  - Picjumbo
  - Pixabay

Digital Signage Uses

Digital Signage Uses: Advertising

- Library and Campus Events
  - Activities for incoming freshmen
  - Art exhibits

- Library Services/Announcements
  - Research assistance
  - Quiet study rooms
  - Hours changes for finals week

TECH-UP OPEN HOUSE

Library & Research Commons
January 11, 2017 11 a.m. to 2 p.m.

BRUSH UP ON TECHNOLOGY SKILLS in navigating the library's electronic services and using Blackboard through MUOnLine.

IT staff will be on-hand to provide an overview of myMU and assist with other computer or wireless questions.

Pizza, drinks, and a door prize will be provided!

libservgc@marshall.edu

September 12 Chocolate Milk Shake Day

Shakes in the stacks
12 – 1 PM
Enjoy a chocolate milkshake on us!

Goals

To build rapport between patrons and library staff so that staff is viewed as approachable.

- Use websites such as www.holidayinsights.com/moreholidays/ for unusual day designations (May 24 is National Escargot Day!)

- Use little known quotes from famous people and vice versa.

- Photos of well-known alumni or community members, listing their accomplishments.

Digital Signage Uses: Conversation Starters

Happy Birthday!
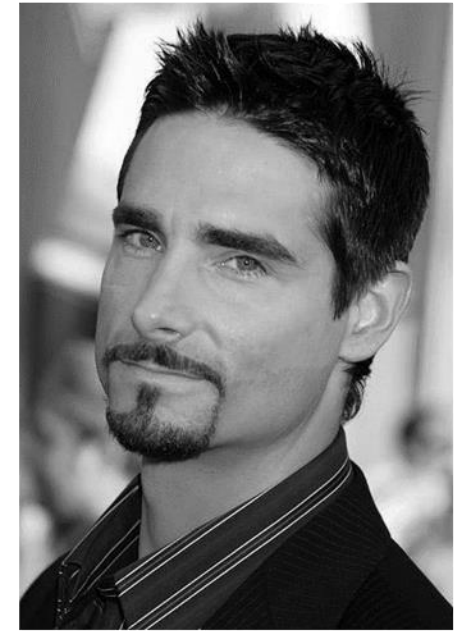## You share your big day with some talented musicians...

Chubby Checker
(1941)

Stevie Ray
Vaughan
(1954-1990)

Tommy Lee
(1962)

Gwen Stefani
(1969)

Kevin
Richardson
(1971)

West Virginia is the only state...

to become a state by presidential proclamation

Facts of the Month

and

to be formed during the Civil War

Goals

To invite interaction

To inform and to encourage inquiry

- Question of the day. "Did you know…."

- Who said "_____" and list three choices. Offer small freebie to first correct answer.

- Highlight a little known fact based on a subject related to an academic department or local treasure.

Digital Signage Uses: Peaking Curiosity

Surprisingly Successful Signage

Lunchtime Speaker Series

Academic Center, Library // 12 - 1:30 PM
Monday, September 19

Origami: History & Art

🌐 Cultural Diversity Presentation 🌐

Meg Homma

Japan Outreach Initiative Coordinator

Join us in welcoming back Meg Homma as she presents the history and demonstrates the art of Origami.

Participants will be invited to create their own origami piece after Meg's talk.

Appetizers and refreshments will be provided, and we encourage you to bring your lunch to enjoy during the presentation.

**i carry your heart with me - e. e. cummings**

i carry your heart with me (i carry it in

my heart) i am never without it(anywhere

i go you go, my dear; and whatever is done

by only me is your doing, my darling)

                                      i fear

no fate (for you are my fate, my sweet) i want

no world (for beautiful you are my world, my true)

and it's you are whatever a moon has always meant

and whatever a sun will always sing is you

here is the deepest secret nobody knows

(here is the root of the root and the bud of the bud

and the sky of the sky of a tree called life; which grows

higher than soul can hope or mind can hide)

and this is the wonder that's keeping the stars apart

i carry your heart (i carry it in my heart)

National Poetry Month

Mark Harshman

West Virginia Poet Laureate
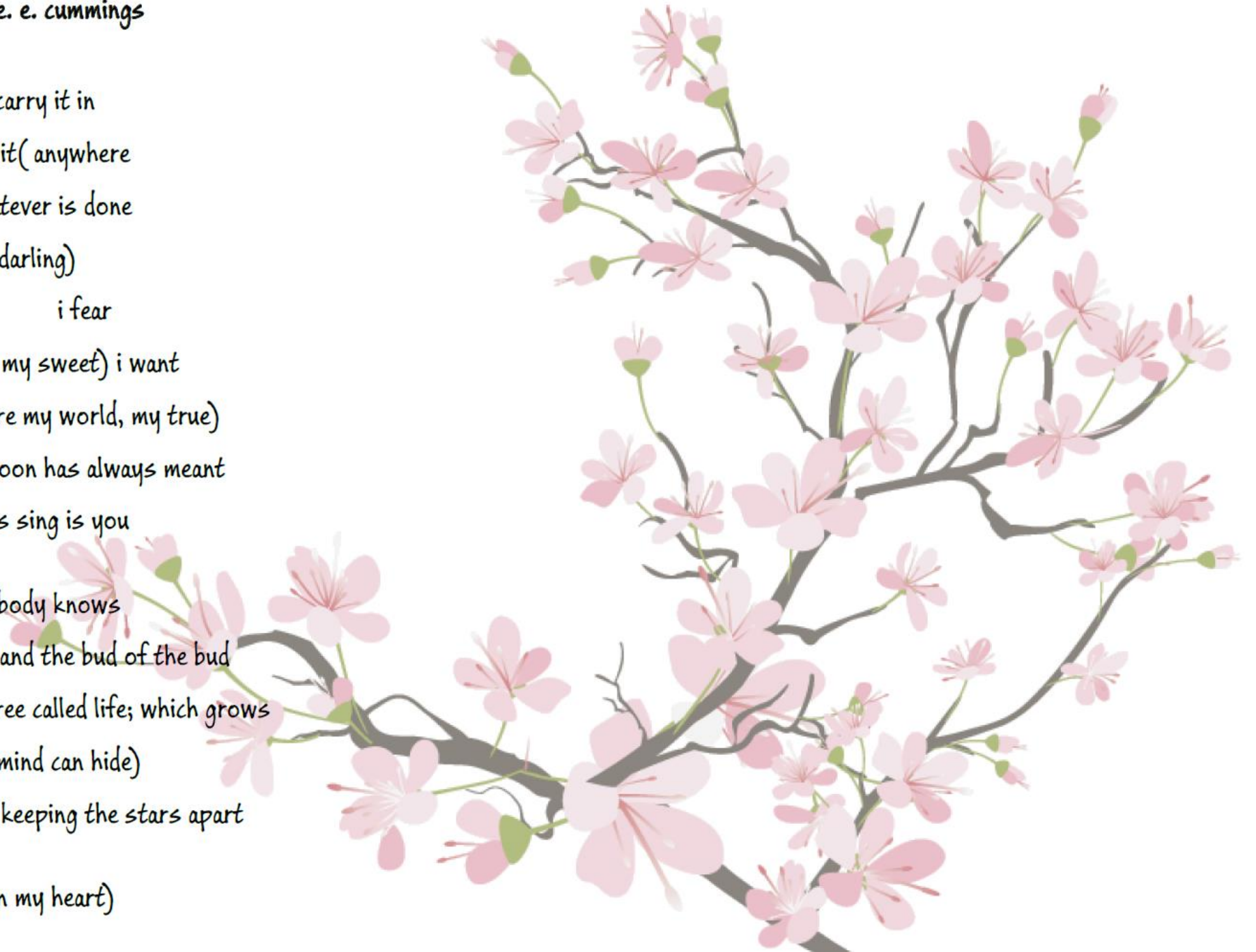
THERE WILL BE DANCING

A fiddle tune bearing, rough-shod,
the memory of the village:
sunlight on stucco,
leaf-plastered paths in autumn,
spectral sheep
in moonlight and bracken,
the lilt of the market tongue,
ancient beyond telling.

A fiddle tune bearing, sweet as fruit,
a memory of timelessness:
candles on narrow sills
marching each night through Advent,
a bowl of rose petals, peach
and orange and crimson,
garlic and lamb simmering
in a black pan,
kisses long enough for tasting.

All have returned, just here.
Listen. They come round again.
There will be dancing, too.

THE SKY PAINTERS

High on a ladder,
see the paint fly.
The men are up early
painting the sky.

Here since sunrise
with brushes and buckets,
the white clouds are up now
and lots more besides:

mountains of storm
and oceans of purple
with islands of sun
golden as corn.

There's lots to be done,
but finish they shall --
they do every day --
somehow before sundown
they're all gone away.

FUN FACTS

Hippopotomonstrosesquipedaliophobia - the fear of long words

The longest word in existence is 1,185 letters long and is the technical name for the Tobacco Mosaic Virus.

$C_{785}H_{1220}N_{212}O_{248}S_2$ - chemical symbol

Pneumonoultramicroscopicsilicovolcanokoniosis

Longest word found in the English Dictionary (45 letters)

—a lung disease caused by silica dust

Supercalifragilisticexpialidocious
The most famous long word (34 letters)

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Do you have questions?

We have answers!

Thank you!

Contact information

Edington@marshall.edu
phillipsk@marshall.edu