

Digital Signage Design Tips

Below are a few best practices to keep in mind when creating content for digital signage.

Visual Rules – Design for the Human Eye

Developing messages for digital display is a fun creative process that lets you experiment with the design elements of color, contrast, text and arrangement. In order to retain readability within an artistic, impactful presentation space, several basic rules should be understood.

Contrast & Legibility

The best message may be lost if the viewer cannot easily see the information displayed on the screen.

Contrast is the primary factor for legibility.

For example, dark backgrounds should utilize light foreground colors. Light backgrounds should utilize dark foreground colors.

The 3x5 Rule

When it comes to best practices for digital signage, less is more. It is important to not overwhelm the audience by providing too much information. This media is meant to quickly portray a succinct message to the viewer. Remember to keep messages uncluttered. Keep the type size large for legibility at a distance, and present only the most important ideas.

Try not to use more than:
3 lines of text with 5 words each
OR
5 lines of text with 3 words each

Also, avoid using ambiguous terms. For example, if your message runs for 12 days, words such as “tomorrow” or “this weekend” could be confusing.

Display Time

Digital slides are generally displayed for 10 seconds at a time. Therefore, the messages on these slides should be designed to be read and absorbed with this timeframe in mind.

Text styles

Unless you are duplicating a brand or logotype, keep the font simple and legible. Never use more than two font styles in a single message and use italics sparingly, as they can be hard to read from a distance.

Popular fonts include: Arial, Tahoma and Times New Roman.

Keep in mind that text size and use of bold can help improve readability.

Focus Techniques

Use various techniques to pull viewer’s focus to critical information. Guide the eye and provide visual hierarchy to utilizing the tips provided on text styles and color. Graphics, flow and white space also give visual “clues” to guide viewing patterns.

A consistent presentation of information over time can help to train your audience to look for important information in familiar formats. Consider developing design templates or guidelines to preserve continuity for your group.

Specs

Your artwork should be landscape oriented. Image dimensions should be 1440 x 918 for an exact fit. Those not appearing in this format will be modified and may appear stretched or disproportionate.

You must submit your image as a gif, jpeg, png, or bmp. Other formats (such as pdf) will not be approved.

If you would like information posted, or for any digital signage questions, comments or concerns, please contact:

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