



CONTENT IS KING

MATERIAL TIPS FOR
DIGITAL SIGNAGE
SCREENS



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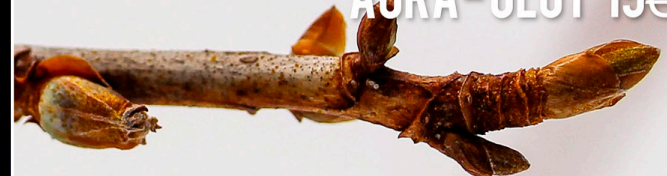
1. What is digital signage content about?
2. Most common mistakes
3. How to catch the attention
4. Colors
5. Fonts & text
6. Try out before roll out
7. Tools & tips

5.2 ALKAEN
MA-TOKLO 15-21

Helmi -fest



TALON HOUSEBURGER &
AURA-OLUT 15€



KANA-PANZANELLASALAATTI
JA HAPPY JOE ROSE 15€

KOLMEN KAKUN
HURMAAVA LAJITELMA
KAKSIYHDEN HINNALLA 6,50€
(PÄÄRUOAN OSTAJALLE)

1 DIGITAL SIGNAGE CONTENT IN A NUTSHELL

Digital signage screens are what we call an 'at-a-glance media'.

They're not interpreted the same way than a laptop screen, home TV, or a print brochure.

DS content is NOT print, web, or PowerPoint.



THE BRAIN
PROCESSES VISUALS
60,000x
FASTER THAN TEXT

YOUR DESIGN MATTERS.



DIGITAL SCREENS

VS.

PRINT

With a digital screen you can present loads of **TARGETED** messages. **DISTRIBUTION** can be done remotely with a few clicks. Spelling errors and new ideas can be **UPDATED** as they appear.

Convenient, huh?

The Cost of print:

- Design
- Printing
- Paper/materials
- Logistics & distribution
- Recycling of old materials

FIGURE OUT FIRST:

The purpose of the screens
Target segments
Size, direction, amount, and location of the screens
Dwell time (eg.shop window vs. waiting room)



Existing material
Content update frequency
Content mix (playlist/loop)



Digital signage content is meant to catch the attention, engage a viewer, and to communicate with easily absorbable messages

MANY FORMS OF MATERIAL

The content on digital signage screens is mainly:

Still images

(Full HD JPG, PNG, usually 16:9)

Videos and animations

(MOV, AVI, MP4 1080p, 4K)

Ready-to-use templates

(RSS, text, price lists..)

+ Automatic content:

HTML, conference and guidance info, web content, news feeds, weather info, live stream, touch and interactive content, social media...



95%
of the material
companies
use on screens is
**IMAGES &
VIDEO**

18-24v

react especially strongly to moving images (video)

25-43v

react strongly to moving images, but remember still images better

44-67v

notices moving images, but reacts and remembers still images

Constant movement is restless, plain still material falls into background.



2 MOST COMMON MISTAKES

BIG NO NO!

WAY TOO MUCH STUFF >

Viewer is drowned in information with the first glance. The whole message fails to get through

NO IMAGES, JUST TEXT >

A single image still tells more than a 1000 words

GRAPHIC MAYHEM >

Blurs, shadows, tints, fades.. pretty much anything that makes the message unclear

IRRELEVANT or UNWANTED >

Pushing whatever available material just to avoid black screens, or placing console game ads to cosmetics department

NOT USING THE TOOLS OF THE SYSTEM >

Ready made templates, scheduling, editors..

NO ORDER or REPETITION >

Most important messages deserve more reps, text material followed by visual cues..

BORING >

Digital content shouldn't remind the viewer of a PowerPoint presentation or a lecture

RECYCLING >

Existing material used on screens, not updating the material to fit signage purpose

NOW THAT'S JUST WRONG...

GOT THE

IDEA?

LET'S MAKE THE
SCREENS ALIVE!



3

HOW TO CATCH THE ATTENTION

FAMLIAR SHAPES >

eyes naturally search for circlers, triangles, and squares

HUMAN FACES >

the best graphic element to catch the look of a passer by

SEPARATE ELEMENTS >

side by side, not on top of each other. Leave some air.

USE VISUAL >

half to two thirds of the surface should be visual/graphic material (excluding info, guidance, and such screens)

4

USE OF COLORS

BIG CONTRAST >

especially between background and text

RGB COLORS >

digital surfaces work best with RGB color setups

FRESHEN UP >

avoid using main colors together (blue, red, yellow), or too many colors mixed together. White works on screens with almost any dark color.

NO BLURS OR PATTERNS >

small, strong patterns, blurs, and fades work better on print than on screen

5

FONTS & TEXT

SANS-SERIF WORKS >

clear, strokless fonts are best (Arial, Helvetica, Verdana...)

NO ITALIC >

don't make the text cursive

3x5 RULE >

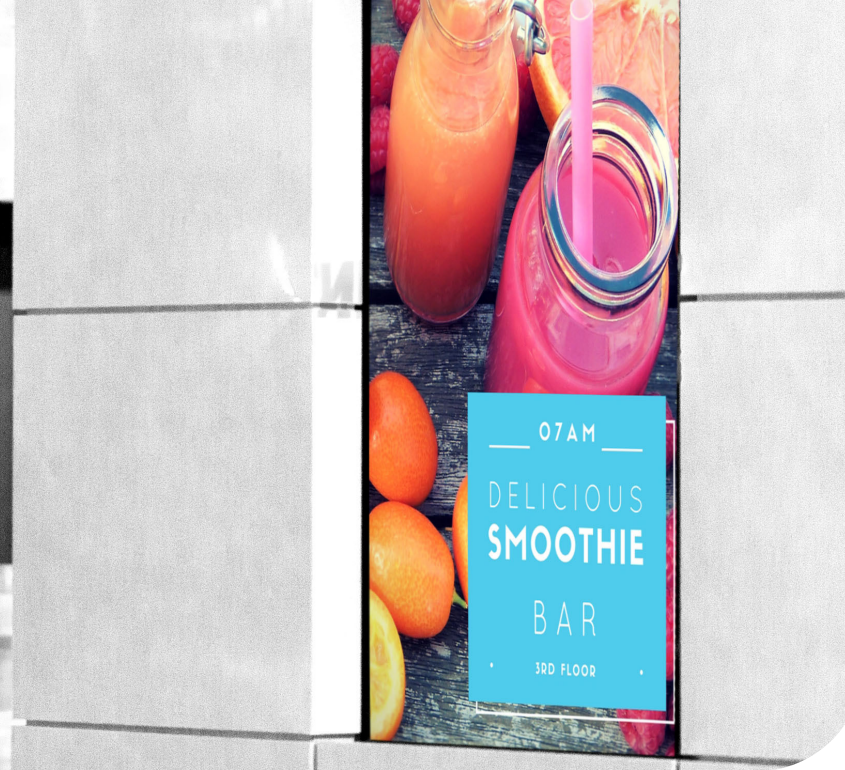
if possible, limit the amount of text either to 3 lines of 5 words, or 5 lines of 3 words

SPLIT YOUR MESSAGE >

don't try to squeeze every bit of information to one image, rather split it to multiple 'slides'

GROW THE SIZE OF TEXT >

one of the most common mistakes is too small font size combined with way too much text



3M Visual Attention Service - web tool (<https://vas.3m.com/>) What's the likelihood of viewer looking at different areas of the image within the first 3 to 5 seconds



KEEP IT CLEAR

Digital material doesn't have to be too simple or plain. You can use all kinds of shapes, color details, and transitions, Just remember to keep the overall appearance clear, not cluttered.



SHORTER, SIMPLER MESSAGES

You might feel that the content is even too plain and dressed down. Try to remember that for the viewer simplicity brings understanding. And only understanding bring activation.

6 TEST THE EFFECT

5 SECOND QUICK TEST >

show your material to a colleague for only 5 seconds and ask what she/he remembers. Product? Image? Price? Brand?

DISTANCE TEST >

look at your material on the screen of your 15" laptop screen from 7 feet away (= 42 inch display from about 50 feet away). Can you see and read the message?

A/B PROMO TESTING >

Make minor changes to two copies of the same material (text color, font..). Add material A to screen on location 1, and material B to screens on location 2. Which location has more activation? Works best for promotion and competition materials.

ALWAYS REMEMBER THE TARGET

It takes approximately 4 seconds for the viewer to notice and register five 'pieces' of information (image, text, price..).

The locations and sizes of the screens have a huge effect on how efficient the media is altogether. Shop entrances, eye level screens, big LED's and service counters create most activation.

The viewer wants to find relevant material JUST FOR THEM (audience of one). Add weather info, beauty tips, recipes, and/or other material to the playlist/content mix-something that does not try to sell or push.

7 TOOLS & TIPS

Enter the amazing world of the INTERNET. Use tools to create material without a degree in graphic design > for example **canva.com**, the Ripl App, magisto.com

Use the editors of the SOFTWARE > For example FirstView CMS enables you to create and use ready made templates. Design the layout, and let the system create the complete presentation on screens.

CHECK OUT these babies too!

<http://www.pixabay.com/>
<http://market.envato.com/>
<http://www.1001fonts.com/>
<http://www.stickpng.com/>
<https://animoto.com/>

PLAY, TRY, AND GET EXCITED

Don't be afraid to test out crazy ideas.

It's not the end of the world if there's a typo on screen. You'll be able to design, update, distribute, and change the content within minutes.



MAKIA
CLOTHING COMPANY
EST. 2001 HELSINKI



www.firstview.fi



WE DO DIGITAL SIGNAGE

(AND WE DO IT WELL).

Questions, thoughts, million dollar ideas? We're happy to listen at info@firstview.fi

