

Creating Content for the Digital Sign Network

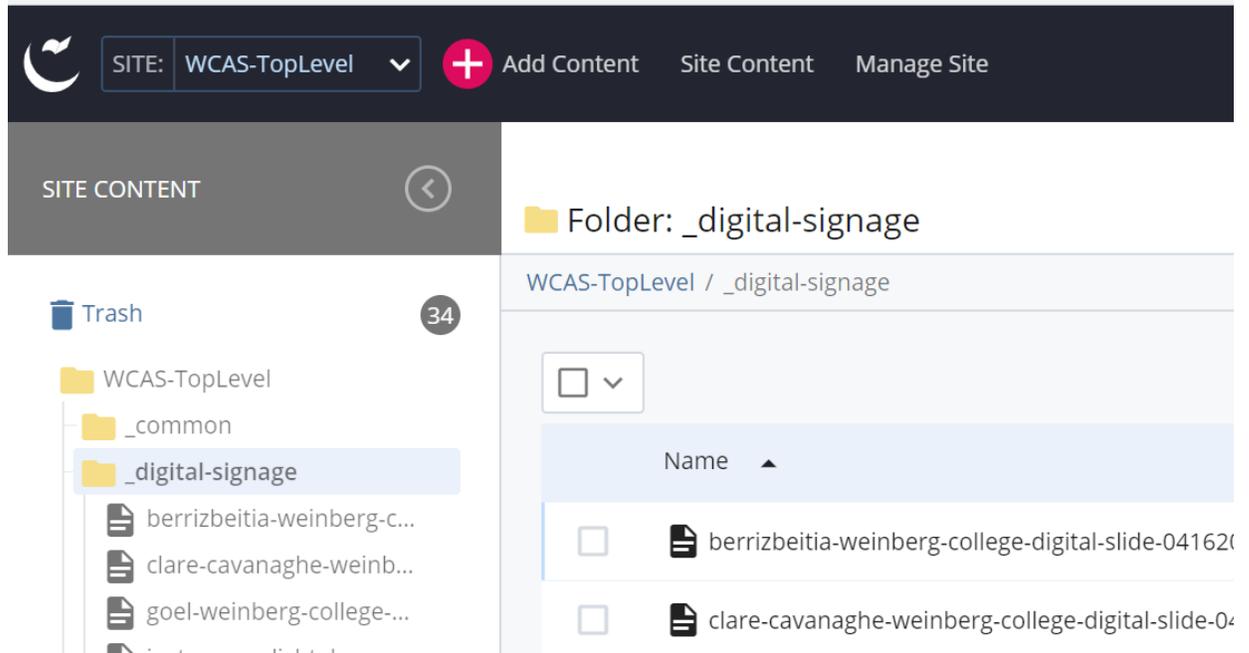
V3 updated 05-07-18
Author: Deborah Libby

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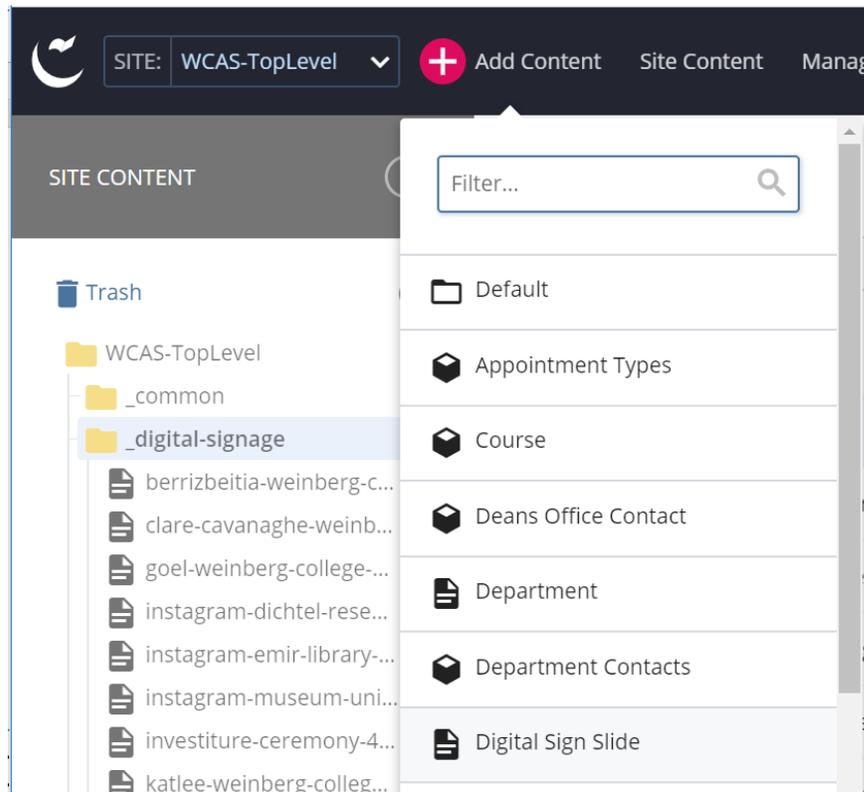
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Create a Digital Sign Slide in Cascade

1. To create a digital sign slide that will appear on the Kresge/Crowe Digital Sign Network (DSN), first log into Cascade: <https://wcms.northwestern.edu>
2. Select the **_digital-signage** folder from the folder tree



3. With this folder selected, Click on Add Content > Digital Sign Slide



4. Replace the existing page 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.*

Page Name *

Must meet the following requirements: Lowercase only, Word spaces replaced with hyphen, and leading and trailing spaces are not allowed

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.

Digital Sign Slide

Logo

Weinberg College

Display Type

News Event

Text Alignment

Left Right

6. By default, the background accent color for your slide is set to purple. A different accent color can be selected from the Background Color drop-down menu.

Background Color

Purple

Blue

Green

Orange

Purple

Yellow

The accent color selected from this menu will change the color of the template frame which surrounds your digital sign slide, and will be visible on the LED screens. You will not be able to preview the accent color in Cascade.



Create a News Item

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

1. In the digital sign slide edit window, 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.

Display Type

News Event

Text Alignment

Left Right

News Item

Image

Image file (660 x 660) *

Choose File

Headline (65-character max.) *

Scientists Join NAS

Text (200-character max.) *

Astrophysicist Vicky Kalogera and ant

Optional Text (90-character max.)

Date to Remove *

mm-dd-yyyy

This field is required.

2. Choose an image. Images should be **660 x 660 pixels** in size, in focus, and not stretched or distorted.
 - a. If assistance is needed with cropping and resizing images, please visit the [Working with Photos](#) page in the Resources section of the Weinberg College website.
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. As a default, the calendar will select 01-01-18. To jump ahead to today’s date, click the red calendar button in the bottom of the calendar window.

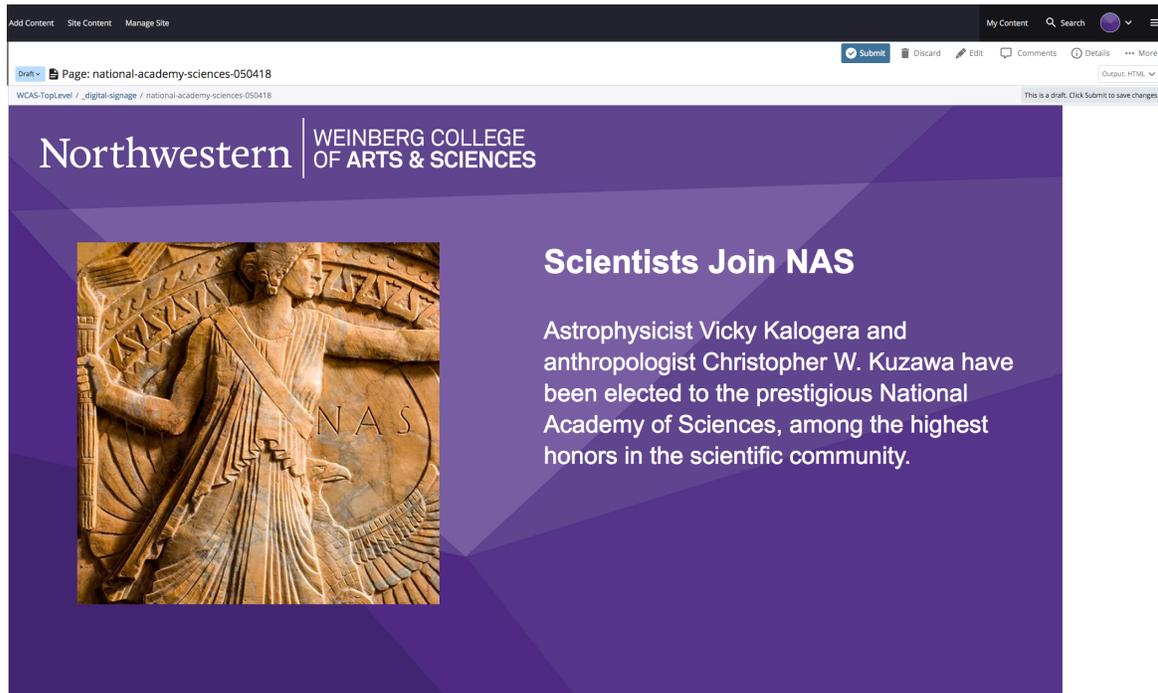
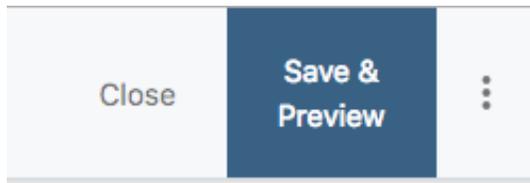
< May 2018 >

Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

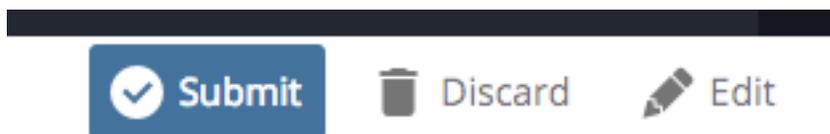
Go to today

05-07-2018

5. Click Save & Preview to preview a draft of your digital sign slide.



6. After previewing your draft side, click “Edit” to make additional changes or “Submit” to save it. When you’re ready to make the slide live on the network, click “Publish.”



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.



Display Type

News Event

Text Alignment

Left Right

2. Choose an image. Images should be **660 x 660 pixels** in size, not stretched or distorted, and in focus.

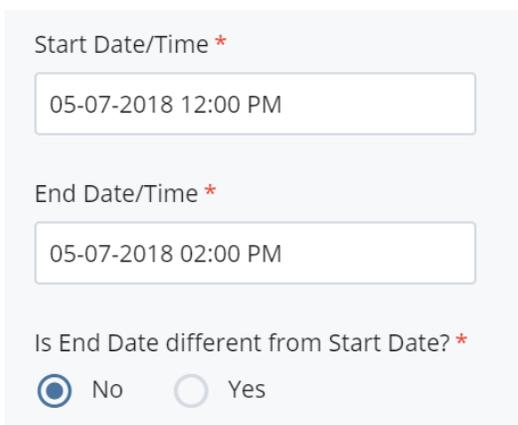


Image

Image file (660 x 660) *

WCAS-TopLevel: /images/digital-sign-slides/...

- a. If assistance is needed with cropping and resizing images, please visit the [Working with Photos](#) page in the Resources section of the Weinberg College website.
3. Fill in the Headline, Text, Start and End Date and Time, Location, and Optional Text areas.
 4. For “Is End Date Different from Start Date”, select “Yes” only if the end date of the event falls **on a different day** than the start date (e.g. a week-long lecture series).



Start Date/Time *

05-07-2018 12:00 PM

End Date/Time *

05-07-2018 02:00 PM

Is End Date different from Start Date? *

No Yes

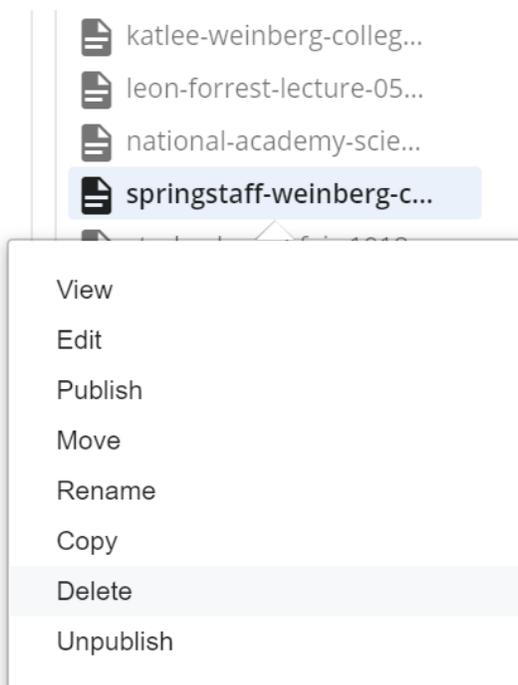
5. The required “Date to Remove” field is the date the slide will be removed from rotation on the Digital Sign Network. For event announcements, this will be the day following the event.
6. Click Save & Preview to preview a draft version of your digital sign slide.
7. Once you are satisfied with the slide, click Submit then Publish to make your slide live on the digital sign network. Click Publish > Submit to publish your slide to the Digital Sign Network (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 unpublishing the slide, which keeps it in the folder but removes it from rotation.

Delete a Slide

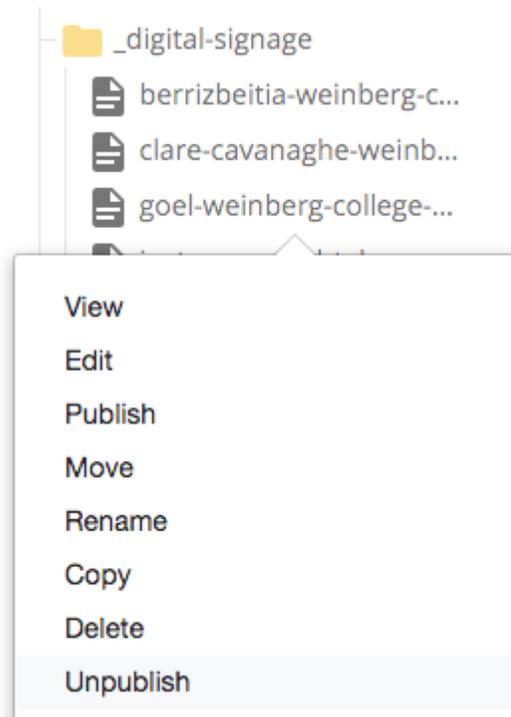
1. In Cascade, expand the **_digital-signage** folder
2. Select the slide you’d like to delete by right clicking on the file name
3. Click delete to delete the slide. Deleting a slide permanently removes a slide from the folder.



Unpublish a Slide

A user might choose to unpublish a slide if they wish to use it at a later time.

1. In Cascade, expand the `_digital-signage` folder
2. Select the slide you'd like to unpublish by right clicking on the file name
3. Click Unpublish in the pull-down menu.



4. The slide is now unpublished 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 digital sign network, simply Submit > Publish to republish it to the network.

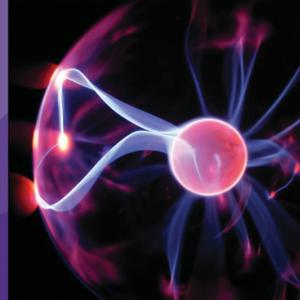
How Do My Digital Sign Slides Appear on the Digital Sign Network?

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.

Northwestern | Program in Middle East and North African Studies

Truth and Science

“We may be living in a post-truth world. But this world must include science and the task of scientific inquiry.” — Chemistry professor Emily Weiss



EVENTS

- Today**
9:00-10:30 PM
CIERA Astronomer Evenings
Dearborn Observatory • Sponsored by the Department of Physics and Astronomy
After looking through the historic telescope, meet and talk with astronomers from CIERA, Northwestern's Center for Interdisciplinary Exploration and Research...
- Jul 19**
3:00-3:07 PM
Seven Minutes of Science
Norris University Center • Sponsored by RSG
Seven Minutes of Science will showcase researchers presenting their work for a technically-minded, non-expert audience. The goal of the symposium...
- Jul 20**
3:00-3:07 PM
Seven Minutes of Science
Norris University Center • Sponsored by RSG
Seven Minutes of Science will showcase researchers presenting their work for a technically-minded, non-expert audience. The goal of the symposium...
- Jul 23**
9:00-10:30 PM
CIERA Astronomer Evenings
Dearborn Observatory • Sponsored by the Department of Physics and Astronomy
After looking through the historic telescope,



North Korea's ICBM Launch, Now What? China Allows Foreign Experts to Tre

Slides will rotate through the full network, comprised of 20 signs installed at various locations throughout Kresge and Crowe Halls, and at specified time slots throughout the day on the 12-screen video wall (“The Wedge”) in the Kresge lobby.

Questions/Support

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