Top 5 Ways to Make a Dazzling Slide for our Digital Sign (the Todd Hall Edition)

1. **Think of it like a Billboard.**
   - The image changes every 30 seconds, BUT a passer's-by attention span can be as little as 10 seconds.
   - Make your headline interesting in 7 words or less.
   - If you've made yourself clear, then you will have the viewer's attention long enough to explain in bullet points. (And someone seated at the table will have 30 seconds to read it!).
   - If you have more info than that, you probably need 2 slides.
2. **Make ONE piece of information "the Star"!**
   - Organize content by heirchary
   - Use either an interesting IMAGE (aka your "hero" image) *OR* a FANCY FONT (for the headline). However, don't try to do both in this condensed space.
3. **Do NOT use a white background for your sign**
   - The location of our sign is bright! White backgrounds will cause eyestrain and hurt readability on our sign.
   - Use a light gray, or off-white, or lightly textured background—or if you only have minimal text, knockout your text on a dark gray background.
   - Just make sure you still have good, clear contrast between text and background. (MTSU must also be ADA compliant, so that is super important.)
4. **Use Avenir Medium for your Body Text**
   - We've been using this typeface in our Art & Design branded pieces already. It will help us keep a brand consistent and be less confusing for viewers!
   - If you don't have the Avenir font, Arial Medium will suffice for now—but it won't be as stylish.
   - If using a hero image, try Avenir Black, Bold, or Heavy for your headlines.
   - Start headlines at 90 - 130 pt and start body text at 55 pt
5. **Have a clear Call to Action**
   - Tell the viewer what you want them to do.
   - This means provide a website (sign up for a class on Pipeline)... or email (email me@mtsu.edu)... or include a date to go somewhere ("Meet in the gallery on Monday October 5!").

Specs & Pro Tips:

- Use a 1920 X 1080 pixel, Horizontal Document (this is called Full HD and there is usually a template in most design programs)
- Try the "Design Ideas" feature in PowerPoint to help with your layout.
- No advertising commercial services or products without approval from the President (of MTSU)
- Need help or need to advertise a bigger project? Contact Eric or Sheri to direct an InHouse project with graphic design students.