Usage guidelines for UQ Digital Signage

Purpose

Digital TV screens are installed across UQ campuses and are available to promote messages to UQ staff and students. The digital signs are managed centrally through an online Digital Signage server called Appspace.

Appspace

Appspace permits content to be shared between users. Every user can create and add content to their screens, share that content with other users, and display content that other users have shared.

The digital signs can play a variety of media formats including images, video, HTML web pages, streaming TV and flash animation. Appspace also allows users to run interactive widgets displaying constantly updating information. User guides are available from the ITS website (bottom of this page: https://www.its.uq.edu.au/digital-signage-appspace).

Content guidelines

The signs should be used for the following purposes:

- To promote official and semi-official University functions and events
- To display corporate messages
- To support the promotional efforts of advertising campaigns
- To promote campus activities
- For directional messages, particularly for event patrons
- To promote latest news headlines
- To promote messages of particular relevance to patrons of the building or room where the screen is installed

On occasion, the signs can also be used:

- To communicate administrative messages / reminders to current students, however this should be infrequent and should not be the primary channel for these types of messages
- To welcome large groups visiting UQ, particularly when their visit may be of interest to the wider UQ community. These should be avoided for individuals and small groups, unless the visit is from a VIP or a direct request from the senior executive group.

Style requirements

The digital sign artwork should adhere to UQ corporate identity guidelines. A series of examples are available in the Shared folder, ‘OMC Shared Content’ within Appspace. For further advice, please contact the OMC Marketing team on marketing@uq.edu.au.
How to add OMC Shared Content to your screens

The Office of Marketing and Communications (OMC) has created a range of content and templates that are brand compliant and meet the content requirements for the digital signs. These are available in a shared folder and are ready for digital sign administrators to use.

1. Select ‘Sign Manager’ from the drop down in the top left corner.

2. Select the Application that you would like to fill with the template from the Shared Folder.

3. Select ‘Edit’.

4. Click the Editing icon.
5. In the new window, select ‘Add Media’.

6. Expand the ‘Shared’ folder. Inside is a folder titled ‘OMC Shared Content’.

7. Select the items that you would like to add to your playlist and click ‘Apply’.

8. In your previous Layout window, click ‘Save’.

9. Your playlist should be updated.
How to share your content with other users

1. Create a folder, and fill it with files that you would like to share. For more information about this step, read this how-to guide on the ITS website.

2. To share, select the folder that you would like to share from your content library. Click the ‘Share’ button.

3. In the pop up box, select individual UQ areas to share content with, or select ‘Across all usergroups’ from the drop-down list. Then click ‘Save’.