Griffith
UNIVERSITY
Queensland, Australia

G11 Big Digital Screen

Griffith University boasts an outdoor LED video wall in the Learning Commons Undercroft (G11) at the Gold Coast campus. The G11 Big Digital Screen, promotes selected content to staff, students and visitors.

Submissions

We welcome input and content submissions from the Griffith community for the G11 Big Digital Screen. All content must meet our guidelines outlined in this document.

Content guidelines

- The primary audience for the G11 Big Digital Screen is students, staff and visitors.

- Content should be short and engaging, aimed to service those using the area as a thoroughfare, as well as those using the space as a meeting place/collaboration area.

- The content must be high-quality, visual, engaging and above all, interesting content that is relevant to the Griffith community.

- In addition to week-by-week content, there can be special daily scheduling to incorporate functions (acting as an impressive welcome to attendees), events, high school visitors, visiting sporting groups etc.

- All content will be managed by the Office of Marketing and Communications to ensure the limiting of marketing messages and to share exposure among all interested parties.

Style guidelines

Imagery should include a headline, body copy and a short link to a web page if applicable (see example on right).

The body text is limited to 125 characters.

The image must be 1056px by 672px and be a high-resolution JPEG (at least 72dpi when being viewed at 100%).

The design template requires Indesign software.

Download the G11 Big Digital Screen template (ZIP).

> **Main heading to go here**
>
> This is body copy. Please ensure text is no smaller than 30pt. vestibulum morbi vestibulum sed adipiscing inceptos adipiscin.
>
> **griffith.edu.au/promo-url**
>
> **Griffith UNIVERSITY**

Custom submissions

You can make custom submissions following the specifications and style guide below.

Specifications

- Images and slideshows: high-resolution JPEGs and at least 72dpi when being viewed at 100%. Screen resolution is 1056px by 672px.

- Video: 1080p (1920×1080 pixels) at 30 frames per second. MPEG-4 files only. Note that the G11 Big Digital Screen has a sound system.

  Any music used in videos must be copyright free and must include the song name, artist and source.

  Videos must be short — 90 seconds is ideal.

- Streaming digital TV (incl. set scheduling): *by request*

Style guidelines

The Griffith University logo should not be included in submitted videos because it is already featured in the video wall display. Custom image submissions should include an approved Griffith University logo, following all the correct logo use guidelines.

Colours used in Griffith content are red, black and white (see swatches below). Text colours and their backgrounds must have a high contrast for ease of reading.

Fonts used for Griffith content are Jotia Bold (for headings), Copernicus Medium Italic (for sub-headings) and Foundry Sterling Medium (for body copy). Text should be greater than 25 pixels in size for comfortable reading.

Digital red	**Black**	**White**
#e30918	#000000	#FFFFFF
R227 G9 B24	R0 G0 B0	R255 G255 B255

Ready to submit?

Content submissions for the G11 Big Digital Screen can be made through this **online form**. Content should be submitted two weeks ahead of the proposed display date. Submissions received later than this timeline will be considered on a case-by-case basis. For more information on any of the above, contact **G11digitalscreen@griffith.edu.au**

Note: Submission of content in no way guarantees its inclusion. While we welcome requests into the timing of submitted content, ultimately this is at the discretion of the G11 Big Digital Screen team.

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