Making an Impact with Digital Signage

Laurel Eby
Web Services Librarian
San José State University
What do I do with these signs???
Do you know the dimensions of the screen you're creating content for?
Common Aspect Ratios

- **16:9**: Widescreen TVs
- **4:3**: Old TVs and Monitors
Common Resolutions

1280 x 720
1920 x 1080

800 x 600
1920 x 1440
16:9 image on a 4:3 screen:
16:9 image on a 4:3 screen:
4:3 image on a 16:9 screen:
4:3 image on a 16:9 screen:
You need high-quality images for a screen that big!
Small image, large screen:

Rawr!
Small image blown up to fit screen:

Picture blurry or eyes messed up?
Large image:

Much better!

Image source: https://www.flickr.com/photos/swiv/2696231013/
Where to find images?
Google Image Search > limit to images labeled for reuse

Google Image Search

Search for: godzilla destroy tokyo

Images

Usage rights

- Not filtered by license
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- Labeled for noncommercial reuse

Search tools
How much text is too much?
King Library’s
Student Technology Training Center

Need to learn a software program to complete a class project, or develop something for your student organization why not attend one of our upcoming workshops?

Contact: 1-408-808-2031 / Email: librarytechtrainer@sjsu.edu
Location: 411 D - 4th Floor of the King Library (behind Student Computer Service)

**Intermediate to SPSS**
This class provides an introduction to and sampling of working with chi Square and One Way ANOVA.
Tuesday, *April 21*
10:00 a.m. - 11:00 a.m.

**Intermediate to Microsoft Excel**
In this class you will learn how to apply advanced formatting options, use formulas & functions, create charts and graphs, and manipulate multiple sheets.
Tuesday, *April 28*
10:00 a.m. - 11:00 a.m.

**Introduction to iMovie**
This hands-on class will introduce some of the basic editing skills in iMovie.
Wednesday, *April 22*
2:00 p.m. - 3:00 p.m.

**Intermediate to Microsoft Excel**
In this class you will learn how to apply advanced formatting options, use formulas & functions, create charts and graphs, and manipulate multiple sheets.
Tuesday, *April 29*
3:00 p.m. - 3:00 p.m.
King Library’s Student Technology Training Center

Need to learn a software program to complete a class project? Why not attend one of our workshops?

**Location:** Behind Student Computing Services  
**Phone:** (408) 808-2031  
**E-mail:** LibraryTechTrainer@sjsu.edu

**Introduction to PowerPoint**  
Tuesday, **April 7**  
10:00 – 11:00 a.m.

**Introduction to iMovie**  
Tuesday, **April 14**  
10:00 – 11:00 a.m.

**Introduction to SPSS**  
Wednesday, **April 8**  
2:00 – 3:00 p.m.

**Intermediate SPSS**  
Wednesday, **April 15**  
2:00 – 3:00 p.m.
Interesting image and just the most important information:

De-Stress and Destroy

Students, are you stressed out?

Come de-stress by building a city and then destroying it.

Wednesday, May 13, 2015
4:00 pm, 4:30 pm, and 5:00 pm

King Library 4th Floor
How much time should I allow for people to read all that text?
No hard and fast rule!

- Somewhere from 6-12 seconds
- Time yourself reading the slide slowly to get an idea how long it takes
Display for 6-8 seconds

SILENT DISCO

WED 12PM-3PM
MAY 13TH
CARET PLAZA (by MLK LIBRARY)

shake out
finally stress!

Events + Spartan Squad
Display for 10-12 seconds

UPD Escort Service

If you feel unsafe walking on campus, UPD will provide an escort to any location on campus and up to 2 blocks from campus. The service is available 24 hours a day, 7 days a week.

To request an escort, just use any Bluelight phone or elevator telephone, or call 408-924-2222.
Encouraging community content creation can save your sanity!
Get content from others in your organization!
A BATTLE OF MUSICAL TALENT

MUSIC MAYHEM

WEDNESDAY, MARCH 16TH
TOWER LAWN 6:30PM

Events + Spartan Squad
as.sjsu.edu/asevents

Materials are available in alternative formats upon request for individuals with disabilities. For accessibility accommodations, please call Associated Students at (408)924-6242.
INTERNATIONAL GAMES DAY
NOVEMBER 21, 2015

MLK JR. LIBRARY/ SAN JOSE STATE UNIVERSITY (2ND FLOOR)
11AM - 6PM  FREE  ALL AGES, NO JERKS
But make sure they know your rules!

For almost 150 years Santa Clara Valley residents have formed cycling clubs to socialize and to race; they have improved bicycles, modified them to suit their needs and styles, and have used bicycles to help the needy and to build community.

Known as the birthplace of innovation for personal computers, networking and the internet, this region is also the birthplace of bicycling innovation. Bicycles, helmets and accessories with the Avocet, Blackburn, Bontrager, Giro, Klein, Ritchey and Specialized brands were founded by Santa Clara Valley cyclists.

Silicon Valley Bikes! Passion, Innovation & Politics Since 1880 features images and artifacts from History San José’s collection, and objects from private individuals and organizations. From the 1842 Lefebvre velocipede, the world’s oldest human-powered vehicle, to the latest fixie, Silicon Valley Bikes! Passion, Innovation & Politics showcases the Silicon Valley’s rich bicycling culture and history.

On loan from History San José October - January a free exhibit on the 5th Floor

Exhibit Sponsors: Garden City Construction, Wheel Away Cycle Center, Bicycle Express, San Jose Bicycle Club, Los Gatos Bicycle Racing Club Inc., Ampersand Ellipsis Jones LLC, Hellyer Velodrome
Sometimes you just want to do something fun!

The semester’s almost over!  I know.
Laurel Eby
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@jausel