Digital Signage
Publication Guide

http://www.ship.edu/technology/digital_signage

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Introduction

Shippensburg University uses a digital signage system that is designed to relay information to campus members and visitors by displaying unique multimedia publications on digital televisions placed around campus. This guide is designed to provide instruction on designing and publishing content to these digital signs.

Our digital signage management system is designed and maintained by Industry Weapon, a Pittsburgh-based company with extensive experience in digital media management. Their management software, CommandCenterHD (CCHD), is detailed in this guide and is what you will use to publish your content to the campus displays you are responsible for.

Templates

After your department’s digital TV displays are installed, CommandCenterHD will be set up to display your created content on top of a Template. A template is essentially the background image and elements that are always displayed on each of your digital signs. Templates include a large content area for your slides and videos.

Shippensburg University’s standard template is shown below. In some cases, it may be appropriate to have this template modified to fit your department’s specific needs.
Creating Content

CommandCenterHD supports multiple types of content for publication on digital signs. The most basic forms of content are static slides/images and video. Flash animations are also supported.

Static slides/images
The most basic type of content is a static slide or image. You can use slide images to advertise events, display photos or publish informational content. CommandCenterHD accepts standard JPEG (.jpg) or PNG (.png) image files for this type of content. When using Shippensburg University’s standard template, it is highly recommended that you size your image files to match the resolution below.

   **Standard Slide Image Size/Resolution:**
   
   1060 x 625 pixels

Other (non-standard) sizes may display properly, but will not provide for a smooth transition when your digital signage is changing from one slide to another.

The easiest way to create slide images at the appropriate size is to use Microsoft PowerPoint. If you like, you may also use any other publication/imaging programs to create your graphics (like Adobe Photoshop, Microsoft Publisher, etc.) as long as they allow you to size your image properly to the size listed above (1060x625).

Creating slide images with Microsoft PowerPoint
To create your own slide image that is the appropriate size using Microsoft PowerPoint, follow the directions below.

1. Visit [http://www.ship.edu/technology/digital_signage](http://www.ship.edu/technology/digital_signage). Click on the link to download the **Digital Sign Template**. Save this to your computer’s Desktop, or another location where you can access it later if needed.

2. Double-click on the **Digital Sign Template** file to open it in Microsoft PowerPoint. Please note that you must be using Microsoft Office 2007 or later to edit the file.

3. Create your content slide, just as you would in a PowerPoint presentation. If you wish to create multiple slide images, just add them to the same file as additional slides.
4. If you want to be able to edit your slides later, click on the **Save** button (蕙) in the top left corner to save your slides to the PowerPoint presentation.

5. When you are ready to export your slides and publish them to CommandCenterHD, click on the **File** tab (Office 2010 and newer) or the round **Office button** (Office 2007). Then choose **Save As**.

6. Choose the location in which you would like to save your slide images at the top of the window. In the **Save as type** drop-down list, choose JPEG File Interchange Format (*.jpg). Give your slide(s) a name in the **File name** box, and click on the **Save** button when finished.
7. PowerPoint will prompt you to save either the Every Slide or Current Slide Only. If you created more than one slide and would like to export all of them, choose Every Slide.

8. Your slide(s) will be exported as JPEG images in the location you specified, and are now ready to be uploaded and used in CommandCenterHD (see page 8).

Creating videos
Digital signs are also great at displaying motion video files. You can create videos that contain text, images, or video clips by using programs like Windows Live Movie Maker (free from http://download.live.com) or Adobe Premiere (available to install on campus workstations by calling the Technology Help Desk at x4357).

After creating your video, export it in a common format such as .MP4. CommandCenterHD will also accept many other standard types of video files and will automatically convert them if necessary.

Windows Live Movie Maker
Logging in to Command Center HD (CCHD)

You can log in to CommandCenterHD by opening Internet Explorer, Firefox, or Chrome and browsing to:

http://shippensburg.channelshd.com

To login, please use your full @ship.edu e-mail address for the user name, and the password you were provided. If you do not currently have an account on CCHD, or you forgot your password, please contact us for assistance.

After you log in, you will be presented with the Dashboard, as shown below.
Uploading Media to CCHD

Uploading images and videos
After you create your image slides or video content, you are ready to upload your content to CommandCenterHD. After logging in to CCHD, click on the MediaHD tab at the top of the page.

To upload your media to the main (root) folder, click on the Add Media button.

Drag and drop the image or video files you want to upload into the window, or click on the + sign to browse for them on your computer. You can add multiple media files to this list at a time. From the list, you can choose to rename the image or videos if you like. When finished, click on Upload Media and your files will be uploaded.
Using folders to organize your media

If you plan on uploading a lot of content to CCHD, you may wish to organize your images and/or videos in folders.

To create a folder in CommandCenterHD, click on the Add Folder button under the MediaHD tab.

![Add Folder button]

Assign a Name to your folder, and click the Save button to create the new folder.

![Folder creation dialog]

Your folder will appear in the left hand column of the MediaHD tab after it is created. You may now upload media to this folder by clicking on the folder before you upload your media. Please note that media content cannot currently be moved from one folder to another, or from the main (root) folder into a subfolder.

Editing an image

You can rename, replace, or deactivate an image by clicking on the small Edit button (📝) beside an image. The edit screen is very similar to the upload screen, offering options to change your image after it is uploaded.

Deleting an image

To delete an image that you have uploaded and no longer need, click on the red Delete button (🚫). Confirm by clicking OK.
Adding Media to a Campaign

To add images and video to your displays, you must use CampaignsHD.

You can think of a campaign as a slide show... it's what you will use to add your media to various slides, resize media on a slide, set slide duration, and re-order content for your digital signs.

You can run the same campaign on multiple digital signs if you want those displays to show the same slides and media. Typically only one campaign runs per sign, but this can be customized if needed.

To access your department’s campaign(s), click on the CampaignsHD tab at the top of CCHD. You will see a list of the campaigns on the page that appears.

To edit a particular campaign that has been created for your department, click on the Manage button ( ) beside the campaign.

You will see the layout and preview of your slides, as shown on the next page.
Adding a new slide
To add a new slide to your campaign, click on the Add Slide button in the top left corner. This will create a new “Empty Slide” at the end of your campaign.

Adding images/videos to your slide
To add media to your slide, first click on your new Empty Slide in the slide list at the left. This will switch to the new blank slide. Click on the Media button on the toolbar at the bottom of the screen.
The media pop-up will appear, as shown below, and will display any images you uploaded previously through MediaHD. You may scroll through the list to find your image, or search for it using the built-in **Search** box. If you are adding a video instead of an image, you must first click on the **Video** tab to display uploaded videos.

If you haven’t already uploaded your image, click on the **Add Media** button. From here, you can use the **Choose File** button to browse your computer for the image you created. You can also give the image a name that the system will use to tag it. Click on **Save Image** when done and your image will be uploaded.

When you find the image or video from the list that you want to add to your slide, simply *drag it from the list onto the slide*. You can add a maximum of 2 images or 1 video per slide.
Once the image or video is added to the slide, you can use your mouse to move it around and/or resize it. There will often be guidelines added to your slide (see the blue horizontal and vertical lines in the graphic below) that will help you correctly position your image. These lines will not show up on the digital sign screen; they are just present in the slide editor to help you place your images in a standard location across slides.

Adding text to your slide

To add a simple line of text to your slide, click on the Text button on the bottom toolbar. Then, click on Add Text Box. You can add up to 10 text boxes on a single slide.

Your text box will be added to the slide. You can drag it around and resize it like an image. Double-click on the text box to edit its content and settings. From the pop-up overlay, you can also change the font, size, and color of the text. You can remove the text box by clicking on Remove.
Deleting media from your slide
To remove media that you have added to a slide, double-click on the image. At the right of the pop-up box, click on the \textbf{Remove (x)} button remove it from your slide.
Campaign Settings

Setting the slide name and duration
To edit the settings for your slide, including the slide’s name and duration, click on Slide Settings on the bottom toolbar. From here, you can give your slide a name and control how long it is displayed on the screen by changing the Duration.

Note that the default slide duration is 30 seconds (00:30). If you add a video to your slide, the slide duration will automatically be adjusted to match the length of the video.

Saving and activating your slide
When you are finished customizing your slide, you must activate it so that CCHD publishes it to your digital signs. To activate your slide, click on the red circle (●) on the toolbar to set your slide to Active. The circle will change to green (●). You can click on this button again at any time to deactivate your slide. Remember that only active slides will be displayed when your campaign plays on your digital signs.

After you have finalized the slide and set it to Active, click on the Save button to save your changes.

Previewing your slide
If you want to preview how your slide will look on-screen, click on the Preview (●) button beside the slide you wish to preview in the list at the left.
**Duplicating a slide**
You can duplicate a slide and create a new one based on your current slide by clicking on the **Duplicate** button on the bottom toolbar.

![Duplicate button](image)

**Scheduling slides by date**
If you have an event you are advertising, or a slide that you only want displayed during a certain date range, you can have CommandCenterHD automatically activate/deactivate your slide using a Start Date and End Date.

To do this, click on the **Slide Settings** button, and then on **Click here for More Options**. Choose or type in the **Slide Activation Date and Slide Activation Time**, using the date and time you want the slide to begin playing. Fill in the **Slide Deactivation Date and Slide Deactivation Time** with the date and time you want the slide to end. A good rule of thumb is to set the Slide Activation Time to 12:00 AM and the Slide Deactivation Time to 11:59 PM. This will help to ensure that the slide will be displayed throughout the specified date range.

Click on **Save** to save your changes.

![Slide Settings](image)
Re-ordering and deleting slides

After you create several slides in your campaign, you may wish to re-order or delete them when necessary. This can be accomplished from the list of slides on the left of the screen.

To move a slide up or down in the list, click on the Move button ( ) and drag the slide to the appropriate position. To delete a slide from the list, click on the Delete (🗑️) button beside that slide.

Please note that newly published content or changes made to content previously published may take up to 10 minutes to display properly on your digital signs.

If your items aren’t displaying properly after this time period, check to make sure your slide and content are Active in CommandCenterHD and that changes are saved.

Getting Help

If you have any questions, comments, suggestions or technical issues while using CommandCenterHD or your digital signs, please contact us so we can help!

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