Central Content requirements for Digicaster submissions

Hosting an open house in your faculty? Want to get the word out to students about great events or opportunities on campus?

Submit a slide to the central content playlist to get your message distributed across the entire digital signage network on campus for free!

Specifications for central content

The central content playlist is available to our internal university community to assist in the promotion of events & activities occurring within or outside the campus involving our faculty, students, staff and community members. Content applicable for the playlist must be relevant and consistent with UVic’s mission and values as outlined in the Strategic Plan.

Some examples of appropriate content:

- UVic sponsored events / activity promotion
- Campus-wide information, announcements, updates and news

Are there restrictions on slide content?

Yes. The following are not acceptable:

- Commercial content / third-party advertising
- Non-university sponsored events and initiatives
- political advocacy or the promotion of political events
- Private events (exclusive to certain populations of the campus community)
- Personal announcements - housing and ride share requests, for sale/wanted items, etc.
- Announcements, messages, language or media that are inconsistent with the University’s mission and values

The University of Victoria reserves the right to delete content that violates UVic’s policy on Responsible Use of Information Technology Services, privacy or other legislation, or the terms of these guidelines.

These guidelines have been created in compliance with UVic Events Calendar guidelines and Campus poster policy.

Student clubs and course unions

Student clubs and course unions have an opportunity to submit content for central rotation. In addition to following the same parameters mentioned above, clubs and course unions must:
• be currently registered with the UVSS
• promote on-campus community/cultural events open to all students or communicate information relevant to the entire student population
• not promote alcohol sales or consumption, explicitly or implicitly

How do I submit a slide?

Send an email to akaiser@uvic.ca, making sure that your content submissions*:

• adhere to the design guidelines and specifications
• are submitted as a 1920 x 1080 JPEG for static content
• are submitted as at least a 720p wmv, avi, mpeg 1 or 2 for video content (Please note that the displays will not play audio and that videos should be no more than 30 seconds in duration)
• include a requested start and end date (maximum: one month)
• be submitted at least one week before the desired start date

*Acceptance is not guaranteed. Even if your slide meets the above content specifications and restrictions, it may not be added into central content during periods of high content volume.

Playlist scheduling

At any time, there will be a maximum of fifty slides from internal units and ten slides from student clubs/course unions on rotation in the central content playlist.

To accommodate this, units/clubs must:

• Submit no more than two slides to the playlist for rotation at a time
• Specify an expiry date for all content which cannot rotate for more than one month consecutively
• Club and course union content will be schedule based on a first come/first served basis

During times of high volume of communications, content may be removed from the playlist prior to the specified end date.