

There are many websites which deal with how to create effective, eye-catching digital signage screens. These cover such items as text size, branding, image use etc. This document suggests best practices specifically when creating signage using ArtioSign on the AvediaServer.

## Size Considerations



- 16:9 aspect ratio
- 1920 x 1080 pixels



- Both portrait and landscape modes are supported
- Depending on model, storage is 100Mb to 32GB (larger storage typically only required if using video files)

## Images



- PNG (with support for transparency)
- RGB JPEG
- GIF (static)



- Size images to the required dimensions before inserting into the signage, as this keeps the file size down
- Aim to use PNG images for graphical elements, such as logos
- Use JPEG for photographic images



- Use graphic layering and PNG transparency sparingly, as multiple images increase the disk space and memory needed. It is better to create the required layered effect within a graphics package and upload a single image

## Video



- MPEG Transport Stream formats are supported



- Built-in file conversion enables you to drag/drop the following formats into the video signage element: these are then automatically converted into a compatible format
  - **Video:** MPEG-2, H.264 (AVC), H.265 (HEVC), VC-1, Theora, WebM, (VP8), Google (VP9), H.263, MPEG-4 Part 2, MJPEG, JPEG2000, WMV7/9, raw video (YUV4MPEG2)
  - **Audio:** MPEG-1 L2, WMA, MPEG-2 AAC, MPEG-4 AAC, HE-AAC, Vorbis

# Creating Signage using ArtioSign

## Text



- Static single line
- Static multi-line text (paragraph)
- Scrolling left/right ticker feed text
- RSS feed (paging)



- Load additional fonts by dragging the True-type (TTF) font file from your PC and dropping it onto the Text element
- Make sure your text is legible from a distance
- Keep the message short and concise – 3 lines of text with 5 words or less or 5 lines with 3 words or less
- Use no more than two different fonts - sans serif displays better than serif or italic
- Text colour should contrast with background colour so that it is clearer



- Do not use more than one “scrolling” text (text or RSS) on a signage screen

## Additional Signage Elements



- Twitter
- Weather
- Web element
- Date
- Time
- PowerPoint files or PDFs



- The Web element only supports pages which can be used in an iframe



- PowerPoint animations are not supported
- Flash is not supported

## Additional Considerations



- Layers and transparency can be used within all signage screens - this allows you to use effects such as rounded corners
- Ensure that text is large enough to be read at a distance



- When using layers and transparency effects, bear in mind that the more images used, the more disk space and memory are required for the signage

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