

# **BIG SCREEN, PIAZZA**

## Guidelines & Content Specifications

Mar 2022



WARWICK

The Warwick University logo, which consists of a stylized white 'W' shape with a black outline, positioned above the word 'WARWICK' in a bold, sans-serif font.



## What is it?

**The Big Screen in the Piazza provides a vital opportunity to get key communications out to students, staff and visiting members of the public.**

It can be used to promote events, offers, activities and announcements relating to life at Warwick. The screen has been used to support Graduation ceremonies, broadcast sporting events, stream live events, promote clubs and societies, advertise events, gaming events and cinema nights.

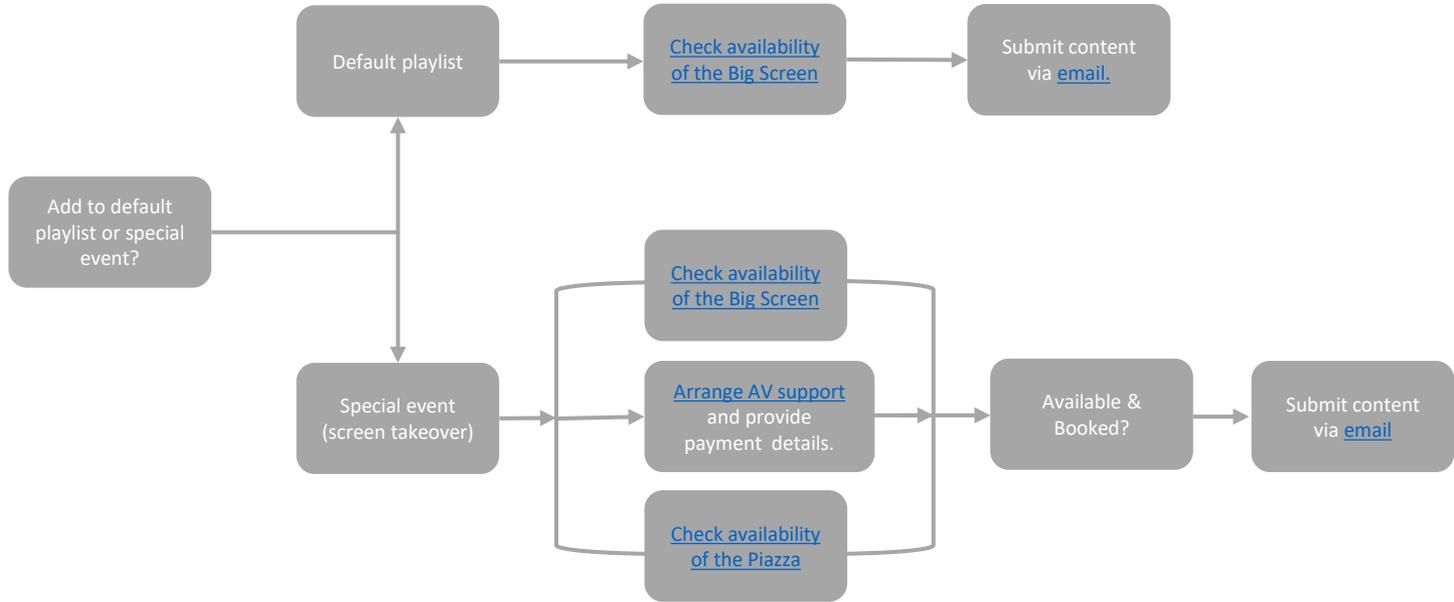
The screen is not intended for external advertising, or for sharing strong views/opinions. Content shown must be U/PG rated due to the broad range of people visiting campus.

The broadcasting schedule is available [here](#).



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# Booking Process



## Special Events

**For special events held in the Piazza it is possible to arrange a 'takeover' of the large screen, displaying content that specifically relates to your event. To do this, please follow the big screen booking process as outlined in the previous slide.**

If you would like to book the screen to support an event, please **contact us at least two months in advance** so we can work with you to understand the requirements, identify resource needs and make the event successful.

The following information may help you at the initial stages of planning:

- Films can be hired to be shown on the screen. These require 14 working days to book via Filmbank and we restrict films shown on the screen to PG and U only. The average cost of a film license is £300 which covers the license to screen the film to an audience. Some newer titles will be more expensive and some titles are not released if there is a remake or follow-up film being planned. DVDs and films recorded from TV Channels cannot be shown without the appropriate licenses. The booking for this is managed via [Clive.Singleton@warwick.ac.uk](mailto:Clive.Singleton@warwick.ac.uk), General Commercial Manager.
- AV Support may also need to be booked for your event. This is free of charge during office hours. It is charged at £20ph outside of office hours and the minimum charge is 3hrs.

## Special Events (cont.)

- DVDs and other formats need to be supplied to AV Services at least 48 hours prior to an event to allow for any formatting and testing required.
- We hold the relevant licenses to broadcast music in the Piazza but the **content owner should still have permission to use any imagery, footage and sound. It is the content owner not the Big Screen team, AV Services or the University that will be liable for any action brought about by this.**
- Live TV programmes, including films can be shown on the screen within our Freeview license. We do not currently have SKY licenses to stream their channels or to show online programmes.
- Activities and events which require support from AV Services outside of normal office hours, will be charged at £20 per hour (minimum. 3 hour charge).
- To stream live events, we will need to test the link beforehand. AV Services will provide onsite support for these events and testing which, again, if outside of normal office hours, will be charged at £20 per hour (minimum. 3 hour charge).
- The screen audio system can be used and can be linked to radio mics as required. This service needs to be booked through AV Services.
- Fixed cameras can be set up in a number of rooms around campus to stream events onto the screen. However, we can only set up single cameras and the footage streamed will be limited.

## Special Events (cont.)

- Gaming consoles can be used with the big screen. Consoles and games are not supplied by AV Services or the Digital Signage team but we will look at supporting events using supplied consoles and games. In line with the film restrictions, games should be suitable for audiences of all ages and we reserve the right to refuse any games that we feel may breach this.
- We cannot arrange the weather for you so alternatives should be planned.

**We reserve the right to cancel your event without prior notice due to size of event, security issues, copyright infringement, inappropriate content, weather etc.**

The takeover will run during the time of your event and will automatically switch back to the default rolling content deck when your event finishes.

You can display various types of content on the screen during your takeover:

- Images
- Films
- Interactive gaming
- Live streaming from websites, Teams etc.
- Live social media feeds

Please contact us at [bigscreen@warwick.ac.uk](mailto:bigscreen@warwick.ac.uk) if you have an idea you would like to use the screen for and we will do our best to accommodate it if possible.

# Copyright

When using an image, video footage or music, it's important to ensure that you are not infringing any general data protection regulations or copyright, and that the photographer/videographer is acknowledged as required. Websites such as [Pexels](#) provide royalty-free images. YouTube have a good selection of royalty-free music to choose from ([www.youtube.com/audiolibrary/music](http://www.youtube.com/audiolibrary/music)) and it's free! You can find GDPR-compliant images in the university [image bank](#) (email [Marketing Resource](mailto:Marketing.Resource) to request access).

If you have any questions about copyright, please email [marketing@warwick.ac.uk](mailto:marketing@warwick.ac.uk).

## Filming and photography consent

When filming or photographing individuals or groups of people, you are advised to gain their consent first.



# Content Specifications



## Pixel Size

Main zone:

**480 x 270px**

Or 16:9 aspect ratio

Bottom bar:

**480 x 66px**

*(default: clock banner)*

**Artwork needs to be supplied at exactly the stated pixel size resolution. No trim, bleed or safe-area is required.**

## Acceptable Creative Types

✓ Film ✓ Animation ✓ Image

## Format for Films / Animations

- MP4
- 720p (1280 x 720) or 1080p (1920 x 1080)
- Ideally 30 secs – 1 min long (2 mins max)
- Audio to be -12db quietest & -6db loudest

**Remember you need to capture your audience's attention and get your messages out quickly, as they are passing by.**

## Format for Images

✓ Jpeg / png / PDF ✓ RGB ✓ 72dpi

## Design Tips

- Keep text simple, short and in large font
- Consider your audience
- Include a clear call to action
- Proof read
- DO NOT include QR Codes (these can't be read from the big screen)

## Artwork needs to be delivered:

- **Slides:** 7 working days prior to launch
- **Films:** 14 working days prior to launch

We like to have a diverse range of content up on the screens, but it may not always be possible to include all submissions. We will advise you on this, and suggest alternatives, if we can't include it.

[Email](#) for more details.

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# 5 ways to make a good screen graphic

## 1: Low Word Count

Use few words to catch people's attention quickly - it's only up there for 20 seconds at a time.

### Like this:



### Not like this:



## 2: Clear Call to Action

Make the call to action clear and unambiguous. URLs should be as short and memorable as possible – [go.warwick](http://go.warwick) is your friend.

### Like this:



### Not like this:



## 3: Readable Text

Text should be big and stand out clearly. Use colours that have high contrast (the most extreme being black and white).

### Like this:



### Not like this:



## 4: Generous Spacing

Don't clutter up your slide. Keep different elements spaced out from each other, and from the sides of the screen.

### Like this:



### Not like this:



## 5: No Warwick Branding

The screen already has Warwick branding across the bottom. Remove any logos or keylines – they're only taking up space and cluttering up your screen.

### Like this:



### Not like this:



# Important things to consider!

## **Rating**

Content must be U/PG rated. Anyone can view the screen at any time; students, staff and visitors alike. Remember there is also a nursery on site.

## **Context**

Could it, or an element of it, be taken out of context? What impression might this have on an audience? The big screen has a largely transient audience so we have to assume anyone might see any part of a piece of content, at any point.

## **Religion**

The University has a diverse mix of religions, which we should celebrate. Content from religious societies should be treated as with every other type of content.

## **Impartiality**

Does the content show favouritism? The voice of the University is represented on the big screen and, although it remains a platform for others to express opinions, we should remain impartial in instances where conflicting opinions might be an issue. How do we do that? We ensure that it's always clear whose opinion it is i.e. where the content has come from. Is it an SU event? Make sure that's plainly obvious.

## **Harm and Offence**

It goes without saying that the content should not be offensive, but this is more difficult than simply ensuring there are no swear words (although that is very important). Might the content contain triggers? Consider cultural sensitivities, race, religion and sexuality.

## Things to consider (Cont.)

### **Privacy / Contributor Protection**

Does a piece of content show someone in a negative light? Are you sure they're aware this is going on the big screen? We need to protect students, staff and members of the public from privacy violations. We may choose not to show a piece of content due to its potential to upset to the contributor after being screened publicly.

### **Politics / Public Policy**

We can't side with any political party and/or policy. The screen should remain impartial whilst being able to remain a platform for debate. Encouraging interaction and engagement with the political systems, including our own, is welcomed but we cannot be biased. As with 'Impartiality', it must always be apparent where the content has come from.

### **Conflicts of Interest**

Might something on the screen be in conflict to some other activity at the university? Take for example; the public are paying to see a production at the Arts Centre and we get approached to show the same show on the big screen. Would this detract visitors from the Arts Centre?

### **Editorial Integrity and Independence**

We need to carefully consider content to uphold our editorial integrity. In the case of religion, we must treat all with fairness and equality. These rules are for everyone - we cannot pick and choose who they apply to. Sometimes this means making the difficult decision to say no to content, because we know we can't say yes to everyone. For example, we often gets asked to display birthday messages on the big screen. Due to resource requirements, this isn't something we can offer to everyone and so have to say no.

# IDEAS FOR THE BIG SCREEN?

Contact us if you have any ideas for different types of content, how you would use the screen to support your society, club or department or would like to put on an event using the big screen.

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[bigscreen@warwick.ac.uk](mailto:bigscreen@warwick.ac.uk)

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