OCULUS SCREENS

Guidelines & Content Specifications

Mar 2022

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What is it?

The Oculus Video Wall is located in the ground floor foyer and has 3 display options:

1) **4 Portrait screens**
2) **Full Screen**
3) **3 + 1 screens**

The Screens in the Oculus provide a vital opportunity to get key communications out to staff, students and visitors alike who are attending conferences, meetings and events in the building. These screens have been used to convey conference information, signage, videos and generic background graphics.

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

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Daily Schedule

Each day, the Oculus Screens show a playlist of varying content. Sometimes the screen is taken over for specific events, such as open days, family days, graduation, conferences etc.
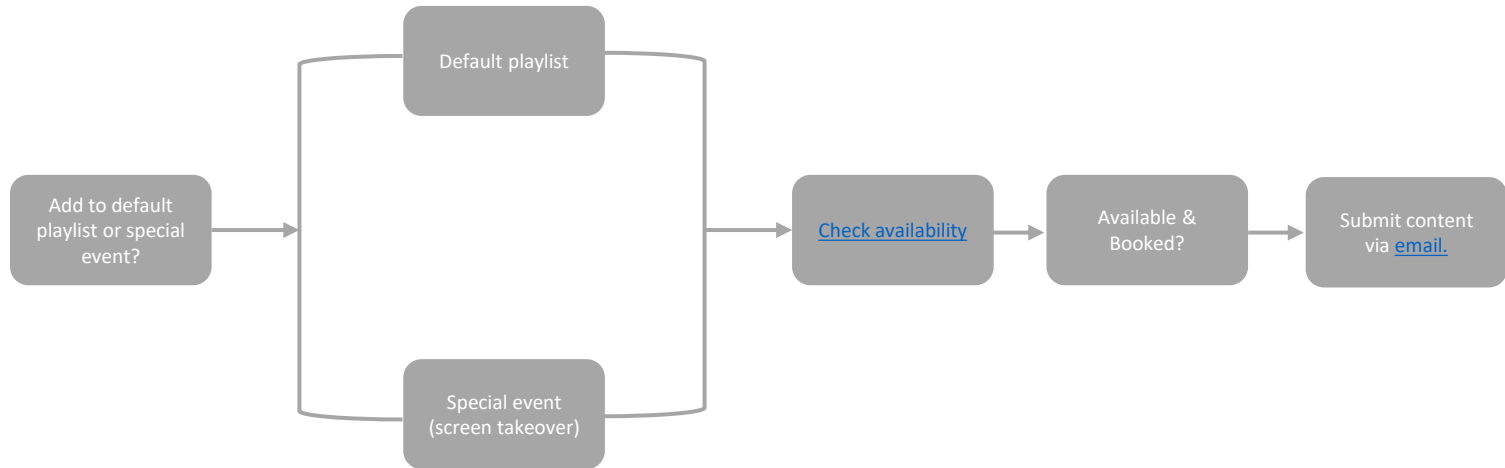
The default schedule contains:

- Wayfinding information
- Building notifications
- Energy information
- Careers & Skills information
- Generic chemistry images
- Campaign specific items.

If you wish to take over the Oculus screens, to support your event or conference, please follow the Oculus booking process as outlined in the next slide. 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 (please note, there is no audio available)

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Oculus Screens Booking Process


```
                    ┌──────────────────┐
                    │ Default playlist │
                    └──────────────────┘
┌─────────────────┐
│ Add to default  │
│ playlist or     │──→
│ special event?  │
└─────────────────┘
                    ┌──────────────────┐
                    │ Special event    │
                    │ (screen takeover)│
                    └──────────────────┘
                                          ┌───────────────┐   ┌──────────────┐   ┌──────────────────┐
                                          │ Check         │──→│ Available &  │──→│ Submit content   │
                                          │ availability  │   │ Booked?      │   │ via email.       │
                                          └───────────────┘   └──────────────┘   └──────────────────┘
```

Copyright

When using an image or video footage, 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. You can find GDPR-compliant images in the university image bank (email Marketing Resource to request access).

If you have any questions about copyright, please email: 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 – Generic information

Acceptable Creative Types

- ✓ Films/Animations (no audio)
- ✓ Images/PDFs
- ✓ Tweet Walls

Design Tips

- Keep text simple, short and in large font
- Consider your audience
- Proof read

Tweet Walls

We can display URL Twitter Walls that are moderated by a member of your team. We just need you to provide the display URL and proof of moderation.
Available at an extra cost.

**Artwork needs to be delivered**:

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

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

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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Content Specifications - Option 1: 4 Portrait screens
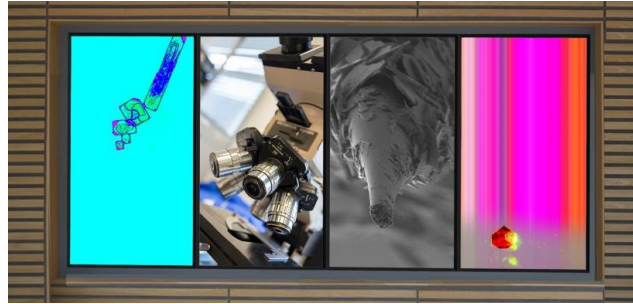
In this mode the 4 screens operate independently from one another, showing content in Portrait.

Each screen operates on its own and content does not play in sync. If you would like all of the screens in the video wall to show content together, please see option 2 on the following page.

Images

PNG / JPEG / PDF
9:16 or 2160 X 3840px (UHD)

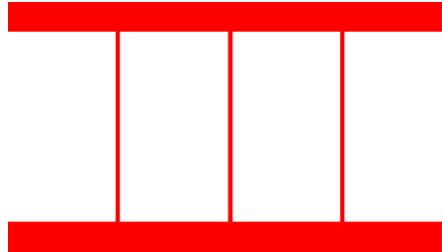## Films / Animations

MP4 (no audio)
9:16 or 2160 x 3840 (UHD)

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Content Specifications - Option 2: Full screen

Images

PNG / JPEG / PDF
16:9 or 3840 X 2160px (UHD)

Films / Animations

MP4
16:9 or 3840 X 2160px UHD (no audio)

In this mode some content is lost behind the frames between each of the screens.

The combined width of the 4 screens is longer than the standard 16:9. This means when content is created at a 16:9 or 3840 X 2160px the top and bottom of the content is cut off.

To help you make content that fits properly an overlay grid has been developed. The grid can be found here:

Place the PNG file on top of your artwork, when still in the development stage. All the areas that get covered in red will not appear (as this is a PNG file the areas that appear white in this document are actually transparent).

It is important to take this into account when developing content so you know lose any key information and details don't become illegible.

This can be used in most graphic editors (Photoshop, Illustrator, PowerPoint), and most video editing software to help you when designing your content.

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Content Specifications - Option 3: 3 + 1 Screens

In this mode, three screens work together to create a 16:9 display and one screen forms a portrait display.

Both displays operate on a separate playlist so can show different content.

Because of the way the 'three' screens knit the image together, to prevent distorting the image some of the content is lost behind the frames between each of the screens (as per option 2). The PNG can be overlaid during the development process to ensure no key information is lost.

The first three screens display landscape content at "16:9 or 3840 X 2160px UHD"

Images

PNG / JPEG / PDF
16:9 or 3840 X 2160px (UHD)

Films / Animations

MP4 (no audio)
16:9 or 3840 X 2160px (UHD)

The fourth screen displays portrait content at "9:16 or 2160 X 3840 UHD"

Images

PNG / JPEG / PDF
9:16 or 2160px X 3840px (UHD)

Films / Animations

MP4 (no audio)
9:16 or 2160 x 3840px (UHD)

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Things to consider

Rating

Content must be U 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 Oculus Screens have 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 Oculus Screens 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.

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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 Oculus Screens? 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 cause upset to the contributor after being screened publicly.

Politics / Public Policy
We can't side with any political party and/or policy. The screens 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 footage on the Oculus Screens. 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 get asked to display birthday messages on the screens. Due to resource requirements, this isn't something we can offer to everyone and so have to say no.

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IDEAS FOR THE OCULUS SCREENS?

Contact us if you would like to use the screens to support your conference, meeting or event.

bigscreen@warwick.ac.uk

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