

D.I.Y. Departmental Digital Signage
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Abstract:

Digital signage is becoming ubiquitous in public spaces, and is ideal for library service desks. While some campuses provide the hardware, software, and logistical support for the library's digital signage, others do not. In the absence of a campus-wide system, I implemented digital signage on a departmental level. Using existing equipment, PowerPoint, and coding that allows for remote updating, my department replaced our paper signs with digital signage. This session will provide an overview of our setup, examples of use, and best practices.

Goals:

- Reduce the number of static paper signs at the service desk
- Provide additional information not normally displayed at the service desk
- Create more engaging/eye-catching material

Installing the Signage

- Hardware: a Dell GX-620 computer and two Dell 17" flat-screen monitors
- Software: PowerPoint (files are PowerPoint Slide Shows)

Content (updated as needed)

- Hours
- Departmental policies
- Upcoming workshops and library gallery events
- Facebook and twitter information
- Information on services and facilities

Best Practices

- Keep it simple; the fewer words, the better, with one message per screen
- Limit the number of screens (no more than 6; I use 3 – 5)
- Each screen runs approximately 10 seconds, with transitions between slides
- Use large sans-serif fonts

Updating Your Signage

- I update signage remotely using bat files
- Staff turn the signage PC on at opening and off at closing; the slideshow runs automatically

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