



CREATING DISPLAY CONTENT THAT SELLS

DIGITAL MESSAGE DISPLAY TECHNIQUES

OBJECTIVE

The information in this guide will help you to understand best practices and to create digital display content that wins the glance. Before you can create outstanding content, you must decide what you want to convey to your target audience. The following questions and information will help you determine the goal of your content and how to create an effective message.

- What product and/or service do you want the public to know about?
- Do you offer products desired at certain times of day?
- What are the age groups passing by your facility? Do you need to promote different products to different demographic groups?
- Do you offer seasonal products or services?
- What differentiates you from your competitors?
- How do you reach out to your community? What charities do you support?

* Remember digital signs are effective because of their ability to easily change. The content on a digital display must be brief to be effective. Traditional signage and advertising has one chance to convey all necessary information to your customer. A digital sign, on the other hand, can display multiple messages that appeal and inform customers of your products and services.

DESIGN PRINCIPLES

1
LAYOUT

2
FONT

3
COLOR

Consider these design principles when creating content for digital displays. Remember, these are basic guidelines, and each individual will need to assess the traffic pattern and viewing distance for their location in order to determine what works best for their business.

TIP: Change content at least once a week to hold your audience's interest.

BREAKING IT DOWN

Content must be simple, bold, legible and brief.

GOOD



WHY DOES THIS CONTENT WORK SO WELL?

- The design is simple with good use of contrast.
- The text and graphic center on the consumer's interests, not the retailer's.
- The size of the text is large and uses all of the display space.
- The layout uses effective color and the graphic supports the message.

* All examples featured in this publication utilize the media kit graphics for version 4 users (that come free with Daktronics LED message displays) or catalogs that are available for purchase. These images are easily customized with Venus® 1500 software.

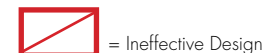
BAD



WHY DOES THIS CONTENT CONFUSE VIEWERS?

- The design has too many elements to focus on.
- It contains too much information.
- The text does not flow naturally.
- The design has too much color for no reason.

TIP: Ask your audience to take action, such as "Call Today."



= Ineffective Design

DESIGN PRINCIPLE 1

LAYOUT

DEFINITION OF LAYOUT

As you create your display content, think about what is most important for your customers to know. Once you decide on the goal of your message reduce your elements to the **one** or **two** most important pieces of information (including both text and graphic elements).

People absorb information in chunks. Their eyes move across the display and then down. With this in mind, order each informational element according to visual importance. The most important piece should get the greatest attention.

To further help viewers, make the most important piece of information the largest and brightest.

You will only confuse your viewers if you:

- Overlap your content elements
- Clutter the content with too much information
- Use bright colors that compete with each other
- Keep all the elements the same size

**See examples at right*

ARRANGING ELEMENTS IN ORDER OF IMPORTANCE



Visual Clutter



Visual Importance

THE GOAL OF YOUR MESSAGE

Level A:

In the example, "Call Today" dominates the presentation because it is of greatest importance in this message.

Level B: Additional information, the phone number, supports Level A. (In the example, the information is easily read and interpreted)

Use graphics and text to capture the viewer's attention for quick and clear communication.

* In this case the background, the phone, is the supporting graphic and the text provides the detailed information.



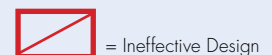
EXAMPLES OF GOAL ORIENTED MESSAGES



Visual Clutter



Visual Importance



DESIGN PRINCIPLE 2

FONTS

BLOCKS OF INFORMATION

Again, to enhance readability and comprehension, use a limited amount of text. As a general rule, use no more than two or three elements, including logos, images, pricing and tag lines.

Keep in mind that readers scan across and then down, reading text in blocks and not letter by letter or word by word. So for quick comprehension, use a graphic or very limited text.

Digital copy changes on LED displays are easier to make than printed copy changes on printed materials, such as newspaper ads. As such, digital content can and must be pared down even more than printed advertisements because a digital advertising campaign can use content for different parts of the day or week.

SELECTING EFFECTIVE FONTS

Select fonts that are easy to read from different viewing distances, such as large, bold fonts. Remember to use text containing both upper and lower-case characters when you have a long message. Using text with all caps should be limited to short messages of 3 words or less.

EXAMPLE:

Normal

ALL CAPS

Bold

Also, choose a sans serif font unless the serif font is bolded. Otherwise, the little strokes at the ends of the serif font won't be visible to the viewing audience.

EXAMPLE:

Sans Serif

Serif

Regular

Bold

Using a limited amount of text will help viewers' readability and comprehension.

Outlining the letters and using drop shadows can also increase readability.

EXAMPLE:

Drop
Shadow

Outline

TIP:

When possible, look at the content on the actual display after creating the ad to make sure it's easy to read.

DESIGN PRINCIPLE 3

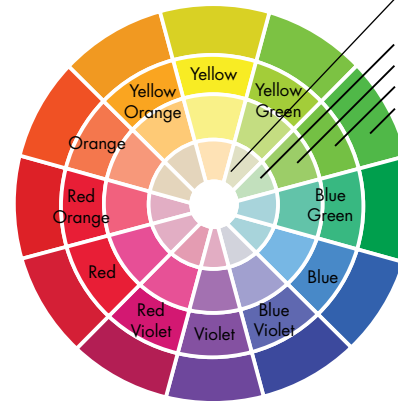
COLOR

WHAT COLORS TO USE

Take full advantage of your display's color capability by using rich, vibrant colors. Bright, saturated colors (colors with no white in them) work better than pastel or low-contrast colors. The color wheel to the right will help you see what choices you have.

Certain colors tend to evoke specific emotions or ideas, so choose them carefully to help support products and ideas. See chart below:

COLOR WHEEL



Need to stay away from two center rings

Complement
Tint
Hue
Shade

Tint:
Hue + white
(will lighten the color)

Hue:
The pure color

Shade:
Hue + black
(will darken the color)

| COLOR | EMOTIONS EVOKED |
|----------------------|---|
| Red | Stimulating, exciting, provocative, dynamic |
| Red Orange | Domination, aggression, and action |
| Orange | Friendly, vital, playful, energizing, inviting |
| Yellow Orange | Illumination, wisdom, and wealth |
| Yellow | Sunny, warming, cheerful |
| Yellow Green | Sickness, cowardice, discord, and jealousy |
| Green | Soothing, nature, refreshing, healing, fresh |
| Blue Green | Emotional healing and protection |
| Blue | Cool, quiet, serene, constant |
| Blue Violet | Uniqueness, preciousness, royalty, and sacredness |
| Violet | Creative, regal, spiritual, mysterious |
| Red Violet | Energetic, happy, sweet, romantic, youthful |
| Black | Strong, classic, elegant, mysterious |

TIP: Choose a color or graphic that supports your essential message.

COLOR

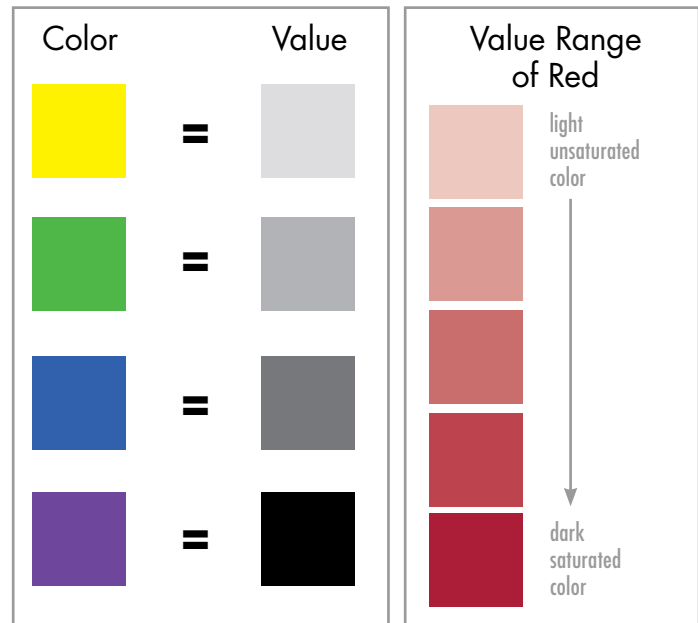
USING CONTRASTING COLORS

Select colors that provide good contrast to make your content more appealing and easier to read. Achieve effective contrast by using colors with different values (how bright or dark a color is).

Use the chart at the right to build your content. You can see that yellow is a bright color with a very light-gray value. Purple, on the other hand, is a dark color with a black value. Therefore, using yellow and purple together provides very good contrast.

By looking at the chart again, you can see that yellow and green aren't the best colors to use together because the contrast between the two is so low. Solve this problem by using a darker green that has a darker value to increase contrast and readability.

The value range chart on this page shows you how each color (in this example we used red) has a number of values to choose from. This makes contrast easy to achieve.



TIP: Red and yellow text or background looks good at almost anytime of day. }

Always review your content to see how it looks on the actual display, because it can look differently on a computer monitor.

Do all of the elements stand out? Review the graphics on this page to see the importance and understand contrast.

Color



Gray Scale



The bottom image uses hues of red and green that have the same tonal value. It is difficult to distinguish between background and text. This produces an effect called “vibrating.” After converting content to gray scale for Daktronics testing purposes, the advertisement’s tonal contrast is apparent.

WORDS TO KNOW

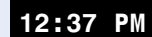
Animation*

Graphic elements of content with motion to create a special effect. Common formats: .avi, .mp4, and .mpg.



Contrast

The difference between color values in a layout or the animation. An example of high contrast: the use of yellow text on a black background. Use of low contrast: red text on a green background.



Fixed-width fonts

Characters using the same amount of physical space.



Gradation

Smooth, gradual change from one color to another. For this example pink gradually changes to red.



Graphic

Pictorial representation of content, picture or image, usually in .png, .bmp, .gif, .jpg, formats.



Serif and sans serif fonts

A serif is the fine line finishing the main strokes of a letter. Typefaces either have serifs or don't (sans serif).



Still*

Static graphic for use in areas that prohibit moving content.

Common formats: .png, .jpg and .gif

*For more definitions of content related terms, visit: www.daktronics.com/commercialcreativeservices

TIP: When using a colored background, outline the text in black for greatest readability. }

SOMETHING TO CONSIDER

**Black Backgrounds:**

For digital displays, black is the absence of color. Black is created with the use of less light. White is the blending of all colors and the use of more light in digital displays.

Black or dark backgrounds are easy on the eye and attractive, especially at night.

**White Backgrounds:**

Avoid white backgrounds. With this type of technology, the use of emitted light, white or very light colors may repel the eye—not the desired response in advertising. Additionally, white backgrounds use more energy than content created with a black or dark background.

If white is necessary in your presentation, consider limiting its use for daytime advertisements.



= Ineffective Design

TIP: Add the prices of the products or services you promote whenever you can.

ADDITIONAL PRINCIPLES

AND TECHNIQUES

IMPORTABLE IMAGE FILES

- Choose photos to import that have a smooth gradation (smooth change from one color to another) of color shades and don't contain much detail.
- To add interest to an image, only show a portion or focal point of it.
- You may need to change the size of an image or video to fit your display and then crop it so it will look its best.
- For the most attractive images, use those in raster format (.jpg, .png, .gif, .bmp, and .tif) and set them at 72 ppi.
- Logos appearing on a black or colored background will be more effective than logos on a white background.
- Venus® 1500 control software can import .avi, .mp4, .mpg, .mpeg animation sequences, as well as .bmp, .png, .jpg, .jpeg, .gif and .tif graphic files.

smooth gradation and limited amount of detail



full image vs. portion of the image



logo on black background vs. logo on white background



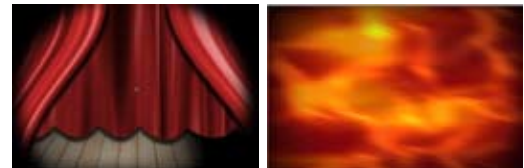
COMPLETE CONTENT OFFERINGS

DAKTRONICS CREATIVE SERVICES

Win the glance and drive sales. Daktronics Creative Services is here to help you build the kind of compelling content that attracts attention.

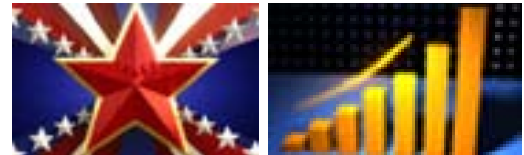
MEDIA KIT

Our Media Kit contains nearly 250 pieces of content and comes FREE with every Galaxy® and GalaxyPro® Revolution™ video display. This content helps you create effective messages immediately so your ad campaign is ready once the installation is complete. Download the Media Kit through your Venus® 1500 control software. Need help? Please call 1-866-343-3122, and ask for the Venus 1500 Help Desk.



CONTENT CATALOGS

We create our content catalogs to be affordable. Our template animations or still graphics are completely customizable with the Venus 1500 software. One catalog contains 5–7 messages. Just go to our website to shop, click, download, and use: www.daktronics.com/commercialcontentcatalogs. We update our catalogs often. Save our link in your favorites and check our pages to see exciting new content.



DO YOU NEED MORE CONTENT?

CUSTOM CONTENT

Looking for something unique? Creative Services can create custom content specifically for you. We will consult with you to discover the direction you'd like your messages to take and to develop your ideas using personalized logo treatments, animations, stills, and text messages. We provide quotes on an individual basis to meet your advertising budget; just contact commercialcreativeservices@daktronics.com to get started!



For more examples of our custom content, see the Sterling McCall photo on the front cover of this brochure, or visit our website at www.daktronics.com/commercialcreativeservices.



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