UniSign Submission Guidelines
Last Updated 31 May 2013

Content management

The Engagement – Digital team are responsible for displaying content on screens. The team will aim to meet content providers needs through consultation. From this the Digital Team will make an informed and final decision on the prominence of content and how to best convey the message in accordance with RMIT’s Brand Guidelines.

Content guidelines

Content should ideally tie in with existing promotions and services and be of significance (minor promotions are better distributed via email, myRMIT and social media outlets). The following notes apply:

Call to action
All messages should contain a call to action. This for example may be “Visit the Hub”, “Sign up for a library tour” or visit a specific website.

Content Quantity
Please be selective with content as there may be a need compromise with other providers when supplying information for the screens. If each content provider insists they need 20 messages up at any given time, everyone’s message will be diluted through information overload.

External content and advertising
Should not be used, with the exception of content associated with one of RMIT’s Strategic Partners. Strategic Partner content should only be displayed when clearly tied in to an existing RMIT campaign or event. These messages should be branded as RMIT and not appear as advertising from our strategic partners.
**Content specifications**

Screen content is not static and viewers have a limited time to read information, therefore the following specifications are recommended:

<table>
<thead>
<tr>
<th>Heading</th>
<th>Maximum: 10 Words</th>
</tr>
</thead>
</table>
| Text    | Ideal: 3-5 Words, 22 Characters  
          | Maximum: 21 words, 140 characters |
| Image   | 1080px x 1920px JPG |

**Content distribution**

There are a number of distribution lists across the RMIT:

| Building 80 Thoroughfare 1 | 46” and 55” portrait |
| Building 80 Thoroughfare 2 | 46” and 55” portrait |
| Building 80 BusinessCentral | 46” and 55” portrait |
| Building 56,57 & 70 TAFE | 42” and 55” landscape |
| Building 8 Swanston Library | 42” landscape |
| Building 210 Bundoora Library | 42” landscape |
| Buildings 8,10 & 202 EyeCorp | 2x Portrait Displays  
                               | 3 Weeks Minimum Notice |

If you have a preference for a specific distribution list please advise the Digital Media Team to discuss list availability.

Please note that these lists will be evolving through the remainder of 2013 and we aim to advise you of any changes and more targeted screen locations as the UniSign system is rolled out.

**Video Content**

If you’re interested in displaying a video there are several locations where this can be done.

**Video Walls**

1. Info Corner
2. Level 1 SAB (no sound)
3. Level 2 SAB (no sound)

55” Landscape Screens
1. Level 1 SAB (no sound)
2. Level 3 SAB (no sound)

<table>
<thead>
<tr>
<th>Length</th>
<th>Ideally up to 3 minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>1920 x 1080 HD</td>
</tr>
<tr>
<td>File Type</td>
<td>.mov</td>
</tr>
<tr>
<td>Audio</td>
<td>In some cases no audio is available. Videos playing in these locations should either require no sound to make sense or incorporate title cards/captions so that they can be easily followed.</td>
</tr>
</tbody>
</table>

NB: As indicated in the submission deadlines below, please allow two weeks for the video to be checked by Marketing and Communications and any changes to be made.

**Content submission**

**Submission Approval**

Various areas have individuals who oversee submissions. To avoid confusion and mixed messages content will go through them for approval. Contact details are located at the end of this document.

**Finished Artwork**

If you would like to supply finished artwork please contact the Digital Media Manager.

Please note that all supplied artwork is subject to Marketing and Communications sign-off prior to use and will need to be submitted a minimum of 2 weeks prior to distribution.

**Submission timeline**

**1 Week Minimum**

- Basic updates: submissions where the text and images are supplied and designed in house by the Digital Media Team.

**2 Weeks Minimum**

- Video, finished artwork + major campaigns: Items that require checking and sign-off by the Digital Media Team.
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