

Digital Signage at Montgomery College

Step-by Step Instructions for Content Contributors

Digital Signage is an important and powerful communication medium. Over the years, Montgomery College has invested in more than 100 digital displays throughout our three campuses and other locations to communicate information on various topics to our community of students, faculty, staff and visitors. Most of these signs were single displays or small groups of displays with very limited ability to run content throughout the College. The look and feel of sign's messages also varied greatly throughout the College and often differed from the College's brand guidelines. Therefore, the College decided that all existing and future digital signs will be brought together in a network controlled through a single template-based content management system using the Scala digital signage platform and has placed the responsibility for management of the content management system with the Office of Communications (P&P 62003/62003CP).

Using the Scala Content Management System, the Office of Communications has developed a number of templates incorporating the College's brand standards for your use when creating slides for digital signage. All that you, as a Content Contributor, need to do to create a digital message is to:

- Log in to the Scala Content Management System (we recommend that you use **Firefox** as your web browser for the best experience when accessing the Scala CMS)
- select images to accompany your message (if the template selected has an image area)
- choose a Template that fulfills your needs
- enter text and other fields for such things as headlines and text font color
- identify properties such as Start and End date
- select which screens you wish to display the slide and submit it for approval

You are able to select images from your PC as well as upload images such as College photos from the Flickr feed, copyright-free stock photos, logos, and art to add to your slides.

Before we start learning how to design a slide a word about **“Workgroups”**:

For your convenience, you have been assigned to a “Workgroup” of Content Contributors in your office, department, council, etc. to facilitate your ability to share slides you create with one another. For example:

- Germantown Campus Library Content Contributors are able to share slides with the Content Contributors at the Rockville and Takoma Park/Silver Spring Campus Libraries
- the Rockville Campus Welcome Center Content Contributors are able to share slides with the Content Contributors at the Welcome Centers at the Germantown and Takoma Park/Silver Spring Campuses
- and so on.

Sharing a slide you've created with your Workgroup creates an economy of effort - the Content Contributors on the other campuses are able to use the slide in its original form on the flat screens on their campuses and/or create a copy and personalize the message for their campus flat screens.

PLEASE NOTE:

1. **The content management system is set up to time out after 15 minutes. Be sure to SAVE your work if you step away from your workstation before completing your slide.**
2. **The RESET tab in the upper right hand corner will return your slide to the way it was the last time it was saved. It works as an “undo” and will take you back one action only.**

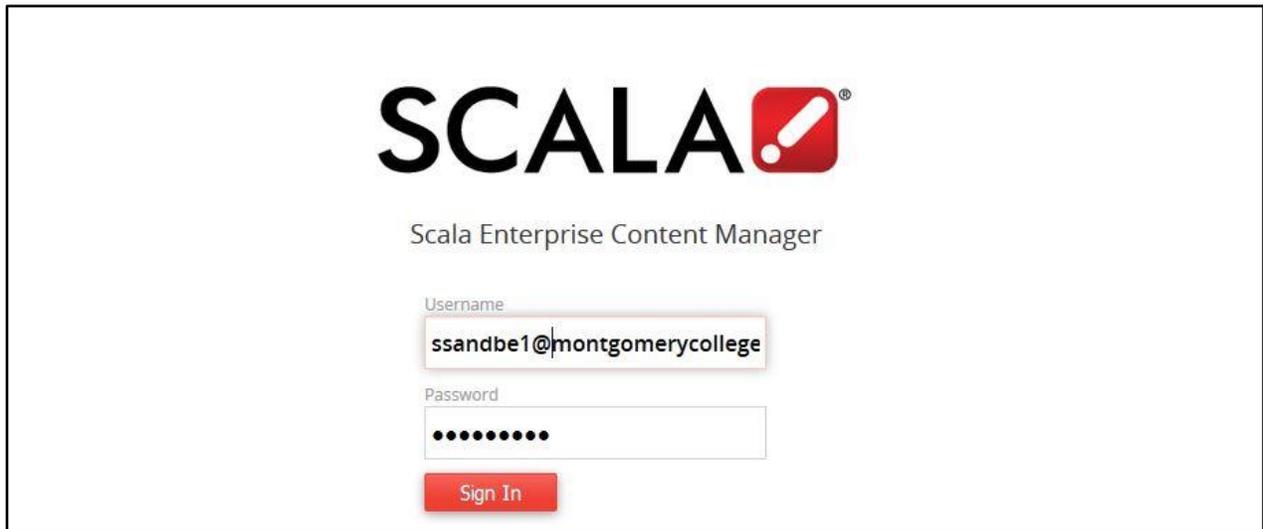
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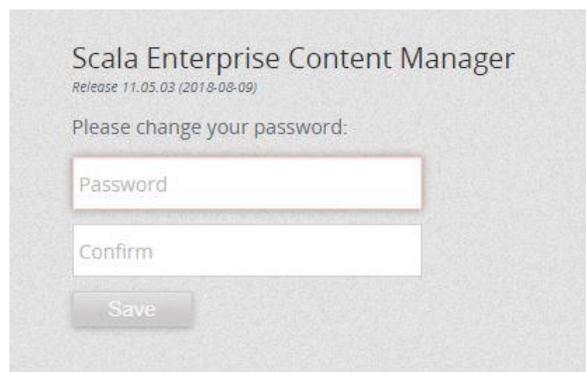
CREATING A SLIDE



1. Access SCALA at <https://avacmd29.scala.com:44339/ContentManager/> using **Firefox** as your **web browser** for the best experience when accessing Scala, and **bookmark** the URL.



2. Log in. Your Username is the same as your Montgomery College login. Your initial password is **Scala2017**. When you log on for the first time, you will be required to change your password.



3. From time-to-time, the system will require all users to update their password when they log in. You are also able to update your password whenever you wish. To do this, select **Personal Settings** in the upper right-hand corner...

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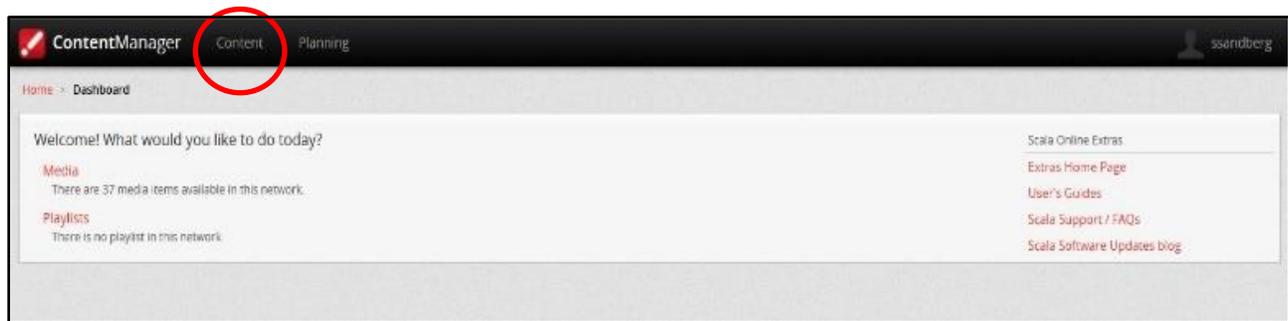
The screenshot displays the ContentManager web interface. At the top, the user is logged in as `ssandbe1@montgomerycollege.edu`. The navigation menu includes **ContentManager**, [Content](#), [Planning](#), and [Network](#). The main dashboard area shows a welcome message and several status cards: **Approvals** (1 item), **Media** (25 items), **Playlists** (0 items), and **Players** (116). On the right, there are links for [Scala Online Extra](#), [Extras Home Page](#), [User's Guides](#), [Scala Support / FAQs](#), and [Scala Software Updates blog](#). Below the dashboard, the user's profile information is shown, including the email `ssandbe1@montgomerycollege.edu`. A navigation bar contains four tabs: **Personal Information**, **Change Password** (circled in red), **Regional Settings**, and **Email Alert Settings**. The **Change Password** tab is active, displaying a form with a checkbox labeled **Change my password** (circled in red), and three input fields: **Old password** (with placeholder 'Enter old password...'), **New password** (with placeholder 'Enter new password...'), and **Confirm new password** (with placeholder 'Re-enter password...').

Select the Change Password tab, check the Change Password box, enter your old Password and your new Password twice.

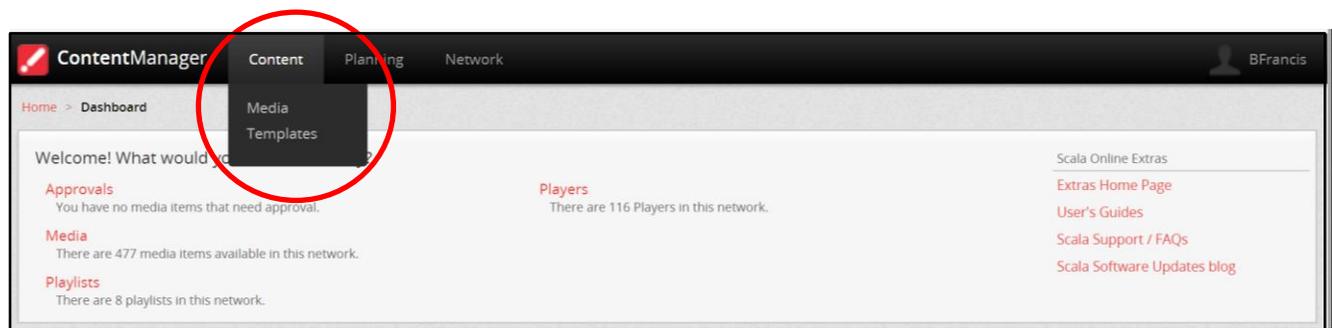
(If you should have a problem in the future with remembering your password, please submit a ticket with the IT Service Desk)

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4. Once logged in, you will see your dashboard. Scroll over the word **Content**. You will see you have two choices as a beginning point: **Media** and **Templates**.



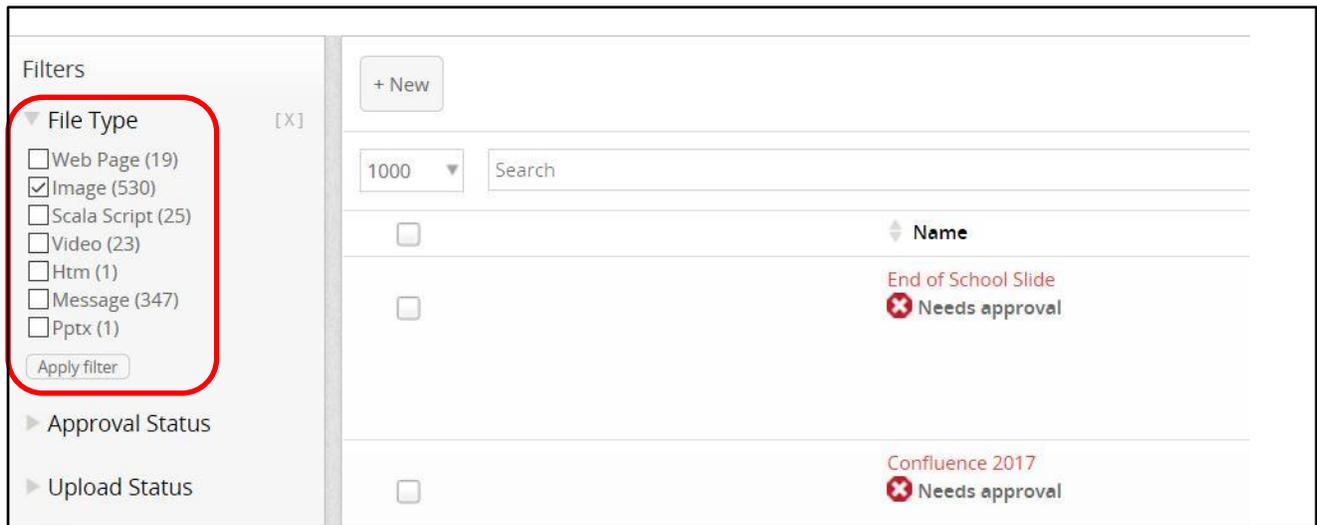
5. Select **Templates** to review the templates available to you. The standard templates include:
- Super Template (new multi-function template)
 - Full Banner template (all text slide)
 - Left Right Banner template (text and one image and a slider screen)
 - Two Photo template (text and two images)
 - Left photo template (text and one image)

IMPORTANT: If you decide to use a template that uses an image, you must first upload the image(s). To do this, scroll back over the word **Content** and select **Media**.

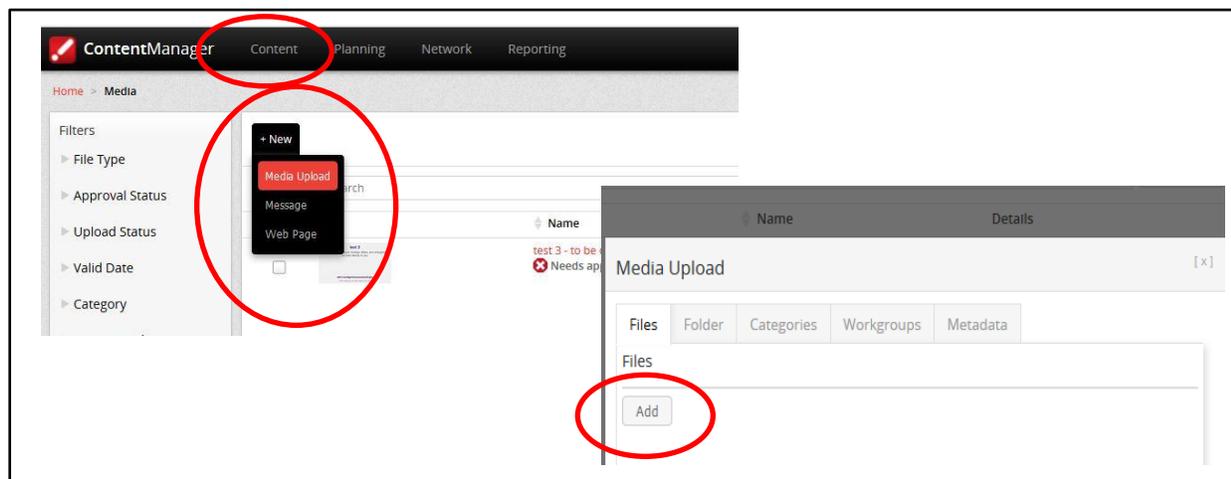
The use of an image in a slide can be eye-catching. When you plan to use an image in your slide, the image *must be available* for use in Scala before you start creating the slide. Start by seeing what images are available to you. You may find that your department has loaded some approved images as well. You will also see many other types of media such as previously created slides.

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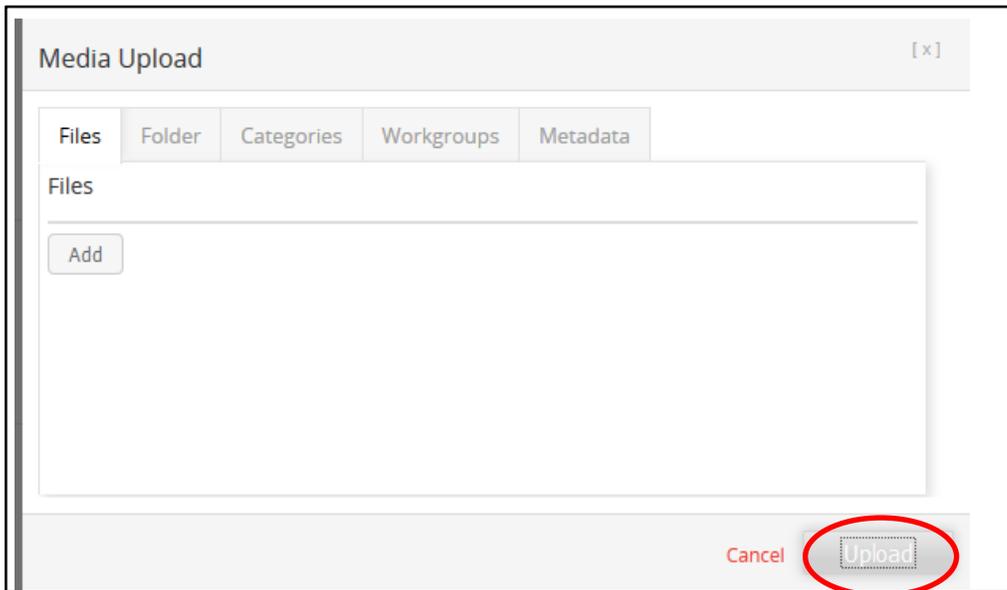


You can filter the Media to show only Images by selecting **File Type** from the left menu and checking the box next to **Images** and clicking the **Apply filter** box.



6. If you don't see an image that you wish to use, you can upload an image from your PC.
 - Roll over the word **Content** in the menu bar, select **Media**; roll over **New** and click on **Media Upload**.
 - Click **Add** to browse through the pictures you have saved in your Pictures folder, then select and open the picture.

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- Finally, click **Upload**.

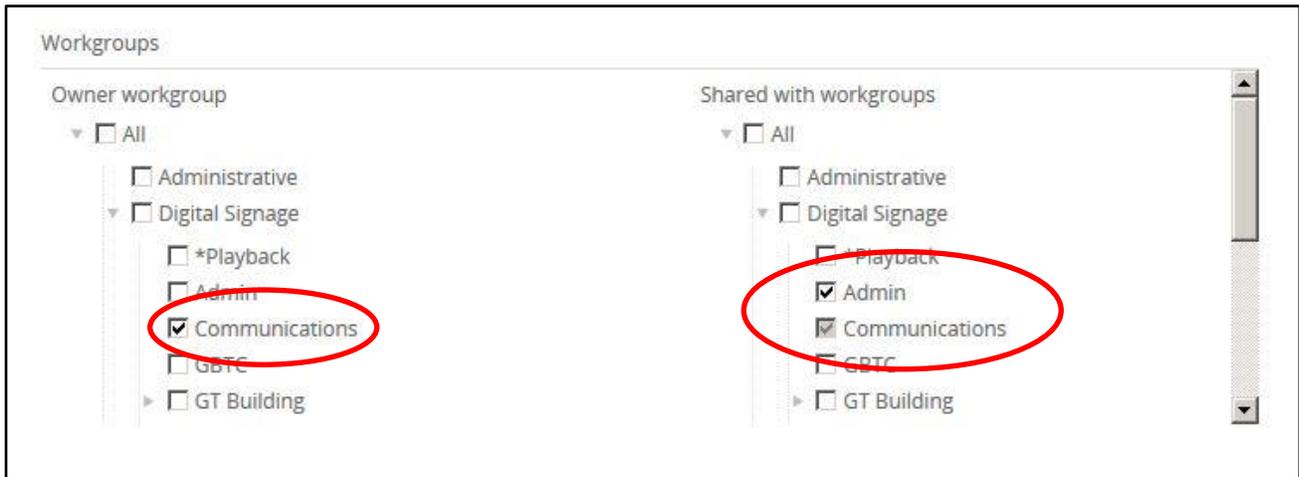
PLEASE NOTE: When you upload an image, it will use the same name that it already has on your computer. *Renaming the image something unique before uploading is required!*

Renaming it something unique is required because Scala will only allow one image with a given name in the system. If the image name has been used by someone in a different Workgroup, you will receive a warning that the name is not available and you must select another name. If the image name is a name that you or someone else within your Workgroup has uploaded, that image will replace the image already in the system *WITHOUT WARNING* – and will replace that image in every slide (active or expired) in the system.

PLEASE NOTE: We have streamlined the approval process so now you no longer have to set the metatag to Background and the images that you upload are **automatically approved when uploaded**. As long as you have followed the steps above, your image will automatically appear in your template when you are ready to create your slides.

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7. Images you upload are automatically assigned to your Workgroup. This means that only the Content Contributors in your Workgroup can see or use your images.

If you wish to share an image with one or more other Workgroups, check the box next to each Workgroup in the right hand column and then click **Save Changes** or **Save & Close**.

9. If someone wants to share an image with you: you will see that image will say “**(shared – view only)**”. This means that you can use this image in a Template, but you cannot make changes to it.

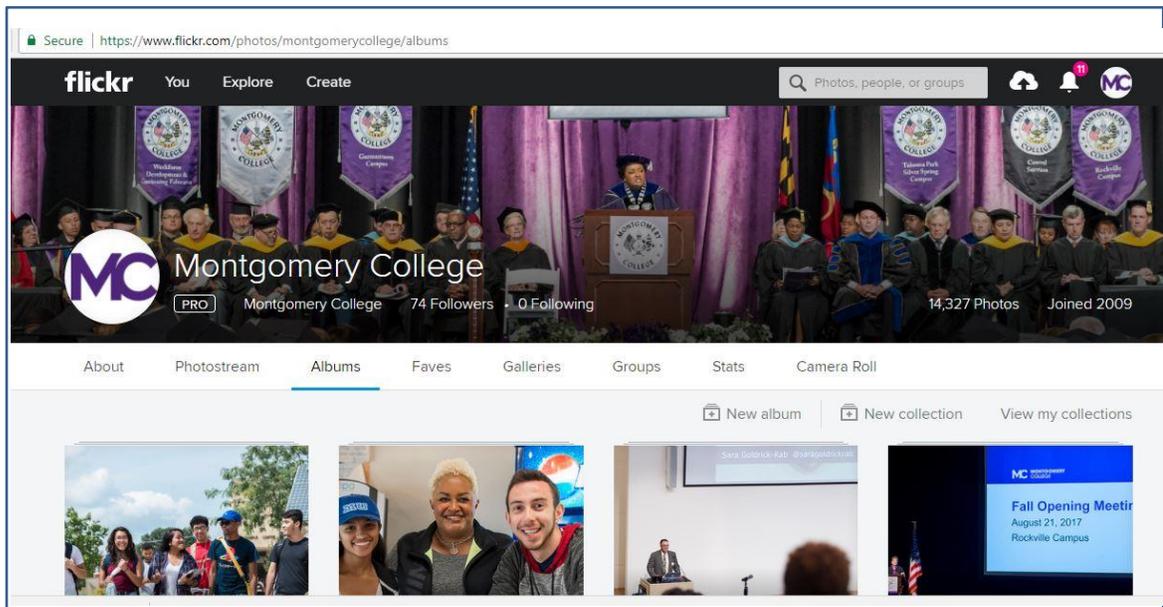
Keep in mind that if the owner of that image makes a change to it, it will change in your slide as well.



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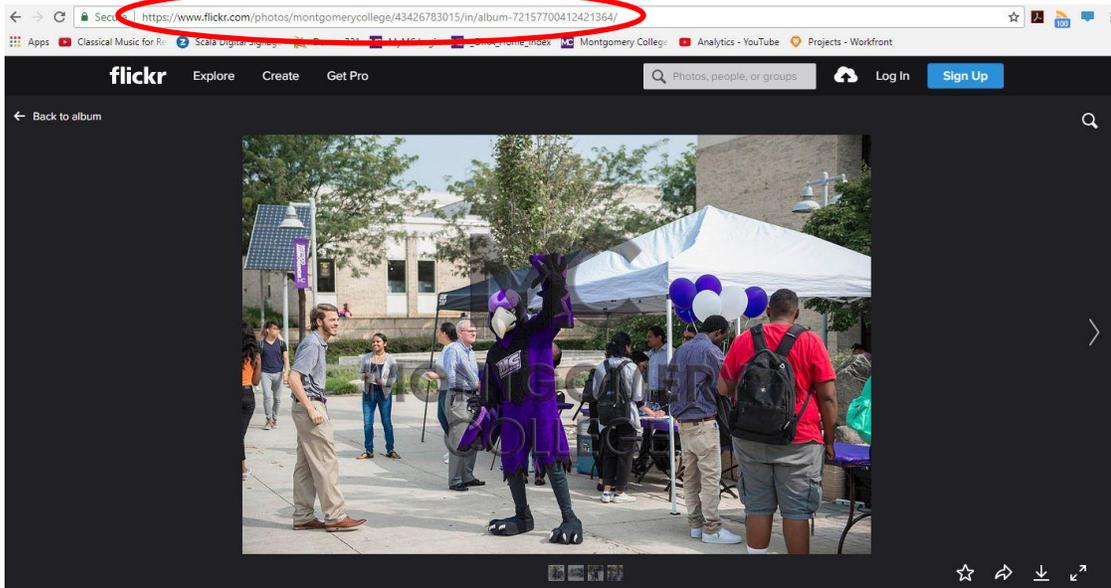
IMAGES FOR DIGITAL SIGNAGE SLIDES CAN BE PHOTOS FROM MC FLICKR ACCOUNT AND ALSO GOOGLE IMAGES



- A. Among resources available to you is **MC's Flickr account**: (see note below) <https://www.flickr.com/photos/montgomerycollege/albums>. Consider resolution and aspect ratio as you select your photos:
- Photos need to have a resolution of at least 700 x700 pixels.
 - To use an image as a background image, the aspect ratio must be **1920 x 1020 and should be at least 1920 x 1080 pixels**.
 - For an image to be used within a slide, Scala will accept any aspect ratio, but depending how tall versus wide an image is will affect how it looks on your slide so you may need to try a few different images to get one that works best for your slide.

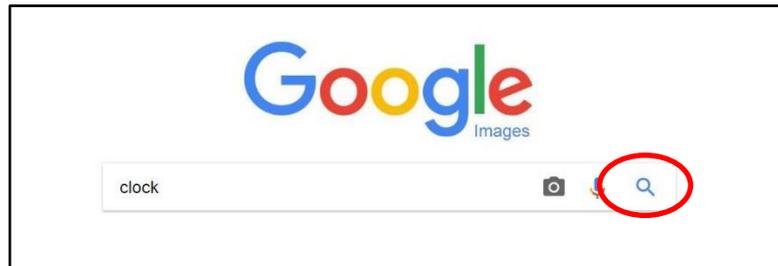
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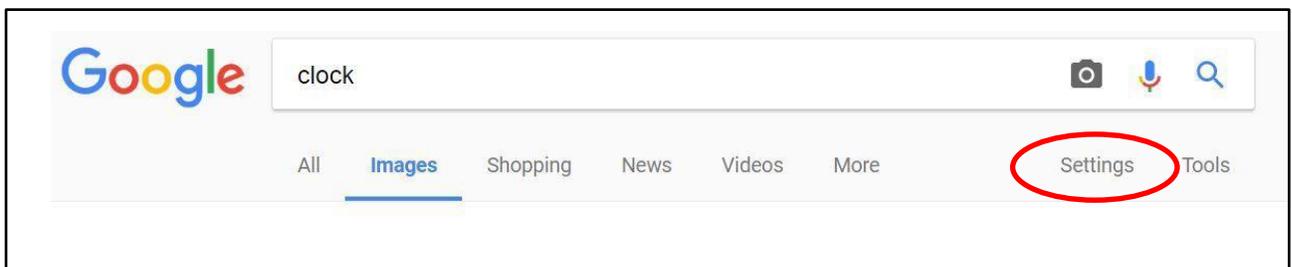


NOTE: The College photos on Flickr are all **watermarked** so you are unable to use them from the Flickr site directly. Once you have selected a photo, copy the URL for the photo and e-mail your request to RequestPhotos@montgomerycollege.edu and they will send you the photo(s) that you need. Requests can take up to 72 hours to be fulfilled.

- B. Another good resource for images is **Google Images** at <https://images.google.com>. You will need to use images that are available for **royalty free use**.



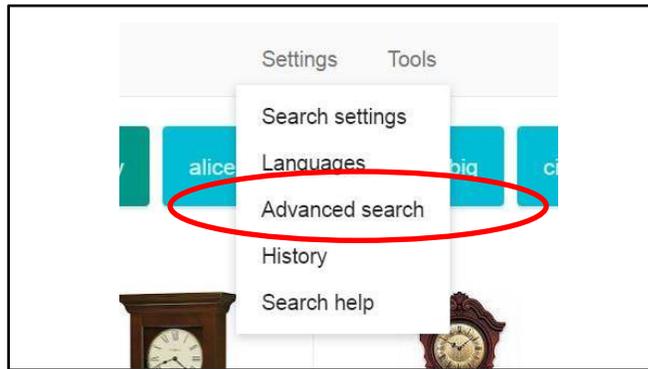
1. Let's say you're looking for a picture of a clock. Go to Google Images, type the word *clock* and click on the **search** icon.



2. Click **Settings**.

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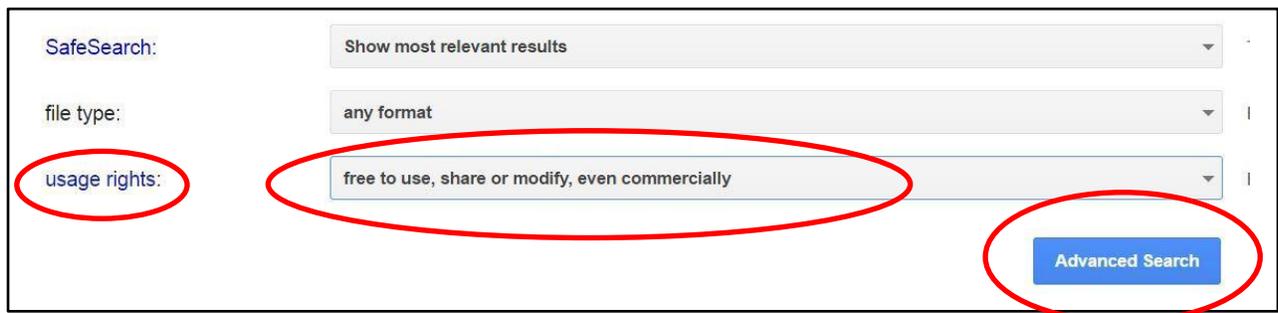
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3. Then click **Advanced search**.



4. Narrow your results by clicking on **image size** and select **Larger than 1024x738**.



5. Scroll down and click on **usage rights** and select **free to use, share or modify, even commercially**. Click **Advanced Search**.

6. Any image that appears is okay to use. Remember to double –click on the image you select to download the largest version and to re-name the image with a relevant name.

Right-click on the image to download it. Once you have downloaded the image(s) to your computer, follow the **Media Upload** instructions to upload the image(s) to Scala.

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SELECTING A TEMPLATE

Once you have the image(s) you wish to use in your slide uploaded in Scala, select a template for your slide. A variety of templates have been created for your use. Each Template has a different look and feel and a variety of fields that you can fill in to create your unique message. You may find that the **Super Template** can be manipulated for a wide variety of uses and may become a favorite.

As of August 2018: these five Templates are available for your use:



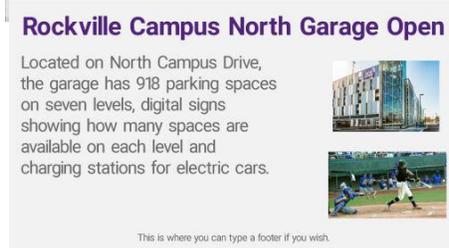
Super Template: This Template combines the best of most of the other templates and adds several new, useful features. Among these are the ability to have one or two lines of text in the headline, the ability to move the main text box both up and down and left to right, the addition of a background image and the addition of both white and blue text, to name a few.



Full Banner Template: This Template can have an opaque background image or no background image with text on top. It has a space for a headline, several lines of text, a URL or other short message and a footer.



Left Right Banner Template: This template has a background image (aspect ratio 1920x1080) with a white opaque box that can be moved right to left along. Text includes a title, sub-title, date/time and location and an optional footer.



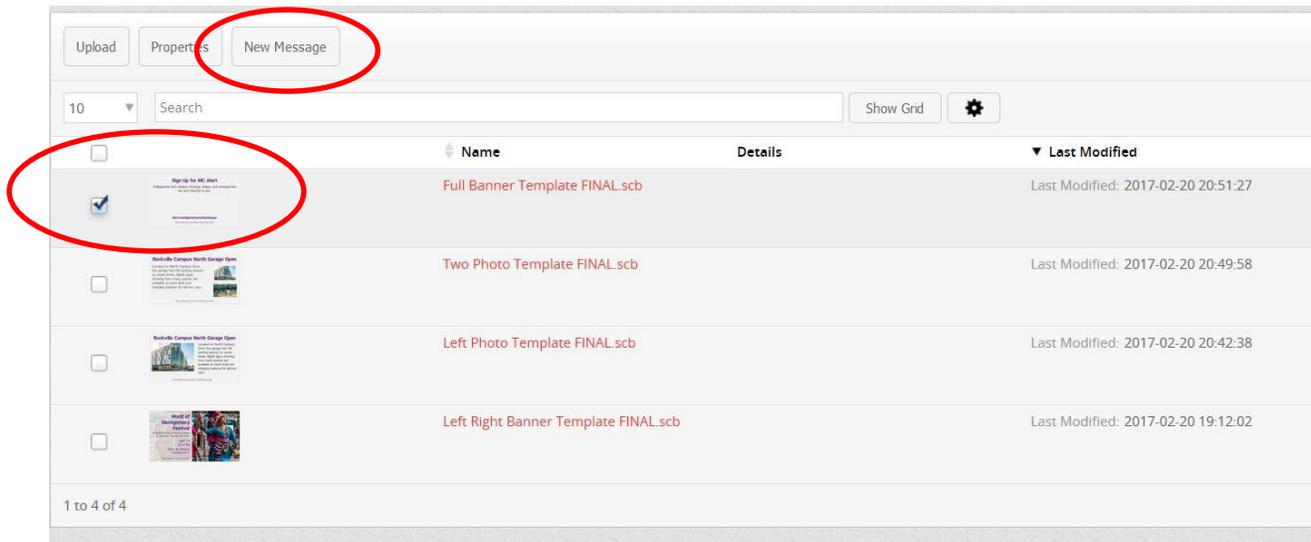
Two Photo Template: This template allows you to select one or two images. These images can be resized and moved on the slide. You can even position the pictures along the bottom of the page. The text can be moved to fit the positioning of the images.

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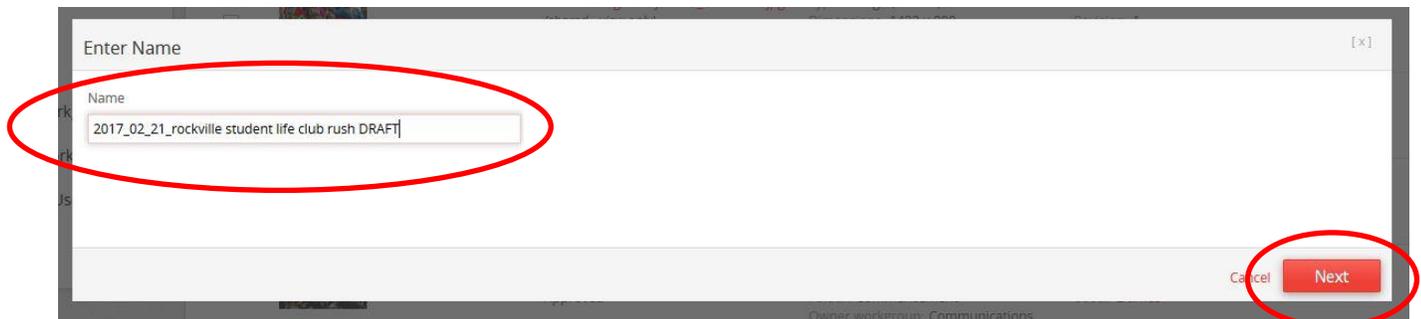


Left Photo Template: This template has a single large image that can be resized and repositioned on the page. The text can also be repositioned to fit with the image.



1. To select a template: roll over the word **Content** at the top of the screen and select **Templates** from the dropdown menu.

Check the box next to a Template you want to use and select **New Message** to create a new Slide.



2. Assign it a **NAME**. We recommend that your group or department come up with a naming convention that works for you. REMINDER: no two names in Scala can be the same so be as specific as possible. Then click **NEXT**.

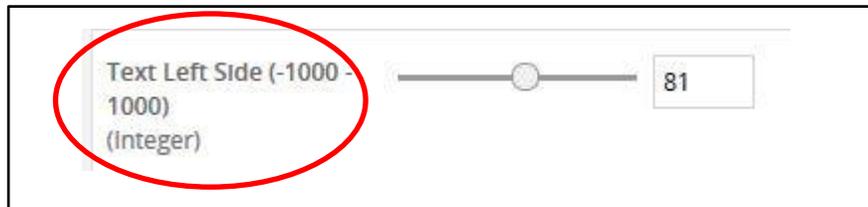
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3. Since the Templates are different, they will have different fields and prompts. Some common fields in the various templates are:
 - **Headline** – the title or main message on the slide. A number of lines available for a headline varies from slide to slide. Please note that the “characters left” feature is not accurate and is not used. The best way to judge how many characters work for a given text box is to look at the Preview image to the right of the screen.
 - **Subhead** – additional text describing the message of the slide
 - **Text or Textbox** – a larger box that can be several (up to 8) lines long.
 - **Footer Text** – Legal, contact information or other for additional information type text along the bottom
 - **Event Place, Event Date, Event Time** - Specialty fields in which you can enter more detailed information about an event
4. When **entering text, highlight the sample text content and enter your text**. Look at the Preview to make sure that you are happy with how the text looks in your slide.

There is a standard dictionary. If you have misspelled a word, the word will be highlighted but it will not automatically correct the misspelling.

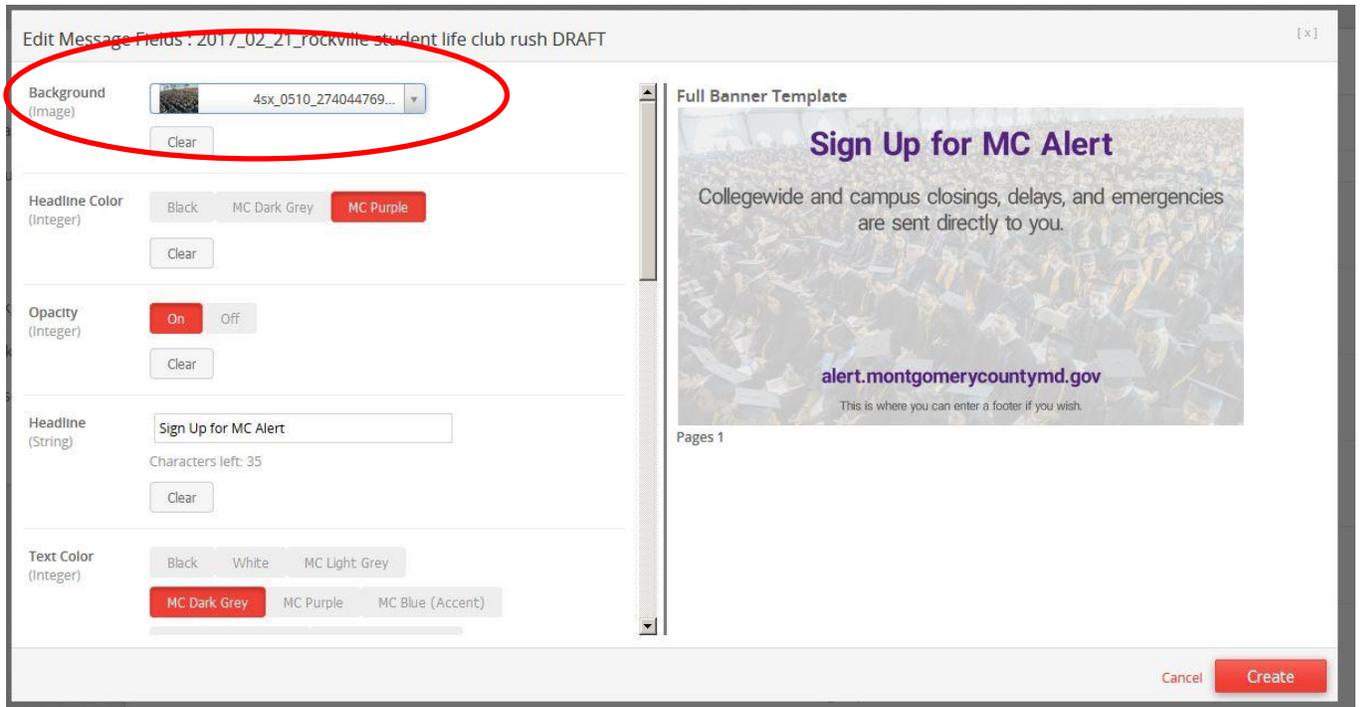
5. In some cases, it’s possible to **change the color of text**. Text color associated with a specific region of the slide is controlled by different radio buttons. The colors available for the region are specified on the buttons. You can click the buttons and see the color in the Preview. Please note that all text in a given area will all have the same color.



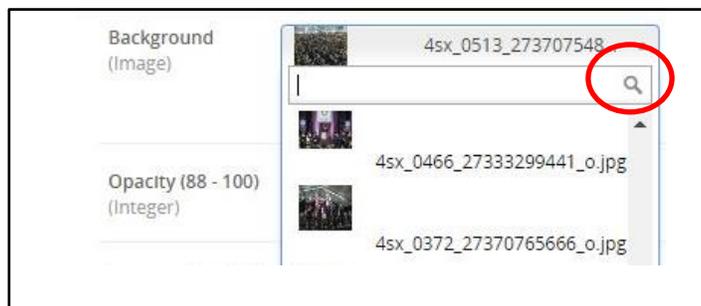
5. **Text Left Side or Left Edge** – some Templates allow you to shift the position of one or more text boxes.

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- When you select the **Full Banner Template**, you will be asked to select a **Background** (this is also an option on Super Template). This is an image that covers the entire background of the slide in an opaque manner similar to a watermark. Available images are presented in a dropdown. Once selected, look at the Preview screen to see if the image works the way you wish. If not, select another image. On Super Template, you are able to adjust the opacity of the background image using a slider bar.



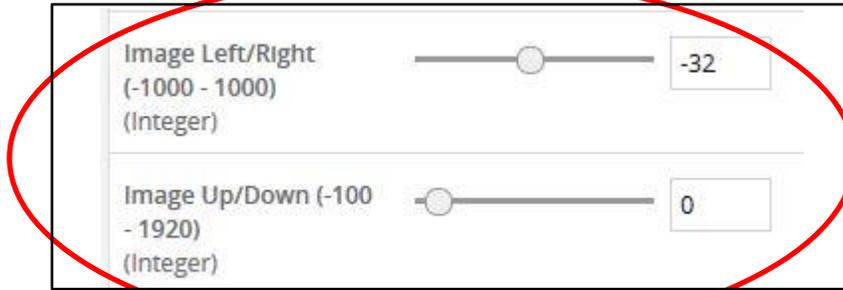
- If you know the name of the image that you wish to use, you can use the search box to search for the image.



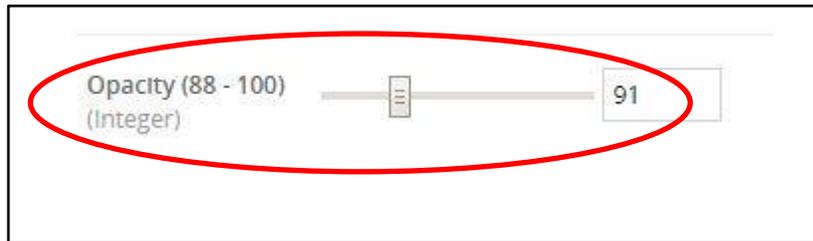
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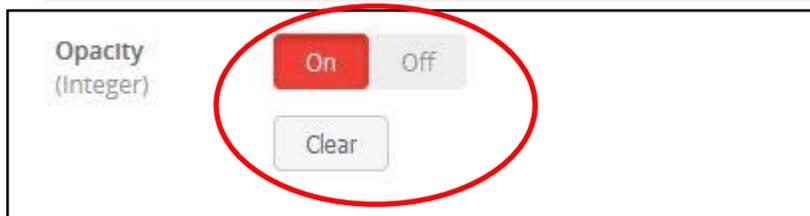
8. **Image Resize slide bar** lets you change the image size (larger and smaller) in percent.



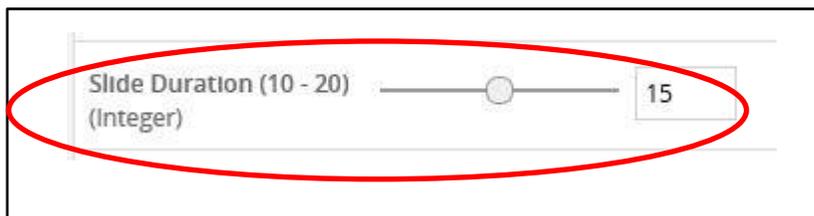
9. **Image Left/Right and Image Up/Down bar** are slide bars that allow you to move an image left and right or up and down.



10. **Opacity slide bar** is used to adjust the opacity of a white box over an image or part of an image (usually from 88 to 100 percent).



11. In some cases, we use an **Opacity on/off toggle** instead of a slide bar. In these cases: **On** is usually 88 percent opacity and **Off** is 100 percent.



12. **Slide Duration** allows you to control how long a slide stays on the screen before transitioning to the next slide. The default value for this is 15 seconds, but if you have a large amount of content, you may wish to increase that to 20 seconds.

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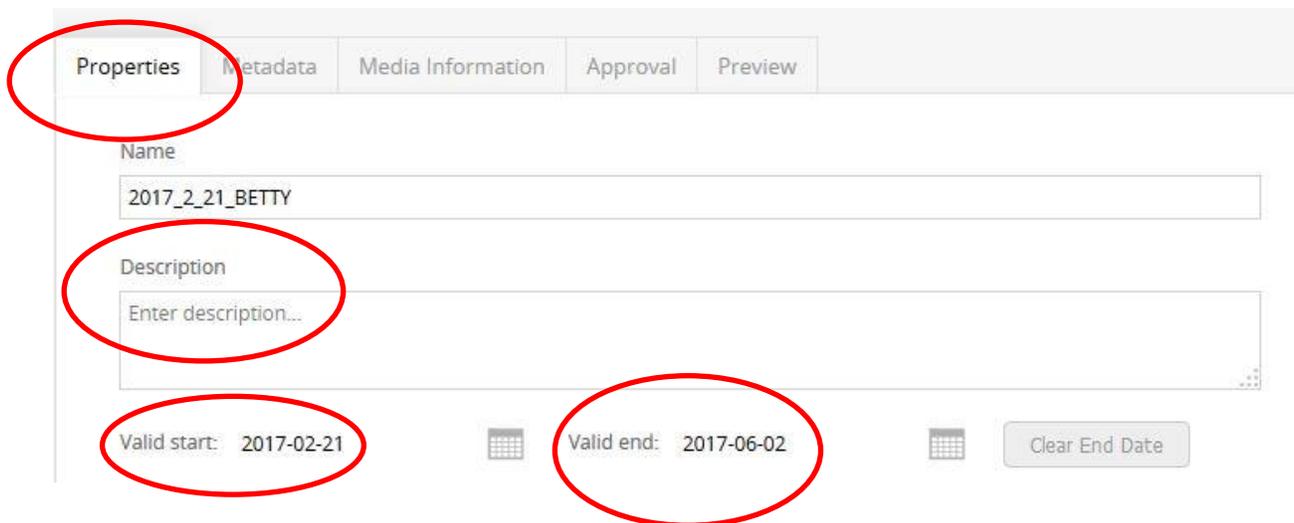
PROGRAMMING YOUR SLIDE



1. When you have completed your slide, click on **CREATE**. If you have inadvertently duplicated an existing slide's name, you will be alerted to re-name your slide.



2. Click on **PREVIEW** to preview your slide. Make any changes you need to make and click on **SAVE CHANGES**. If you want to make changes to your slide after creating it, click the **PREVIEW** tab and edit any fields that you want. When done, click **SAVE**.



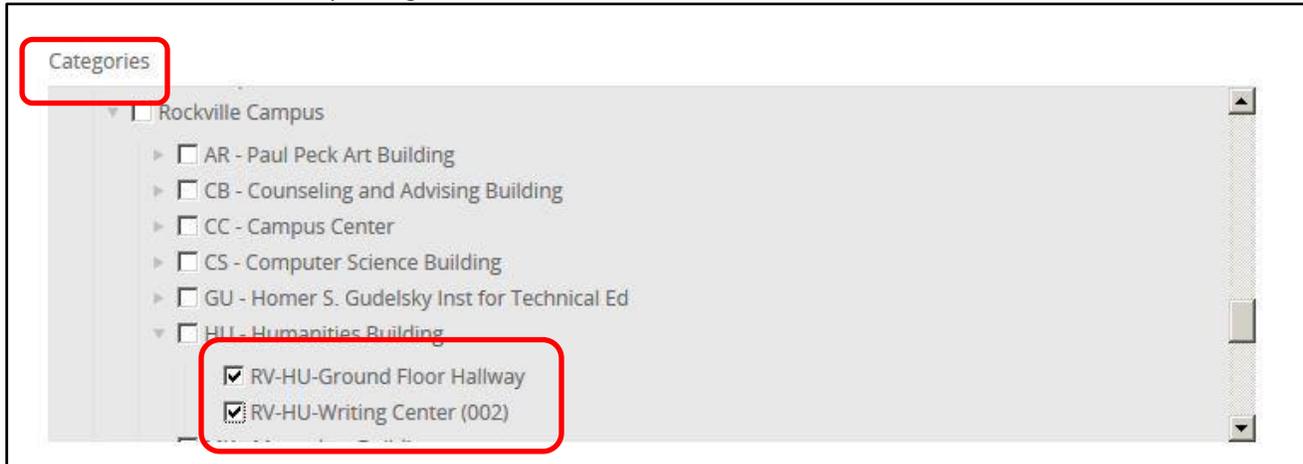
3. Click on **PROPERTIES**. Write a **description** of your slide that will help you and others remember the purpose of the slide.

Then add your **START** and **END** dates. The Start Date can be anytime in the future. We recommend the End Date be no more than 2 weeks following the Start Date. If you do not set an End Date, the Office of Communications will set it for you.

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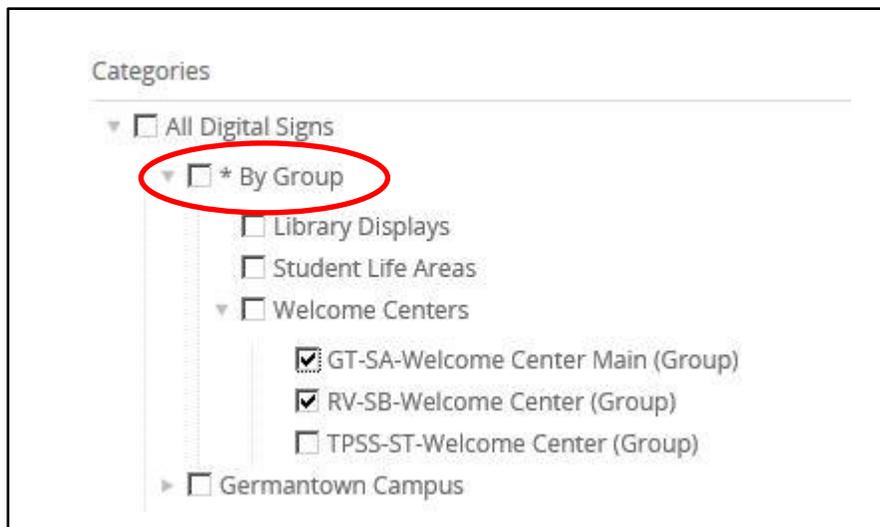
If you really do mean for the slide to run in perpetuity: explain your reasons in the **Description** field. If you set an End Date that is considered too far into the future without justification, the Office of Communications may change the End Date.



4. Now select the flat screen locations where you want the slide to appear. Click on **CATEGORIES** and check the caret next to the Campus and Building where you want your Slide to appear.

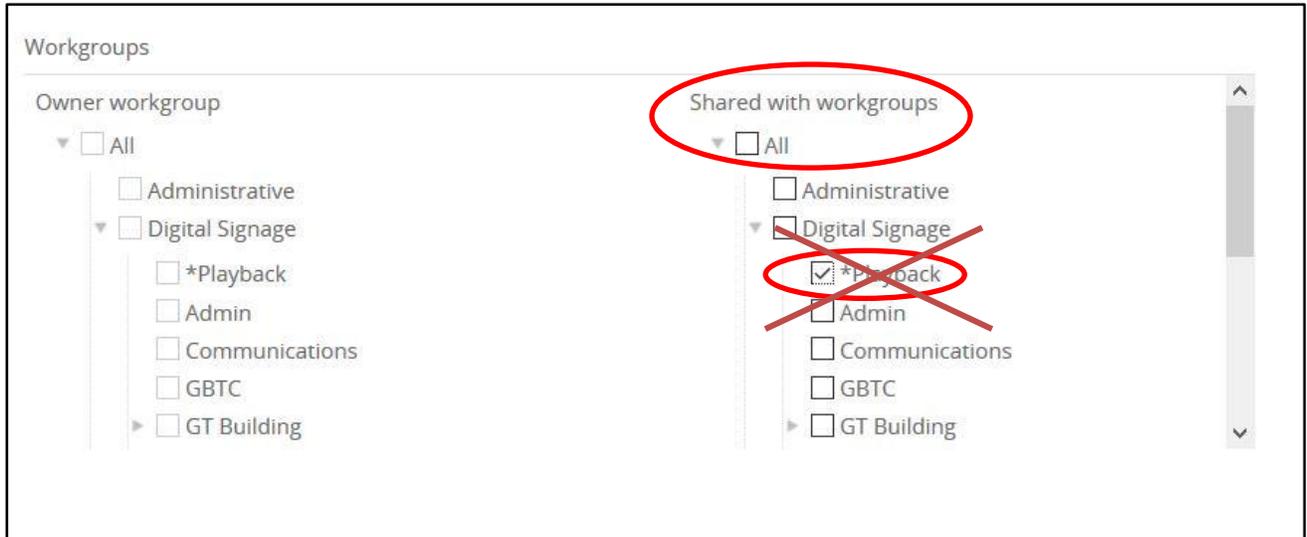
The list is hierarchical so if you click on a campus, for example, all the flat screens on that campus will be selected. You can uncheck any individual selected location if you want.

Think critically about the screen locations, and where each slide will be of most interest, or best reach, your targeted audience. Pick only those displays most appropriate for your message. For example, if your slide really is only of interest to students on the Germantown Campus, then do not select flat screens on the Rockville or Takoma Park/Silver Spring campuses.

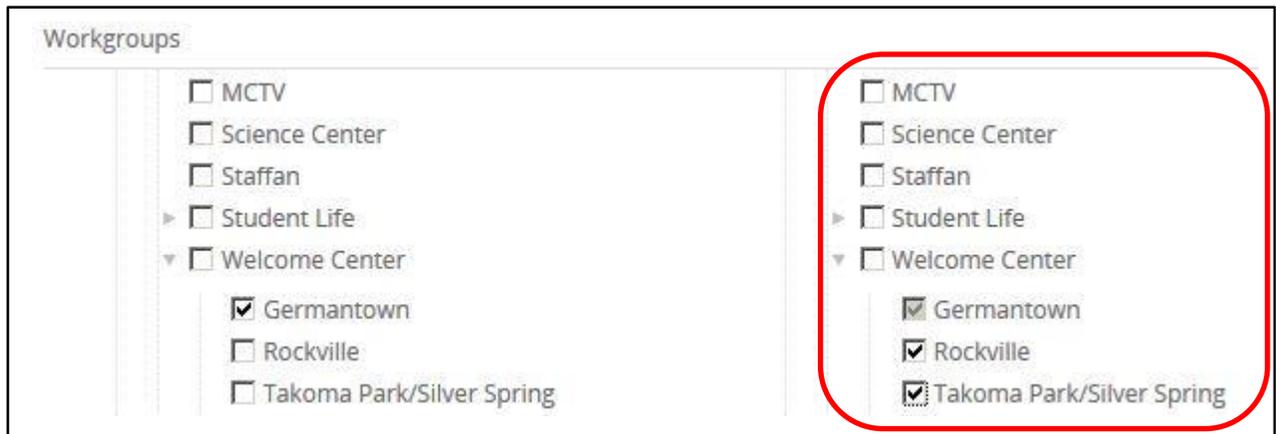


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6. In certain cases, such as with Student Life and Welcome Centers, you can select which screens to display your slide on by **Group**. These flat screens are also set up in a hierarchical manner so you can select all the screens for an entire group or just individual ones, regardless of campus.



7. **Please Note:** We have streamlined the process so that you no longer need to check the ***Playback** box in order for slides to displays on screens. There is no harm if you do check the ***Playback** box out of habit.



8. If you would like to share your slide with other Workgroups, check the boxes next to those Workgroups. When the other workgroup logs on, they will see the slide in their system.

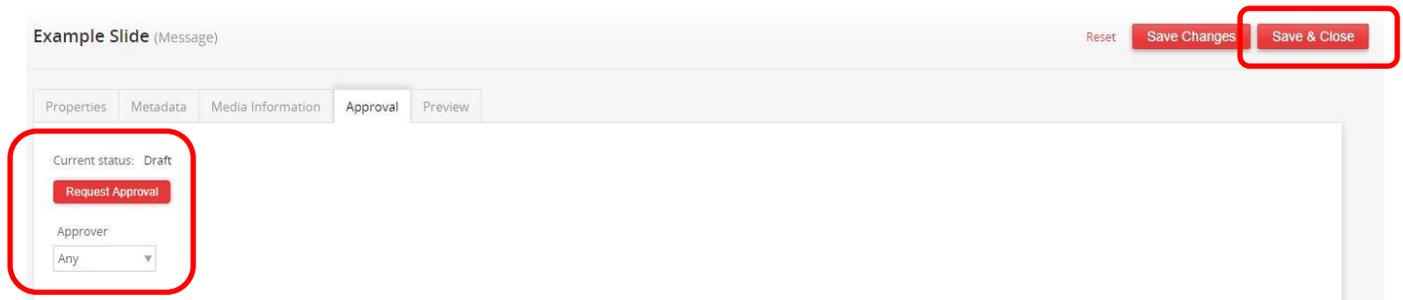
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PLEASE NOTE: shared slides cannot be modified but they can be duplicated.

Once duplicated, the content of the slide can be changed.

REMEMBER: The duplicate slide will need to be saved with a new name.



PLEASE NOTE: Slides are now automatically saved in Draft form. This means that you can work on the slide as much as you need to before it is submitted for approval. You do not need to manually move the slide to Draft.

9. Once your slide is complete, you will need to **request approval**. Please note that this is different from the old process. **To request approval, go to the Approval tab, click on Request Approval and click Save & Close.** Please ignore the dropdown that says Request Approver. Do not select a specific Approver for your slide, as this will prevent it from being routed correctly.

10. The Office of Communications will approve your slide as quickly as reasonably possible. You are able to make changes to the slide even after you have submitted it, but once you are done making the changes, you will need to resubmit the updated slide for approval.

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ADDITIONAL INFORMATION

Visit <http://cms.montgomerycollege.edu/digitalsignage/> for additional information and updates.

Digital signage questions, training issues and general feedback or suggestions should be sent to the digital signage mailbox: digitalsignage@montgomerycollege.edu. Specialized template creation requests may be considered on a case-by-case basis.