1. Project

MSU Denver - Digital Displays

Marketing and Communications

2. Project Participants

New students, current students, visitors, affiliated employees, university officials, and more.

3. General Introduction

Currently there are multiple designed tv displays (signage) at MSU Denver which need a fresh touch. This project is to redesign and recode a new template (or several) for departments within the University to use. These new templates will be designed within the scope of MSU Denver branding requirements. The new generated templates will be created using a different coding language (HTML/CSS/JavaScript). This new design can be used and integrated within the University's Web Content Management System for the departments to change content themselves on their displays.

4. Problem Identification

The signage will need to be designed for users who need quick information, therefore it needs to be easy to read and well organized. The message communicated should be derived as informational, comfortable, and legible.

5. Client Product/Service Analysis

The new signage and useage will be focused on a new fresh look and new useage for the users. Easier access by using a well known system will bring convenience and confidence to its users.

Legible	Informational	Comfort	Organized	Modern
Fresh	Clean	Users	Editable	New

Why does it need to exist?

The new templates for signage will attempt to save the University money in fee's for systems that run the current signage software. By going internal (by using the university's owned WCMS), we can stop using the current software used and therefore we do not have to pay additional fee's (this also includes the reuse of current computer systems). Another reason why this needs to exist is because every department uses Site Manager already for their department's website. By including the signage within this system it'll be convenient for users to change all their departments signage and website content in one place.

Five words that characterize the personality of the product:

New	Fresh	Easy to use	Informational	Legible

6. Audience and User Considerations

The templates will need to be designed in a way that all departments can use it for their specific needs and select what they want to be displayed on the TV screens. Users (such as Contributors and Moderators) in T4 will be able to change content and select templates just as easy as when they modify their department's website. Audience will include anyone on campus, especially who is near this department. Templates will need to be designed in a way that when new content or modules (such as video player) are submitted (and approved) everything looks still professional, modern, legible, and informational with from at least a distance of 5 feet away.

7. World View, Historical and Social Contexts
Livewire, to be discussed with Evan.

8. Positioning and Communication Strategy
To connect directly with its users and update audience with current events.

9. Pragmatic Issues

Competition examples:

http://xibo.org.uk

http://www.concerto-signage.org

http://www.risevision.com

Budget: TBD

Size: 1920x1080 pixels on high definition screens. 40 inches and above. Horizontal.

Time: 7/28/2015

Limitations: Computer Hardware

Media and usage: Web based on HTML/CSS/JavaScript, Terminal 4 (WCMS), Google Extensions/Apps, Polymer, and others.

10. 5 Divergent Identity Visualizations

Appropriate colors for audience: Colors using the Metropolitan State University's branding requirements.
https://www.msudenver.edu/brandcentral/

Appropriate type treatments include: Legible type, Open Sans

Encapsulate the concept: Consistency, legibility, and modern/fresh look.

Identity: Sized 1920x1080, html/css, javascript.

Please refer to page 3 for two (old) design examples of MSU Denver's signage.