



VIDEO WALL CAMPAIGN USAGE AND GUIDELINES

The goal of the video wall is to showcase thoughtful and intentional content that aligns with the mission, vision, and values of the CEC. Content displayed on the video wall goes through a process that requires approval, discussion and planning of content and slide designs, and the management of testing and scheduling campaigns in advance. The video wall is also a very large-scale space so visually appealing designs, and content that quickly engages a variety of people is important.

Video wall campaigns highlight internal building-wide initiatives such as volunteerism, service learning, non-partisan advocacy and awareness, as well as major programming opportunities and collaborative partnerships. Campaign hours are Monday through Friday, from 7 A.M. to 7 P.M.

SUBMIT A CAMPAIGN IDEA

If your organization is interested in exploring a future video wall campaign, please contact Heike Langdon, Manager of Possibilities, at halangdon@unomaha.edu, and Robyn Loos, Special Projects Associate, at rloos@unomaha.edu.

For examples of previous campaigns, questions, or information about the technical and design requirements for your campaign, please contact Robyn Loos at rloos@unomaha.edu. Each campaign goes through an approval process. If approved, a timeline and next steps are established.

TECHNICAL AND DESIGN INFORMATION

Video wall campaigns require higher resolution to fill the space. Please submit logos and images in a PNG format and in colors that are visible on a black background. Logos need to have a transparent background, with a minimum resolution of 1440 by 1440 pixels. Images need to have a minimum resolution of 2880 by 2160 pixels.