

Guidelines for the Carousel Digital Sign System for Campus Monitors

Purpose

Bates has monitors available on campus to announce events, programs, lectures, concerts, etc., as well as to communicate key Bates messages to campus visitors. The monitors, which are owned by the college, are located primarily in academic and other high-use buildings such as Commons.

The Carousel digital sign software program is used to create and display slides on these monitors. If you need to have access to Carousel:

- Please request a password to the system from the helpdesk (helpdesk@bates.edu or x8222).
- Schedule an overview session and training session with [Laurie Hiscock](#) or [Laurie Henderson](#) in Post & Print postandprint@bates.edu

Guidelines for using the Carousel System.

The monitors are intended to convey information to internal and external audiences (e.g. visiting prospective students and their families), as well as to support and celebrate campus wide events such as Orientation, Commencement, and Reunion. Approved users are welcome to contribute slides to be displayed on the monitor system. **The guidelines below ensure appropriate use of the monitors as well as consistency in Bates messaging.** You will be contacted if you are not following guidelines.

- All slides must comply with copyright law and permissions must be obtained for images that are not owned by the college or the individual posing the slide.
- **All** slides must have an end date.
- Do not post event slides more than 2 weeks prior to an event. Informational slides may be posted for a semester at a time, include a semester end date and should be refreshed and updated each semester.
- Approved users may not delete other users slides without first consulting Post & Print.
- Monitor slides must be consistent with the Bates brand including fonts and images (discussed in the overview and training). If there are questions about brand consistency, please consult the Bates Communications Office.
- Multiple slides or slides with repetitive information are not allowed, as they diminish the effectiveness of the monitor system.
- Slides must be created in landscape orientation, size 26.667x15 inch, with a minimum of 96 dpi and in jpg format. The slide must be designed so that information can be quickly absorbed (in ten seconds or less).
- Before a slide is posted, someone other than the creator should proofread the text.
- Slides with errors or that are not readable will be removed for correction.
- Videos are not allowed on the Carousel monitor system.

For help with the Carousel system or slide creation, please contact [Laurie Henderson](#) in Post & Print lhenders@bates.edu