

Guidelines for making screensavers

Screensavers are shown on all student PCs across the University. They are not site-specific and cannot be targeted to any one campus or building.

The service is very busy during term time therefore we reserve the right to remove screens which have been up for several weeks.

Screensavers are on-screen for around 12 seconds in a cycle of 22 screens. Please limit the amount of information on your screensaver otherwise people will not have time to read it, and it will probably be returned for editing.

Please read and work to the tips below

- screensavers can be produced in a graphic editor such as Paint Shop Pro, Adobe Photoshop (All Programs-Applications-Viewers and Graphic Editors) or PowerPoint
- The screensaver **must** be saved or exported in J-PEG format e.g. lawsociety.jpg
- Screensavers should be **800x600 pixels** (Landscape), max 300dpi, 24bpp, max size 150Kb
- SHU student associations/societies are allowed to advertise on student pcs via screensavers, but **must be accredited and include the Student Union logo**
 - Registered charities can be included on the screensaver
 - **Commercial companies cannot advertise, or be advertised**
 - **Political parties/societies cannot advertise, or be advertised**
 - The service is not available for private events
 - Students wishing to promote academic work/research such as surveys must get permission, and include a confirmation email, from their tutor
 - Students are allowed 1 screensaver only per event/item
- Send your screensaver to ithelp@shu.ac.uk. At least 2 working days' notice is required, but remember that screensavers must conform to the guidelines or they will be returned for editing

Tips for producing a good slide

All web-based information has to be as accessible as possible to conform to the Disability guidelines. As a general rule when you're making slides don't use "busy" backgrounds. Use a sans serif font (see below). Graphics are good if they help the reader to understand the slide (a picture says a thousand words).

Do

- make sure the name of your association/society/dept/faculty is on the slide
- if it's a student association make sure it is approved by the Students Union and includes the Student Union logo
- make the text concise (no unnecessary wording). The screen will only display for around 12 seconds so check that everything can be read in the allotted time
- use a font size 16 point or above
- make headings bold, but don't emphasise words you think are important
- use a plain (sans serif) font such as Arial, Verdana, or **Adobe Gothic**
- make common information (e.g. dates & times) a fixed font size
- use am and pm in time references (e.g. 10am - 5pm) 12am is always input as 12 noon
- line up bullet points
- use contrasting colours between text and background (e.g. black on white)
- in Paint Shop Pro use the "Grid" to line up your text. Go to "View" and ensure "Grid" is ticked. Nothing looks worse on the big screen than misaligned text, bullets etc.
- finally, check your spelling before you publish

Don't

- insert unnecessary punctuation
- precede a bulleted list with a colon
- put whole words in upper case
- use unnecessary capitals in a sentence
- use "busy" backgrounds
- underline headings
- make an animated slide - we can't publish it