Foisie Innovation Studio Digital Signage
Content and Operational Governance

BACKGROUND
The Foisie Innovation Studio, the newest academic and residential centerpiece of the WPI campus, features a wall of digital displays and a vestibule display for content that is managed by Marketing Communications.

Marketing Communications contracted with HB Communications, the firm that also provided the hardware and software, to master the art of designing and populating the wall for managed content—and for such uses by the campus community (students, staff, and faculty) as movies, presentations, and live streaming.

AUDIENCES
Primary -- every day viewers*; content geared to these audiences will also serve secondary audiences*
- Current students
- Community (Faculty/Staff)

Secondary
- Prospective students (during tours, open houses)
- Alumni (events, visits)
- Donors and prospects
- Partners

DIGITAL SCREEN REFERENCES/NAMING
Feature Wall: The feature wall (also referred to as the Class of 1964 Connections Gallery) is comprised of forty 55-inch, 4K LCD installed on the wall across from the amphitheater seating area along the pass-through between the quad and the campus center entrances to the Foisie Innovation studio. Optimal viewing of the wall is from the higher seats in the amphitheater and the second floor landing.

Vestibule Display: The vestibule display is comprised of three vertically oriented 55-inch, 4K LCD displays installed on the wall just inside the vestibule entrance from the quad to the Foisie innovation Studio.
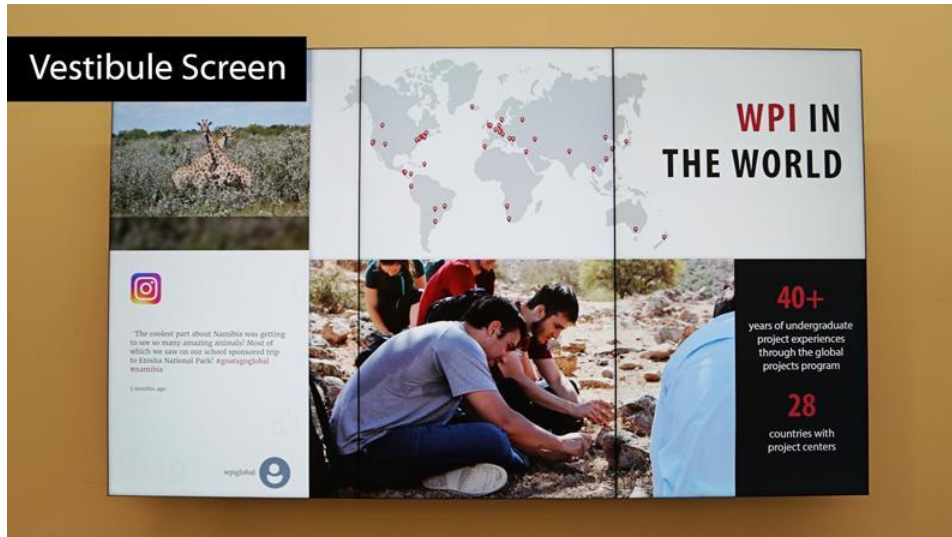
TECHNICAL SPECIFICATIONS

Feature Wall:
- Dimensions: 6144px x 2160px
- No audio
- Video: Video files are to be used to provide a sense of movement on the screen with minimal text (less than 10%)
  - 3840x1350 (never scale up)
  - Square Pixels
  - Progressive
  - Frame rate to match source – always
  - Bitrate: CBR (constant bit rate)
  - Target Bitrate [Mbps]: 10

Vestibule Display:
- Dimensions: 3240px x 1920px
- No audio
- Application for video and photos
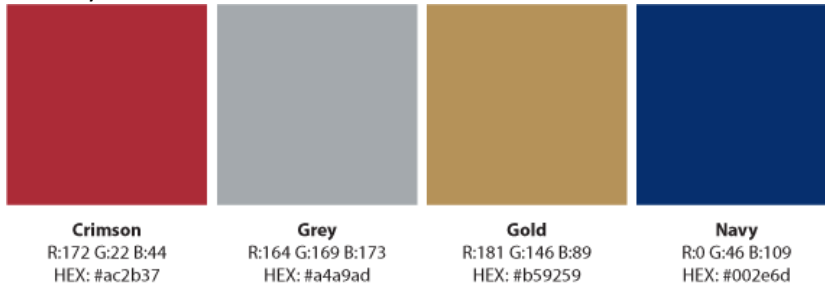
VISUAL STYLE GUIDE

Typography:
- Feature Wall
  - Primary Headlines: Minion Pro Bold
  - Secondary Headlines: Minion Pro Italic or Myriad Pro
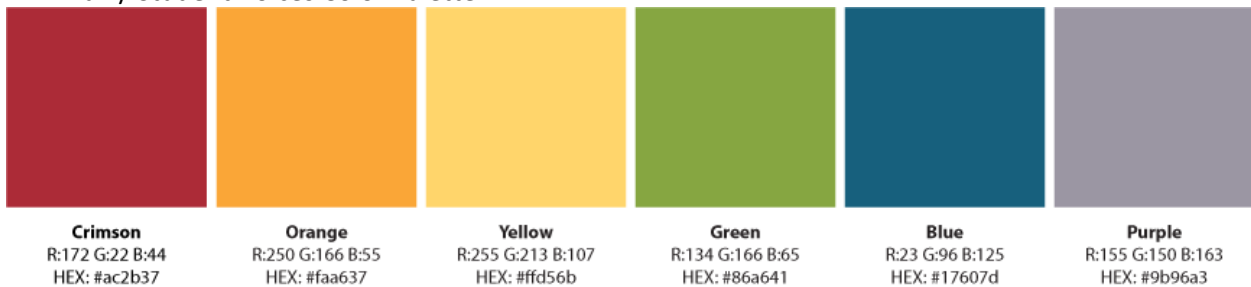 - Body Copy/Abstracts and Captions: Myriad Pro

- Vestibule Screen
  - Primary Headlines: Myriad Pro Bold or Condensed Bold
  - Body Copy/Abstracts and Captions: Myriad Pro

Color Palettes:

Primary Color Palette

Crimson	Grey	Gold	Navy
R:172 G:22 B:44	R:164 G:169 B:173	R:181 G:146 B:89	R:0 G:46 B:109
HEX: #ac2b37	HEX: #a4a9ad	HEX: #b59259	HEX: #002e6d

WPI Plan / Student Voices Color Palette

Crimson	Orange	Yellow	Green	Blue	Purple
R:172 G:22 B:44	R:250 G:166 B:55	R:255 G:213 B:107	R:134 G:166 B:65	R:23 G:96 B:125	R:155 G:150 B:163
HEX: #ac2b37	HEX: #faa637	HEX: #ffd56b	HEX: #86a641	HEX: #17607d	HEX: #9b96a3

WORKING PRINCIPLES

- Always on: when the building is open to all (versus key card access), there is content on the wall; the displays will be programmed to turn on and power off automatically at the following pre-determined times: **10pm off – 6am on**.
- Always on mode must not compromise the academic use of the building (audio-free content)
- Managed content (run by Marketing) is default setting, and must be returned to after a special use
- Managed content will rotate at scheduled intervals (i.e. across a day, week, month, term); content scheduled in advance, not intended to be updated daily unless there are "current" feeds
- Special use content will be scheduled and approved through the events office (i.e. events, broadcasting, presentations)

CONTENT MANAGEMENT SYSTEM

The digital content within the Foisie Innovation Studio will be managed using AppSpace, a content management system designed for digital signs, enterprise video, mobile (an author can update content via her phone), and more. With tools for authoring, publishing, and managing content—and enterprise features for security and scale—AppSpace will be piloted within the Foisie, with the goal of extending to other campus users for other screens (year 2 as practical).

Marketing Communications is the content programmer for the feature wall and vestibule display. The content programmer for the third digital signage within the Foisie Innovation Studio, a single 55 inch LCD Display on the second floor, is the Innovation and Entrepreneur Director. In addition, a representative from University Advancement may be trained (Anna Dealy) at a future date so that she can be available to update alumni content for the vestibule display, and marketing technology will be trained to administer the CMS for these displays.

OPPORTUNITIES TO ASSESS ENGAGEMENT

Assess engagement based on:
- Overall traffic
- Amount of, type, and participation in events
- Feedback on quality of events (style and content)
- Number of tours and participation

Tools:
- Engagement with hashtags, polls, contests
- Traffic
- Repurposed content (in and out of wall)
- Surveys
- Other TBD

CONTENT GOVERNANCE, PUBLISHING AND USE

Application #1 – Feature Wall content managed by Marketing Communications within AppSpace

The wall will predominantly feature inspirational and high impact visual arts—the kind of iconic and engaging multimedia designed for a wow factor, fitting for the building within which the ideals of the WPI Plan will be animated and expanded. It is intended to inspire students about what's possible and where their WPI education can take them.

Content themes related to WPI's distinctive brand of learning include the places we send our students around the world, the stories of our alumni, and the intricacies of our science and technology scholarship displayed to spark curiosity and inspire innovation.

All content published will be owned or licensed by WPI, have an accompanying permissions form, or appropriate release from the source (a service, a vendor, alumni, student, employee, etc.). Certain events/initiatives will be designed for and featured on this screen through AppSpace as outlined in Application #3 below.

Content that is not sourced/managed by Marketing through AppSpace can alternatively be considered for display on the feature wall through applications as outlined in Application #4 below.

Treatment: Drone footage from around the globe representing the natural beauty of the locations where our students and faculty travel to; footage includes relatable engineering structures such as windmills, dams and bridges; seasonal drone footage of WPI's campus overlooking the city of Worcester, Massachusetts; footage from hands-on labs on campus; creative footage representing the wide array of athletics opportunities, such as swimming, crew and football; animated representations of

microscopic research such as cells multiplying; additional treatments include alumni spotlights, ROI features, and student profiles—always with movement and/or animation—accompanied by brief but compelling messaging.

Application #2 – **Vestibule Screen content managed by Marketing Communications within AppSpace**
The vestibule screen display near the quad entrance to the building predominantly features informational content targeting the current student and WPI community, but also features key differentiators that make WPI distinctive.

All content published will be owned or licensed by WPI, have an accompanying permissions form, or appropriate release from the source (a service, a vendor, alumni, student, employee, etc.).

Marketing will manage the content displayed on this screen through AppSpace and certain events/initiatives will be designed for and featured on this screen outlined in Application #3 below.

Treatment: University social feeds, world news feeds, global projects program features, building donor recognitions, student life photo galleries, ROI features, Foisie building programming etc.

Application #3 – **Billboard "Ads" for Feature Wall and Vestibule Screen**
Select events and initiatives will be advertised on the feature wall and/or vestibule screen based on the criteria outlined below. Screens for these displays will be designed and managed by Marketing Communications. For those events where a distinct user experience involving a select rotation of screens is to be designed and scheduled (i.e. UG Admissions Open Houses), the feature wall will be used. For all other events, screens will be displayed on the vestibule display. Event criteria:

- Strategic Plan Initiative
- Cornerstone event of UG or Graduate curriculum or co-curriculum (Global Fair, Career Fairs, Project Presentation Days)
- High profile university-WPI community event (NSO, Innovator of the Year, Giving Day)
- Presidential Initiative
- Major external audience events (i.e. Family Weekend, Homecoming Weekend, Alumni Weekend, Commencement, TouchTomorrow, Open Houses and Student Admitted Days)
- WPI Tradition
- Once a master editorial calendar is finalized, events that support content themes (usually monthly themes) may be featured

Application #4 – **Feature Wall University Event Scheduling and Usage**
The display and seating (amphitheater), along with the second floor "viewing area," are available for reservation for select events, including academic and co-curricular use, all of which must be scheduled in advance through the University Events Office. Scheduled uses of the space will have access to the following functions:

- HDMI input of personal devices, laptops, for presentation needs all at 16:9 aspect ratio
- Wireless screen-sharing and group collaboration functionality
- Access and ability to display television programing via IPTV on a Roku
- Audio amplification and volume adjustment ability using up to 2 wireless microphones simultaneously

The student worker/building manager at the Innovation Studio service desk will have a passcode access to enable the necessary features for pre-scheduled use of the space. After completion of the event, the building manager will revert the wall to scheduled programming.

For optimal viewing quality, it's recommended that content to be displayed during an event meet minimum technical specifications (high resolution images, 4K video, audio-free all at 16:9 aspect ratio). A default border will be provided for presentations and videos.

CONTENT PROPOSALS FROM WPI COMMUNITY
When members of the WPI Community are interested in submitting requests to Marketing to add content to the existing screen rotations on the feature wall and vestibule screens, they can complete a request form to provide the necessary information for Marketing to determine if the content will align with the following critera:

- Technical specifications, quality and resolution
- Artistic direction
- Content strategy