

Digital Content and Media Expert Course Outline

1. Introduction to the DCME
2. The 7 Key Elements of Digital Signage
3. It Starts with Communication
 - a. Defining communication, and the history of communications
4. The Importance of Content
 - a. Defining content
 - b. The importance of content
 - c. Understanding relevance
 - d. The impact of content
5. The Importance of a Business Strategy
 - a. Understanding objectives
 - b. ROI defined
 - c. ROO defined
 - d. Tangible VS. intangible benefits
 - e. Measuring return
 - f. Mastering revenue
6. The Return on Content
 - a. The return on content, and the investment in content
 - b. Digital signage business models
7. Viewer Engagement
 - a. The objectives of viewer engagement
 - b. Factors in engagement
 - c. Multi-channel engagement
8. What Good Content Does
 - a. The effects of content
9. Content: Right Time, Right Place
 - a. The impact of content
 - b. The impact equation
 - c. Basics of dayparting
 - d. Longevity of content
10. Physical properties of Content
 - a. Aspect Ratio
 - b. Resolution
 - c. Size
 - d. Brightness and contrast
 - e. Interactive and mobile
 - f. Types of content files
11. Principles of Content Design
 - a. Basic principles of content design
 - b. Font basics
 - c. Color basics
 - d. Positioning in content
 - e. Text size
 - f. Keep it simple!
 - g. Motion
 - h. Layout and zoning

- i. Standards of practice
- j. Rules for audio
- k. Content needs analysis
- l.
- 12. From the Experts
 - a. Content Design 101, Ryan Cahoy – RISE Vision
 - b. The Right Software, Ryan Cahoy – RISE Vision
 - c. Design Tools, Jim Nista – Almo Pro A/V
- 13. Content Providers and Outsourcing
- 14. The Cost of Content
- 15. Analytics and Measurement
- 16. Venue Verticals
 - a. Understanding venues and applications
- 17. Conclusion