Digital Signage for Technology Managers

Digital Signage Needs
- Needs Analysis
- Project Stakeholders
- Project Goals
- Creating a Project Plan
  Needs Assessment

Digital Signage Management
- Content Workflow
- Content Types
- Content Layout
- Creating Effective Content
- Emergency Messaging Considerations
- Content Delivery
  Management Assessment

Digital Signage Environment
- Signage Locations
- The Visual Field
- Display Image Size Introduction
- Defining Display Image Size Terms
- Using Analytical and Basic Decision Making
- Using the Web App to Calculate Display Image Size
- Implementing Element Height and Text Size
- Calculating Analytical and Basic Decision Making
- Conforming to DISCAS
- Display Image Size Summary
- Signage Placement
  Environment Assessment

Digital Signage Feedback
- Smartphone Integration
- Touchscreen Applications
- Emerging Technologies
  Feedback Assessment
Digital Signage Components

Digital Signage Displays
Digital Signage Players
Digital Content Rights
Control and Distribution
Standardizing Components
Components Assessment