



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