

DIVo Guidelines

PANDUAN UMUM TAMPILAN POSTER

1. Ukuran poster 1080 x 1526 pixel, dengan resolusi minimal 72 dpi
2. Teks poster sebaiknya tidak mendominasi, dan perbandingan yang disarankan antara teks dengan gambar adalah 50:50
3. Layout poster sebaiknya mencakup, logo UK Petra di bagian atas poster beserta logo UA/UP penyelenggara acara, diikuti images/gambar dibagian bawahnya, selanjutnya judul kegiatan, informasi penting acara (tanggal, tempat dan waktu kegiatan, contact person), selanjutnya adalah deskripsi singkat acara, dan logo sponsor di bagian bawah poster.
4. Judul/Headline kegiatan sebaiknya menggunakan ukuran 96 pixel, 48 pixel untuk tanggal dan tempat acara, dan 21 pixel untuk informasi lainnya
5. Jika background poster berwarna, sebaiknya tulisan menggunakan warna yang kontras, demikian sebaliknya

PANDUAN UMUM TAYANGAN VIDEO

Jika pihak penyelenggara acara akan menayangkan informasi promosi kegiatan dalam bentuk video, maka ketentuannya adalah sebagai berikut:

1. Video perusahaan yang ditayangkan pada DIVo adalah perusahaan yang menjadi sponsor kegiatan di UK Petra
2. Video sponsor dalam bentuk *video branding*, bukan *hard selling* (menjual)
3. Content/isi video harus mempertimbangkan keseimbangan antara informasi kegiatan di UK Petra dan content perusahaan, sehingga video perusahaan selaku sponsor hanya berfungsi melengkapi video kegiatan sebagai video utama
4. Video kegiatan bisa berbentuk video promosi atau video dokumentasi kegiatan dengan durasi maksimum 90 detik termasuk video sponsor. Durasi maksimum untuk video sponsor adalah 60 detik.
5. Video sponsor harus diberi *video caption* yang berisi informasi kegiatan, waktu dan tempat kegiatan.
6. Jika jumlah sponsor cukup banyak sehingga durasi video menjadi lebih panjang, maka harus dibuat video kedua dengan durasi yang sama (tetapi harus ada video kegiatan yang sama atau berbeda dengan video pertama)

Perusahaan sponsor diharapkan terkait dengan pendidikan/bidang ilmu yang dilayani di UK Petra, dan tidak melanggar ketentuan umum di UK Petra

DIVo Poster Guidelines

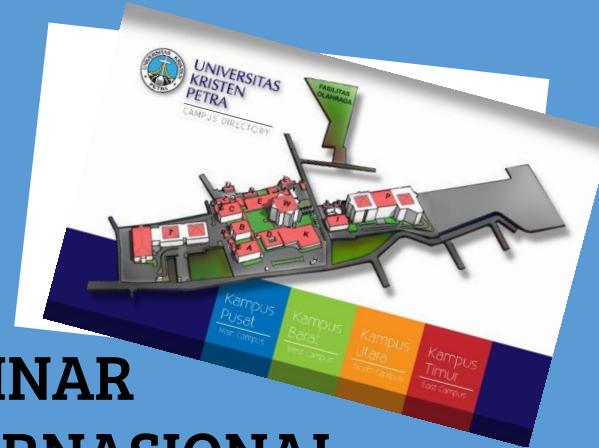
BASIC LAYOUT & ELEMENTS

Corporate Logo



UNIVERSITAS
KRISTEN
PETRA

Images / Background



Headline / Title

SEMINAR INTERNASIONAL UNIVERSITAS KRISTEN PETRA

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consectetuer adipiscing elit.**

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Short Description

Digital Poster Basic Components

Focus of Interest



Digital Poster
Layout Flow

50:50

Recommended
Visual Area
Percentage
between
Texts-Images



Cool Layout,
Good
Readability



Cool Layout,
Bad
Readability

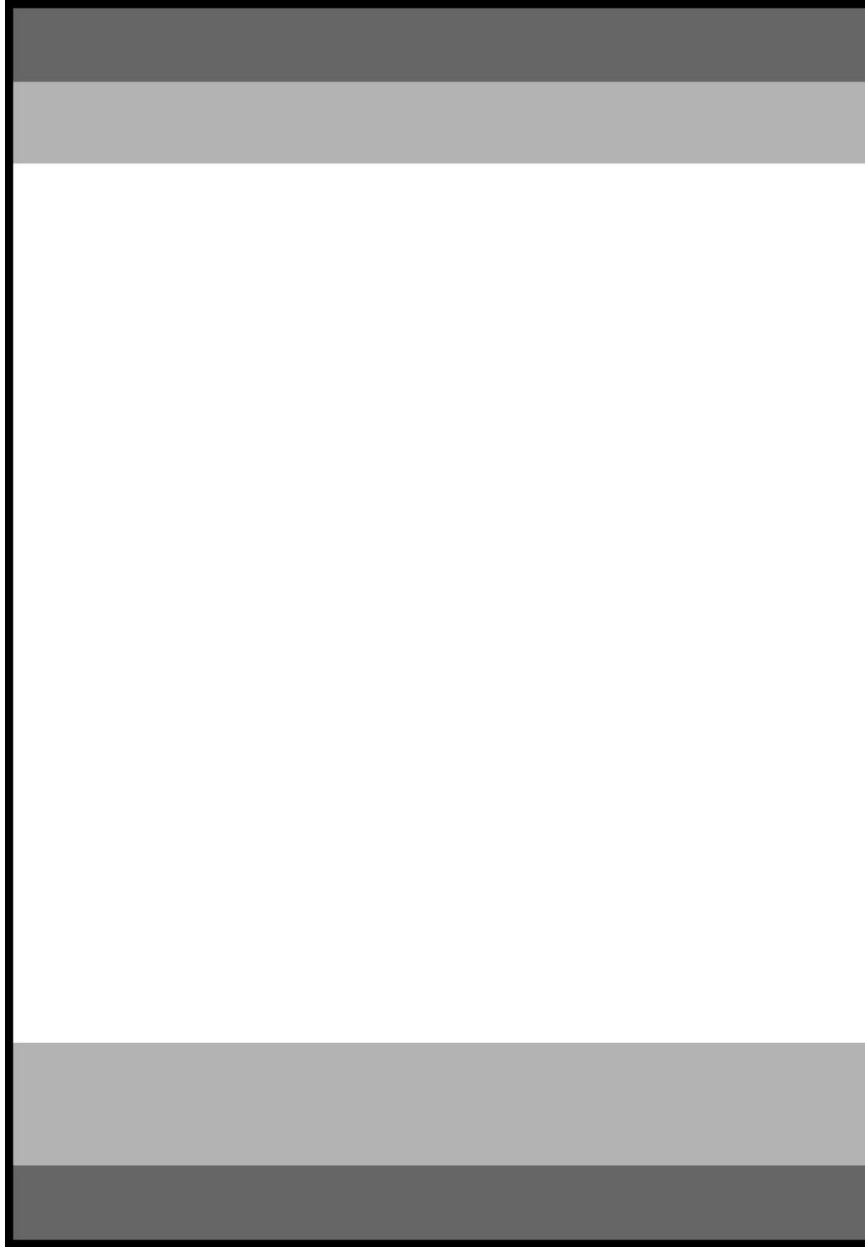
CORPORATE LOGO

100px

100px

150px

100px



**Corporate
Logo
Placement
Area**



UNIVERSITAS
KRISTEN
PETRA



UNIVERSITAS
KRISTEN
PETRA



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KRISTEN
PETRA

Corporate
Logo
Proportion



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KRISTEN
PETRA



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UNIVERSITAS
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Corporate Logo
Transformation



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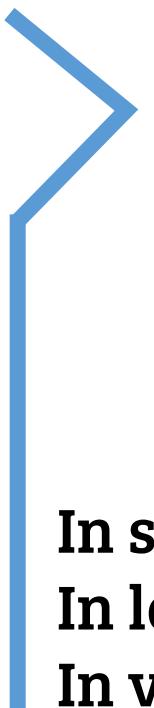
Permitted but not recommended



**Corporate
Logo
Application**



UNIVERSITAS
KRISTEN
PETRA



In size
In location
In visibility



Main
Corporate
Logo vs. other
logo

TYPEFACE & PARAGRAPH

96px. HEADLINE

48px. DATE / VENUE

21px. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

**Text Fonts,
Style & Size**

COLOR

CONTRAST

CONTRAST

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IMAGES & BACKGROUND

72ppi

Minimal
Image
Resolution

MEDIA

**1280:720-
720:576-**

DVD HD

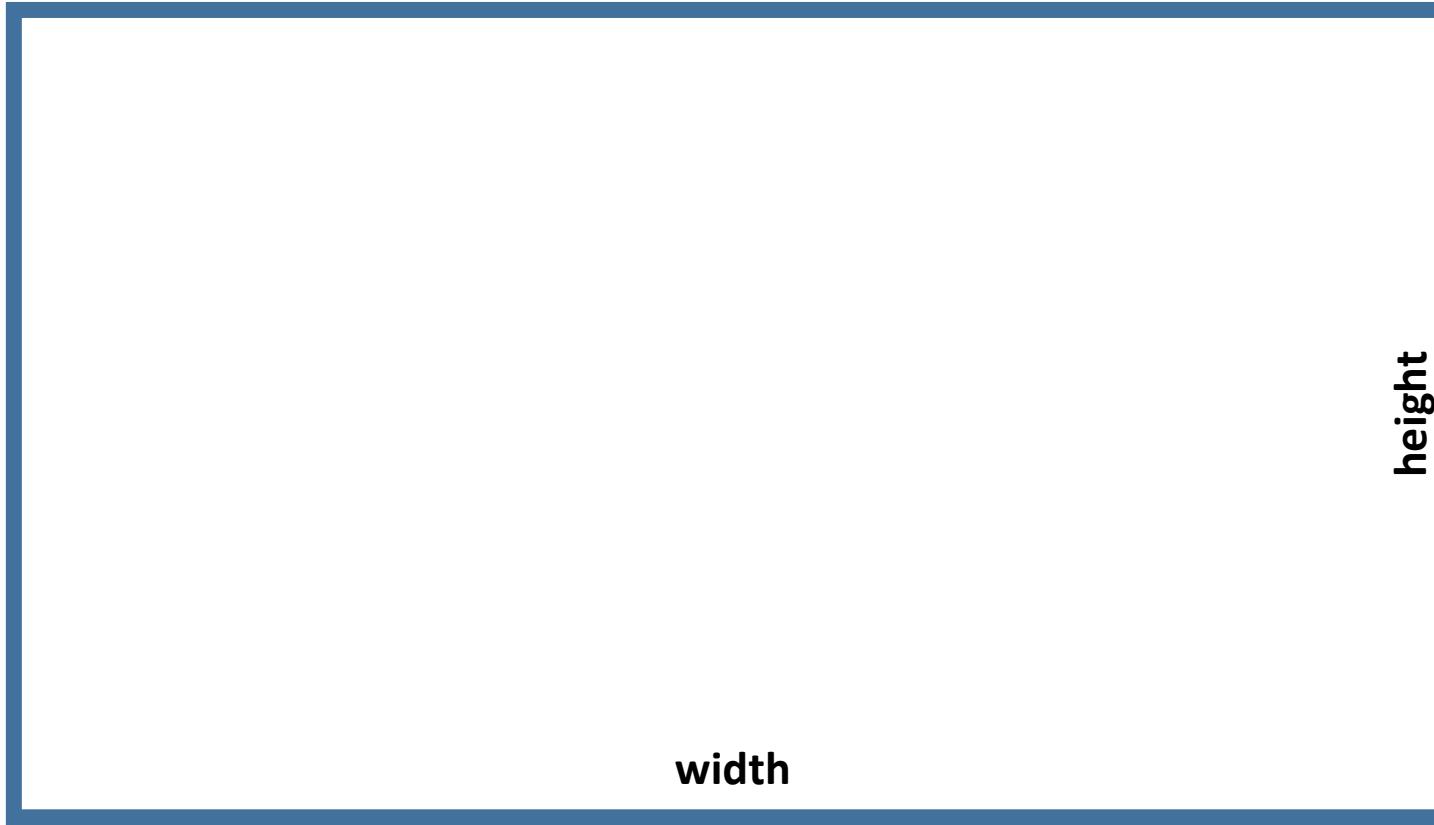
**Video
Resolution**

References

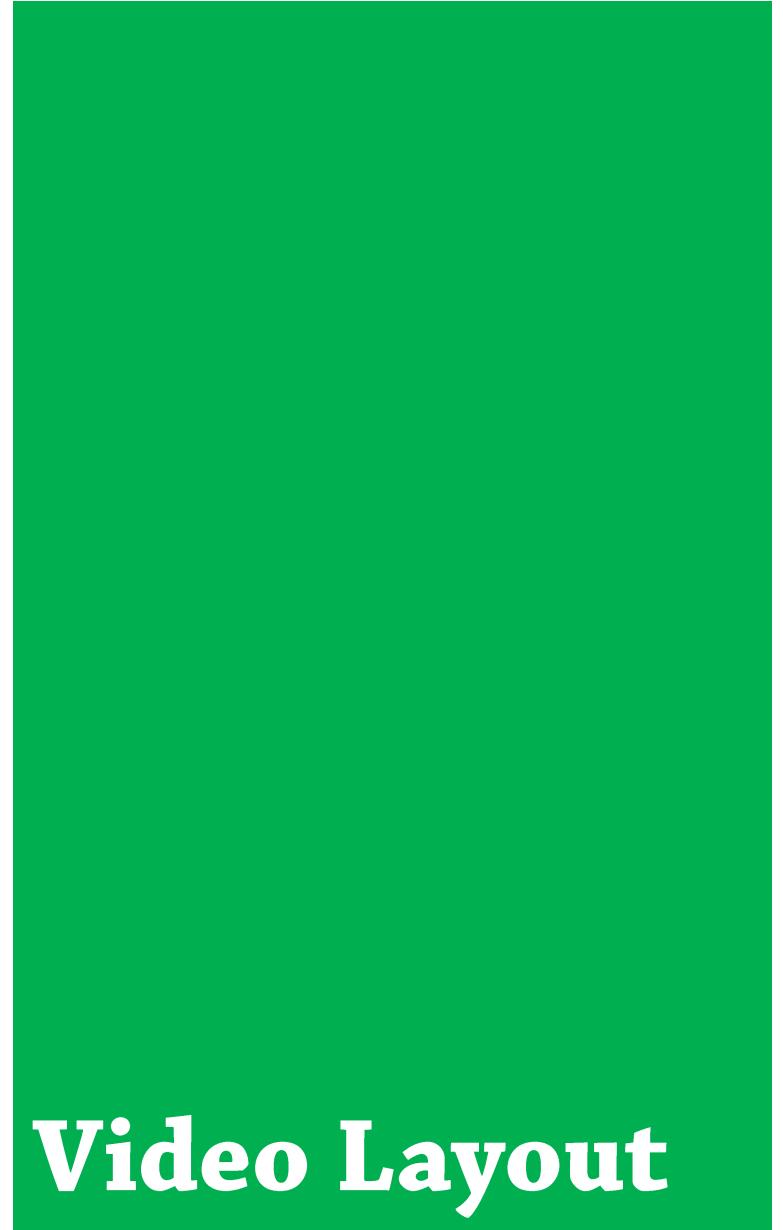
- Edyta Zielinska. **Poster Perfect - How to drive home your science with a visually pleasing poster.** September 1, 2011. Retrieved: 14 October 2014.
- Western Kentucky University. **Communication & Branding Manual.** <http://www.wku.edu/it/digital-signage/>. Retrieved: 12 October 2014.
- Western Kentucky University. **Digital Signage Content Creation & Submittal Guidelines.** <http://www.wku.edu/it/digital-signage/>. Retrieved: 12 October 2014.
- Visix. **Top 6 Digital Signage Design Tips.** <http://www.visix.com/top-6-design-tips-for-digital-signage-content.html>. Retrieved: 12 October 2014.

DIVo Video Guidelines

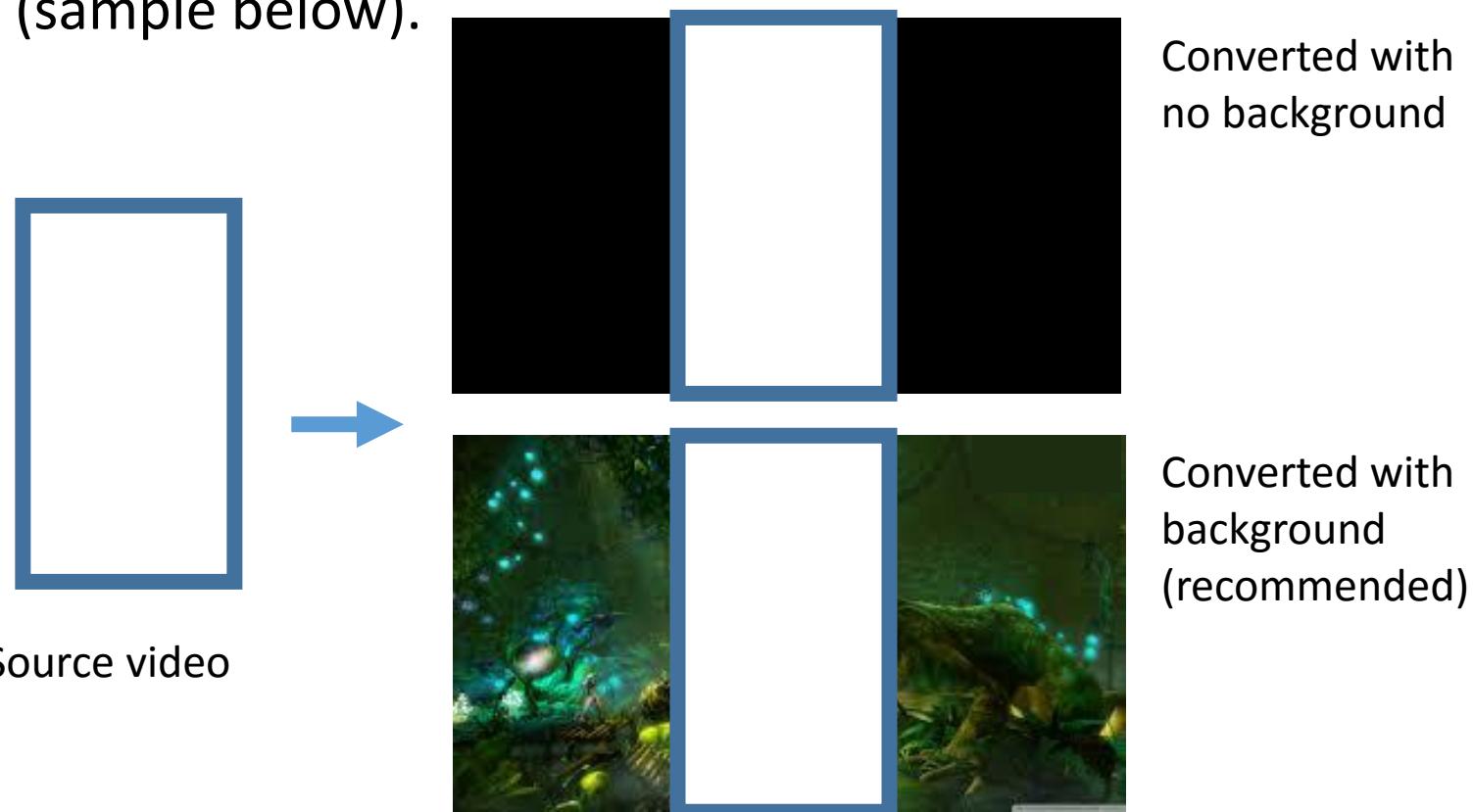
LAYOUT, RESOLUTION & FRAMRATE



Video layout should be in horizontal/landscape format with a recommended width to height ratio of 16:9 or 4:3 for reason of comfortable viewing.



If the source video is in vertical/portrait format (eg. captured from smartphone), please make sure to edit and convert into a landscape layout before submitting to DIVo admin. To avoid empty spaces, use background image and/or video to accompany the main video (sample below).



**Convert from
Portrait to
Landscape**

Video Resolution

maximum	1920:1080-	DVD HD FULL HD
recommended	1280:720-	
minimum	720:576-	

Video framerate should use the **PAL standard of 25fps.**

**Video
Framerate**

VIDEO FILE SIZE & FORMAT

Video file **should have the following file format: .mp4, .mkv, .vob, .mov, .flv.**

However, please note that the mentioned format does not guarantee compatibility with the DIVo video player software; since compatibility issue is mostly affected by the choice of codec engine.

It is recommended to use these video converter apps (available online) to convert video into the required format:

<http://www.onlinevideoconverter.com/>

<http://www.clipconverter.cc/>

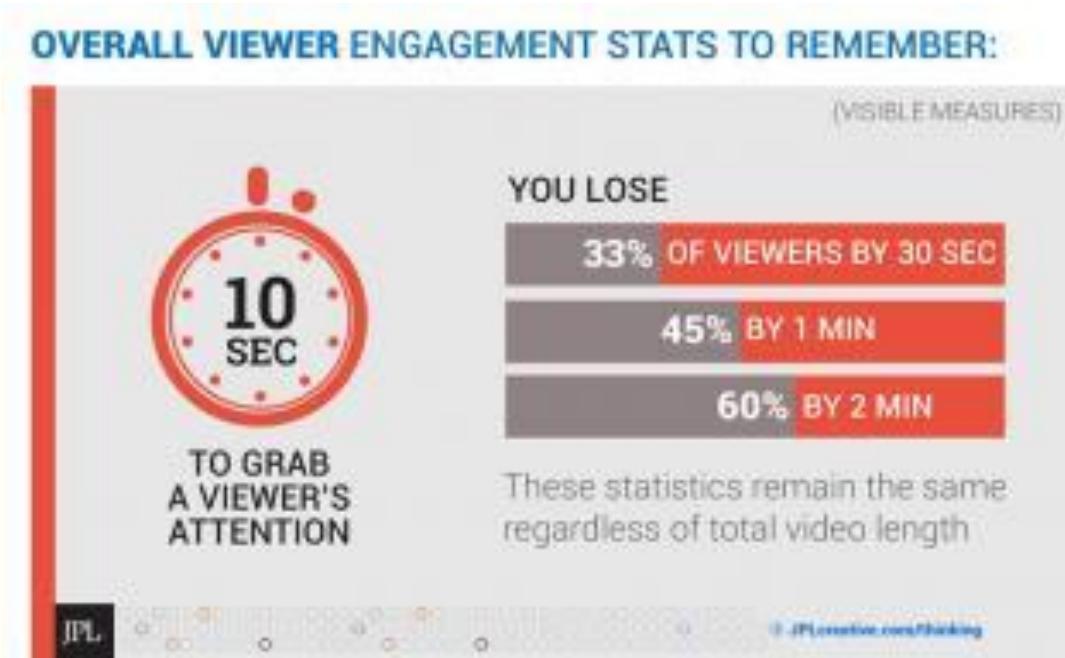
File Format

Video file **should not exceed 25mb** in size for fast and efficient online file submission. However, if a must, file more than 25mb in size could be transferred using google drive or the likes. Please contact DIVo admin first regarding this matter.

File Size

VIDEO DURATION

Video duration **should not exceed 60 seconds**, while the recommended **ideal duration is 30 seconds** (including title and credit).



Source: <http://adage.com/article/digitalnext/optimal-length-video-content/299386/>

Video Duration

VIDEO DESCRIPTION

Every submitted video should be accompanied by description in a separate file (format .txt, .doc/docx) containing the following information:

Video Title, video duration, name of person/unit who submits the video, source of video (if the submitter is not the original author), synopsis or short description of the video content.

Description will be displayed below the video during the whole duration of playback.

Description

VIDEO CAPTION

If video contains caption, please make sure it is located at the bottom part of the video, uses bold sans-serif fonts (eg. Arial), sized accordingly (24-32pt), colored white with black shadows for optimum legibility.

View the sample below as guidelines.

“The quick fox jump over the lazy dog.”

**“The quick fox jump over the lazy
dog.”**

Video Caption

References

- AdAge. **Best Practices: What Is the Optimal Length for Video Content?**
[http://adage.com/article/digitalnext/optimal-length-video-content/299386/.](http://adage.com/article/digitalnext/optimal-length-video-content/299386/)
Retrieved: 20 August 2016.