

SVA THEATRE DIGITAL MARQUEE DISPLAY

Guidelines for creating custom content for the SVA Theatre Marquee

The digital marquee display can be used for event announcements.

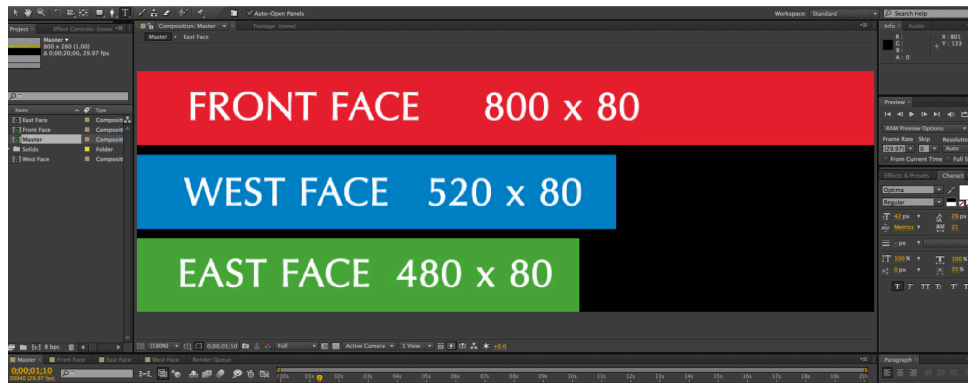
CONTENT SPECIFICATIONS:

Included with this spec sheet is an Adobe After Effects file that contains the template for the marquee.

Within the "Master" composition, there are three separate sub-compositions for the faces labeled:

- Front Face - 800 x 80 pixels
- West Face - 520 x 80 pixels
- East Face - 480 x 80 pixels

Edit each sub-composition separately; the changes will appear in the master composition as well. The "Master" composition contains the three faces in the correct arrangement for playback on the marquee's software.



Please contact venueteam@sva.edu with any questions.

ACCEPTABLE MEDIA FORMATS:

The marquee operates on a Windows-based system; therefore acceptable media formats include:

- Video format - MOV or MP4
- Static Image - JPEG or PNG

LIMITATIONS:

The playback software often has trouble playing files that are too long or too large, so it's recommended that files not exceed 90 seconds in length or 250MB in size.

Due to the large volume of events at the theatre, custom marquee signage can only be displayed immediately preceding the event and during the event itself.

Please note that due to strict limitation on acceptable content by NYC DOB and Zoning codes, we are prohibited from displaying any content that might be perceived as "advertising."

This includes any advertising outside the primary use, and prohibits most corporate logos and/or statements that are sales-oriented in nature.

CONTENT DELIVERY:

As with any media, proper testing is required to ensure viability. The marquee designs must be delivered to the theatre staff **one week before the event**. This lead time is necessary to ensure proper testing and to allow for revisions if the file does not play correctly.

If you experience difficulty designing your own marquee, the SVA Theatre staff can create a simple, text-based marquee. Please provide the text at least **one week before the event**.