

## Create Content for Your Digital Sign

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### General Information

#### How to Create Content

Here are some of the ways you can create content:

- create slides in PowerPoint files and export as images
- create graphics in a web-based tool usually used for social media content creation, like Adobe Creative Cloud Express (licensed by Brown) or Canva
- create graphics files in a layout program like Photoshop or InDesign

#### Best Practices

Before creating any content, we recommend reading the "[Tips for Designing and Managing Digital Signage Systems](#)" document, which has a lot of specific recommendations about font size, color, etc.

#### Aspect Ratio

When creating content, pay attention to the aspect ratio of the area in which you are loading your content. For example, you might have a 4:3 aspect ratio by default in PowerPoint; if you upload these images to a 16:9 screen, they will look "squished." Most signs have a 16:9 ratio, and work well with a 1920 x 1080 pixel or larger image.

### PowerPoint Instructions

#### Setting the Aspect Ratio

- **On the Mac version**, go to File > Page Setup, and choose the 16:9 ratio.
- **On the Windows version**, go to the Design tab and click Page Setup or Slide Size (depending on version), then 16:9.

[This help article](#) by Microsoft has some tips for resizing slideshows if you already created your content in an incorrect ratio.

#### Saving Images

When creating content in PowerPoint, you must save your slides as images in order to upload to Axis TV. These instructions are different for each version of PowerPoint.

- 2016: File > Export, then choose JPG format and desired size
- 2011: File > Save as Pictures
- 2010, 2007: File > Save As, then choose JPG format from the drop-down menu (defaults to .pptx format)

## **Adobe Creative Cloud Express Instructions**

(formerly Adobe Spark)

## **Photoshop Instructions**

If you haven't used Photoshop, PowerPoint may be a better, easier option. However, if you're already familiar with Photoshop, you may prefer to use it.

What's next?

Once you have your content, you can import it following the instructions in our article:

[Create and Manage Sign Content \(ScreenCloud\)](#)