

the **content editor**

tips, tricks, and best practices for our online design tool

Creating your own digital signage content is quick, easy, and (dare we say) *fun* with our all-online Content Editor tool, available directly within the Codigo web portal.

Work from hundreds of expertly-crafted templates to get an inspired start—or build your content from scratch using your own uploaded graphic assets and any of more than 1,500 built-in stock photos and design elements. ➤



working with assets

All images to be used in your Content Editor creations are known as Assets, and they can be uploaded to your Codigo account in two ways:

- > By going to *My Assets* from the top menu and clicking the green Upload button
- > While working within the Content Editor, the *image* section of the Tools Panel includes an upload button (look for the paperclip icon) that allows you to upload directly into your design.

Things to consider when creating your own Assets:

- > With an HD resolution, your digital screens are 1920 x 1080 pixels. For best performance, backgrounds should be created at that size.
- > Considering that resolution, other images shouldn't be any bigger than ~2000 pixels in height or width.
- > The Asset Library accepts images up to 25MB, but if you're following the guidelines above, most JPG images should be less than 3MB in size—keeping Assets smaller always helps with playback performance.
- > If you want an Asset to have a transparent background, use a PNG file format

Using Assets within the Content Editor:

- > After adding or selecting an image asset, look to the *image* section of the Tools Panel to customize it. You can crop it, replace it with an image from My Assets, or upload a brand new image directly to your design.

Content Images – Assets actually included in the currently-saved version of the media you're editing

Your Asset Library – images you've uploaded to My Assets

Vault Asset Library – Codigo's built-in selection of over 1,500 useful backgrounds, photos, and design element images for use in your creations

- > Assets are all tagged by keywords to make it easier to find what you're looking for. Use the search bar to quickly narrow down based on keywords—things like colors, shapes, locations, and types of people are typical tags.
- > To view or edit the tags of an Asset, double-click on any image in the image selector. Tag editing is available for both your Assets and Codigo Vault Assets. Tags can also be added to Assets on upload, or within My Assets by clicking the thumbnail for the image you wish to tag.
- > Look for common images in the Vault Asset Library—Compliance icons like FDIC, NCUA, and Equal Housing Lender can be found in various colors, along with things like the logo for Apple and Google's app stores.




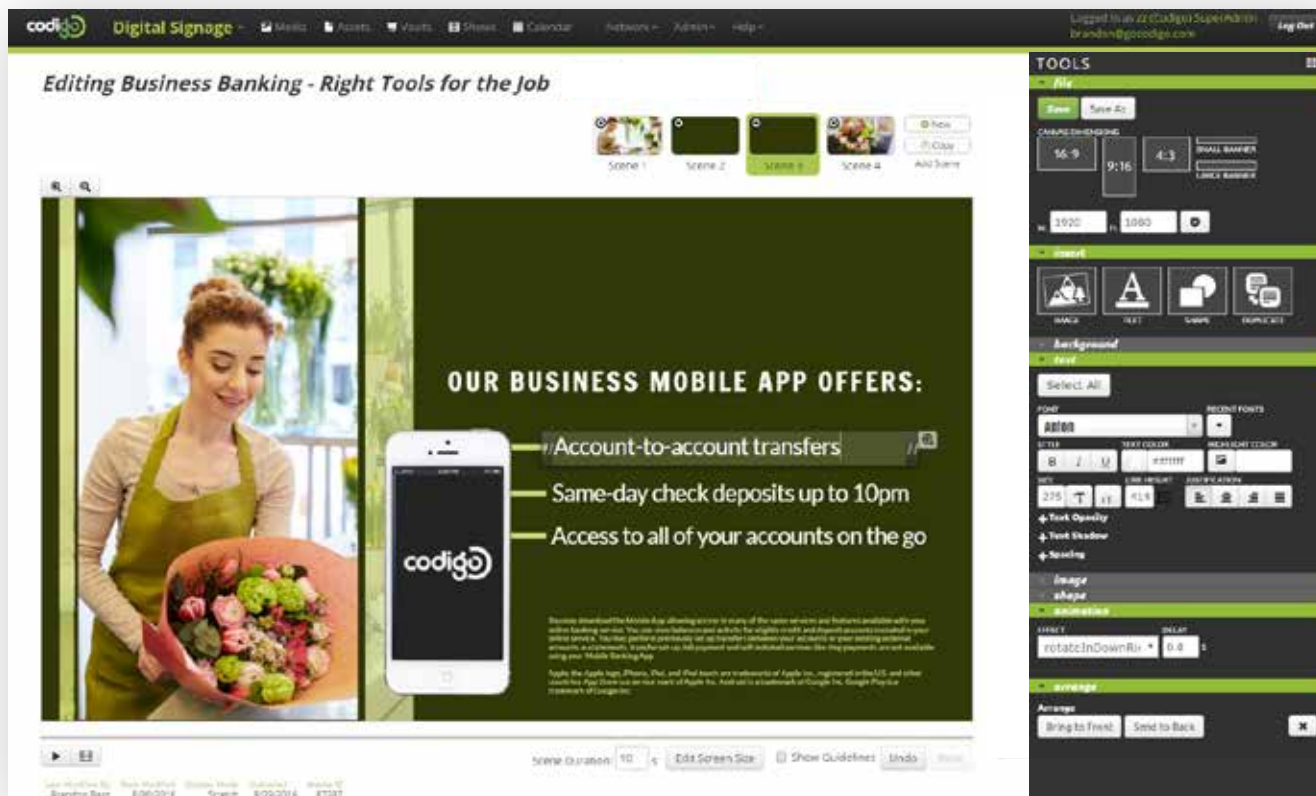
THE TOOLS PANEL >

When you select an item on your stage, such as text, images, or shapes, the Tools Panel will adjust to show you the appropriate customization options. All of the menu sections can be opened or closed at any time, but you'll want to leave "file" open if you're saving regularly, and the "insert" section is handy when you're building your own content from scratch.

designing and editing content

For comprehensive tutorial videos on using our online Content Editor, login and visit the Help section located in Codigo's top menu.

- To find great, new Content Editor media files as they're released, explore the Codigo Content Vault called *GoTemplates*, and search, sort, or browse through all of our pre-built designs.
- To open an existing file within the Content Editor, simply search your Media Library for HTML+ content files, which will also be denoted with a green  icon.



THE CONTENT EDITOR INTERFACE ^

What you see is what you get with our simple content creation online tool. Select images and text on the Stage area, then control their appearance and behaviors using the floating Properties Panel at the right.

Things to consider when creating your own content:

- Like good stories, the most effective ads have a clear beginning, middle, and end. Create a scene that announces your message in a catchy way, dedicate a lengthy middle portion to the details, then finish off with a long and direct call to action your audience will respond to.
- Performance of HTML+ content is tied to the hardware being used, so if you see performance issues on a certain file, try reducing the number of images animating concurrently or number of scenes being used.
- While you can create as many scenes as you want, performance is best when you use fewer scenes.
- Make sure your message is comfortably readable by using the Play All Scenes button and adjusting the Scene Duration where necessary.
- When adding a new Scene, using the Copy button is a great way to bring in a new message while keeping the background and other design elements intact.
- Animation Delay is a great way to create visual interest in your designs. Have items appear sequentially by setting their Animation Delay in increments of 0.3 or 0.5 to stagger their appearance in an eye-catching way.
- Once you have an ad built that has great structure to it (such as any of our *GoTemplates*), it's simple to change images, backgrounds, and text to redefine the whole purpose of the ad without having to re-do layout or animation effects. Plus, this method helps to keep your ad format consistent!