



Guidelines

to use LCD screens and advertising areas of the Faculty of Arts of Masaryk University

specifying the essential requirements defined by MU Faculty of Arts
Directive No. 2/2022 On the methods and principles of internal and
external communication

Last update of the guidelines: 16 February 2023

Basic starting points

The Faculty of Arts of Masaryk University (hereinafter referred to as "FF MU" or "the Faculty") strives to ensure good accessibility of information for employees and students. At the same time, however, it takes an environmentally responsible approach and appreciates the aesthetic values of minimalism, which underlies both the architectural concept of the faculty buildings and the Unified visual style of Masaryk University.

Therefore, Article 3 (2) (d) of FF MU Directive No. 2/2022 On the methods and principles of internal and external communication specifies LCD screens in the corridors of faculty buildings as the priority platform for internal advertising instead of displaying printed posters. Furthermore, at the same point, it explicitly prohibits printed posters from being placed outside the designated advertising areas.

Advertising on LCD screens

The service is coordinated and methodically managed by the Office for External Relations, while the technical operation of the screens and the associated editorial system is provided by the Centre for Information Technologies.

Promotion requests and their approval

An authenticated user can request a trailer to be published [using the form](#). For external entities or cases where the use of the form is not appropriate (e.g., preliminary consultation of the intention to promote on screens), the email address infopanely@phil.muni.cz is used.

The LCD screens are primarily for **sharing invitations to events organized by faculty departments and student clubs or for information campaigns by dean's offices and specialized units**. The relevance of teasers supplied by other parts of the University or external bodies is assessed by the Office for External Relations in coordination with the Bursar.

Rejected (or returned for revision) may be trailers that:

- are not relevant to the faculty community,
- do not contain the information necessary to fulfill the purpose of the trailer,
- improperly use the Unified visual style of the university,
- do not meet the required technical parameters (see below),
- contain texts or graphic elements that contravene the principles of cultivated, gender-sensitive communication, good manners, or even the applicable laws of the Czech Republic.

The display of trailers may be restricted to certain buildings or individual screens where justified. In the event of an emergency, important topical messages may be temporarily prioritized for display.

Technical possibilities for promotion

The standard trailer is a still image of 7 seconds. However, a sequence of shorter frames or a short video without sound can be used upon agreement. For individual trailers or sequences of images, it is possible to set up the display only in certain buildings or on specific screens within faculty buildings (e.g., conference program at the time of an event). Posting a trailer only for certain days of the week is also possible.

Instructions for the preparation of documents

The trailers can be in any form, but if a Unified visual style of the university is used, it is necessary to follow its [principles](#), even if only the MUNI ARTS logo is used. A PowerPoint [template](#) has been prepared to facilitate the preparation of the documents in the unified visual style of the University.

The basic requirement for the supplied graphics is a **resolution of exactly 1920 × 1080 px**. The documents can be supplied in JPG or PNG format, or it is possible to send directly a filled-in template in PowerPoint.

Advertising in the form of printed posters

As part of an environmentally responsible approach, the Faculty does not generally prefer the display of printed posters. However, specific advertising areas are reserved for them when necessary - typically at entrances to faculty campuses and buildings and in corridors.

It is strictly forbidden to place any advertising outside the designated areas, for example, on walls or on glass panels of windows and doors in the common faculty areas! Advertisements violating this prohibition will be removed immediately, and the person or entity responsible for posting them may be required to pay financial compensation if the affected areas are damaged.

ATTENTION! This rule applies to posting any printed material, e.g., signposts, programs, and organizational instructions (typically in the case of workshops, conferences, etc.). [Navigation and presentation panels](#) of various sizes are available for this purpose and are maintained and loaned by the Central Library.

In the premises of departments and institutes, the possibility of placing printed materials outside the reserved advertising areas is left to the decision of the head(s) of the respective department. However, the head is fully responsible for any damage to the areas concerned and for taking into account fire protection according to the documentation of the fire safety design of the building - if these are protected escape routes, there must be no flammable material on them.

Trailers may be removed from the designated advertising space if they:

- are not relevant to the faculty community,
- contain texts or graphic elements that contravene the principles of cultivated, gender-sensitive communication, good manners, or even the applicable laws of the Czech Republic.