Creating Promotional Images

Best Practices & ADA Compliance
Agenda

- Design Basics
- Sizing & Format
- Using Team Templates in Canva
- Resources to Remember
- Embracing Accessibility
- Making Your Images Accessible
- Complying with Policy
Design Basics

Simple tips for better looking promotional imagery
Design 101

Let your designs shine with these basic principles:

• Keep it simple
• Prioritize important information
• Let images do the talking
• Use a limited palette
Keep it Simple

Instead of…

Try this!

Schedule a Mock Interview

Learn how to put your best foot forward. Contact sean_kelley@brown.edu
Prioritize Important Information

Instead of…

Try this!
Let Images Do the Talking

Instead of…

Try this!

**YUM!**

**SNACK/STUDY BREAK**

Join us for milk and cookies and take a break from studying!

Monday December 10, 4 PM - 5 PM in Room 403

Sponsored by the Department of Epidemiology

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**SPH Study Break**

Monday Dec. 10 / 4 PM / Rm 403
Use a Limited Palette

Instead of…

Try this!

Andrew Zullo, MPH, Dr.Ph

Discovering New Methodologies for Drug Delivery

Slide Talk | January 12 at 4 PM
Pro Tips

• Left-aligned text is easier to read than center-aligned text

• Create variations of the same promotional image in different aspect ratios
  • Ex: square and landscape

• Consider your audience
  • Use Brown’s colors and branding if sending to external audiences

• Avoid cluttering your image by restating the obvious
  • If your promotional image will be shown on the 121 S Main digital screens, you can omit the building address when describing the location

• Make an image for a series rather than a specific event
  • People will recognize the image and connect the content to your other events
Want a second pair of eyes?

Email SPH Office of Comms

Feeling unsure of your artwork? The Office of Communications is happy to review imagery that you create.

Contact caroline_claflin@brown.edu
Sizing and Format

How do I pick the right size and shape?
Where can I use my promotional image?

- Events@Brown
- The Events Pulse weekly email
- Email to colleagues
- Digital screens at 121 S Main: Lobby, Floor 2, Floor 3
- Google suite
- Social media
- Department website
- Flyers (limited locations)
Square images work well for Instagram, Events@Brown, and The Events Pulse weekly email.

- 1080 x 1080 pixels
- Don’t incorporate too much text
- Consider creating artwork for the series rather than an individual event
Landscape images work well for **121 S Main digital screens, video** and **Twitter**.

- **1980 x 1080 pixels** (16:9 ratio)
- Want your image featured on the digital screens? Send Ken Zirkel a message via Canva or email
Portrait images work well for the **121 S Main lobby sign**, **flyers** and **email**.

- 1920 x 1080 pixels (digital)
- 8.5” x 11” (printed)
- **If attaching to/using in the body of an email:** Try to mirror the text from the image in the email text body
Team Templates in Canva

Using and resizing templates with the SPH Communications Team account
Resources to Remember

Access a library of visual content and tools
Photos

You have access to stock imagery, University photography, design tools and more.

- Adobe Creative Cloud suite
- Adobe Stock images
- Widen DAM

As an SPH administrator working on communications projects

- Canva license

Read more at go.brown.edu/SPHimagery

Or browse communications.sph.brown.edu
Embracing Accessibility

Understanding accessibility and why it is important
Why is web accessibility so important?

• Blind people cannot see images, so they must get the information some other way.

• People with autism or cognitive disabilities may disable images from showing because they are too distracting.

• People with seizure disabilities or sensitivity to motion may dislike moving, flashing or strobing images.

• People with low vision may zoom into the page, so images may be blurry or illegible.

• Colorblind people may have difficulty discerning colors while navigating online data visualizations.
Why is web accessibility so important?

It’s a Human Right

People should be able to access important information online, regardless of their disability status.

It’s the Law

The Americans with Disabilities Act (ADA) requires basic levels of accessibility in web pages for people with various disabilities.
Making Your Content Accessible

Alt text, captioning, and more!
Alternate (Alt) Text

Many images require alternative text in order to be accessible.

- When assistive technology encounters an image, the text is provided instead.
- Alternate text should convey the purpose & function of the image, rather than describe the image.
  - Example: "MPH student checks air quality"
    - Instead of: “person with air filter”
  - Example: “Faculty conducts study group with students”
    - Instead of: “five people around desk”
Alternate (Alt) Text

You do not need alt text for purely decorative imagery.

You will be prompted to add alt text when you upload images:

- To Events@Brown
- To your department website

You will not be required to add alt text, but you should consider adding it anyway to:

- Mailchimp imagery
- Bottom of your emails, if you include an image that contains important information not covered in the email text.
Tips for Making Accessible Content Online

- Include alt text for images
- Use text-based file types for attached documents such as: .txt, .htm, .docx and .rtf (rather than PDF)
- Include captions or descriptions with video content
- Use title and header formatting to provide structure to pages for easier navigation
- Minimize blinking or otherwise distracting features
- Online forms should include tags to describe form fields
Want to take a deeper dive?

Go to brown.edu/website-accessibility/training and watch OUC’s 12m video
Complying with Policy

Brown’s standards around image use and accessibility
Key Takeaways: Web Accessibility Policy

• OUC controls the creation of University websites and ensures they comply with accessibility standards before approving them for launch.

• If an accessibility issue is discovered on a University website, **Student Accessibility Services (SAS)** will connect with the website lead to resolve the issue.

• Once accessibility issues are identified, website leads have 30 days to fix the problem, or OUC will take the website offline.
Key Takeaways: Image Use Policy

For use of images in any form of media, Rhode Island law requires consent of the photographed subjects if:

1. The individual(s) in the photograph or image are identifiable and have an expectation of privacy at the time the photo or video is taken

   and/or

2. The image, whether or not taken while in/at a public space or event, is identifiable and used for marketing or promotional purposes.
Key Takeaways: Image Use Policy

Editorial use

Relating to events, information, commentary and analyses that are newsworthy, a matter of public concern or of general interest to the public

Promotional Use

Developed for the purpose of increasing engagement, raising general awareness or eliciting participation in any form, whether through attendance, enrollment, or any form of volunteerism or philanthropy.
Key Takeaways: Image Use Policy

When in doubt, ask permission!

• “Took a couple of great photos of you participating at our staff retreat — would you feel comfortable if I put them up on the epi homepage?”

You must obtain permission for each individual instance of use

• Ex: Instagram story and a fundraising brochure need separate permissions

Put up signage at major events indicating that people may be filmed

• If you want to take photos at an event to share externally, print out a sign that indicates that people may be filmed so they have a heads up.