

# 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

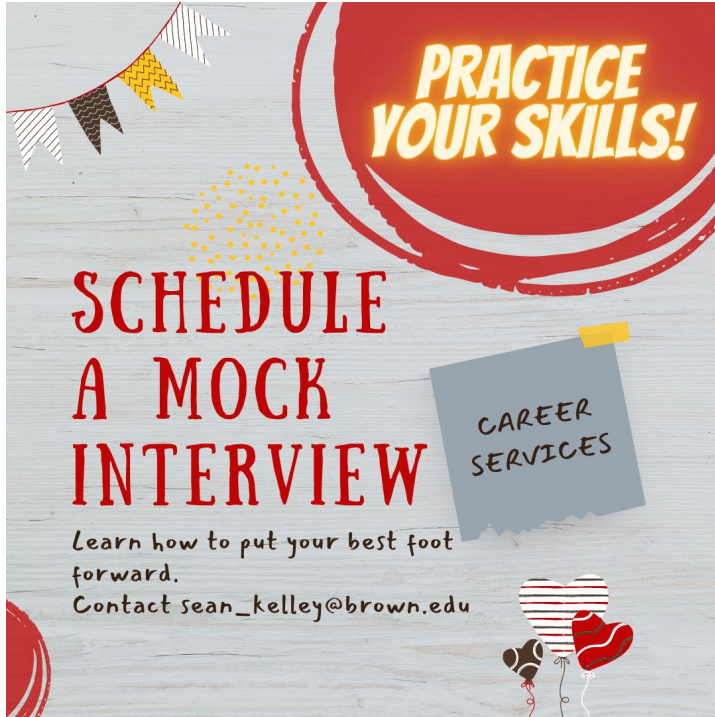
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## Let your designs shine with these basic principles:

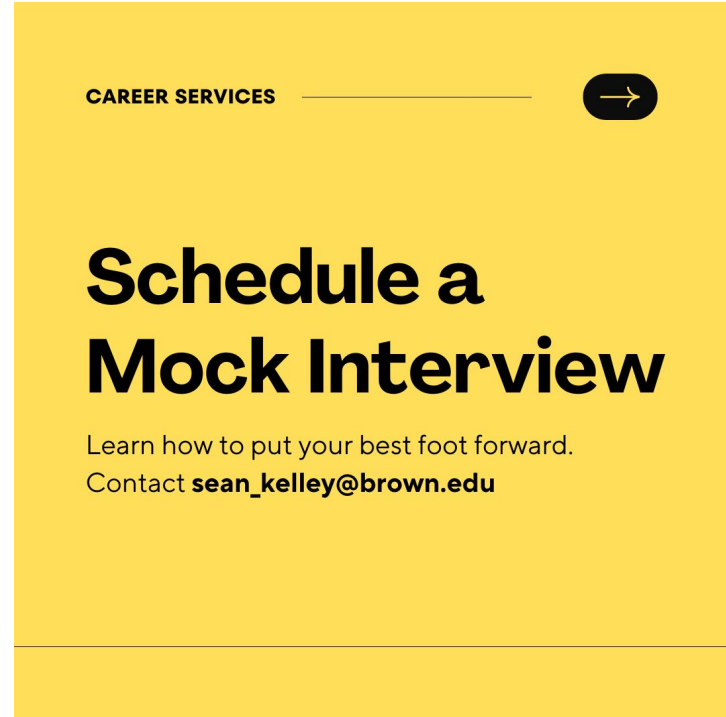
- Keep it simple
- Prioritize important information
- Let images do the talking
- Use a limited palette

# Keep it Simple

Instead of...



Try this!



# Prioritize Important Information

Instead of...



**Tuesday January 17**  
**4 PM**  
**lecture series**

- Epidemiology
- Visiting Lecture Grouping
- Pre-registration preferred
- Anyone is welcome

**REGISTER!**

contact Ronald McDonald

epidemiology   
+123-456-7890

more than  
**13**  
speakers

Try this!



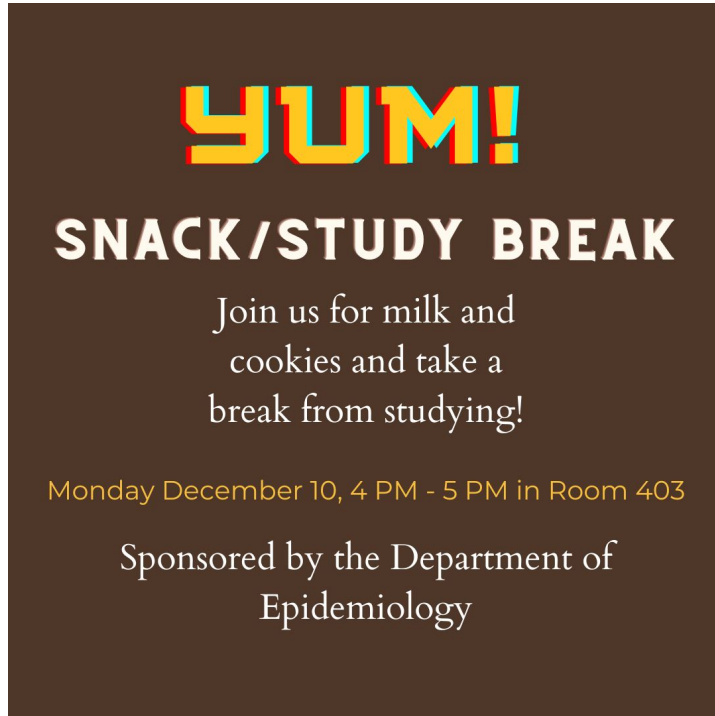
HSPP SEMINAR

**FINDING DIGITAL  
HEALTH  
SOLUTIONS IN  
ASIA**

**TUESDAY, SEPT. 9**  
Noon

# Let Images Do the Talking

Instead of...



**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

Try this!



*SPH Study Break*



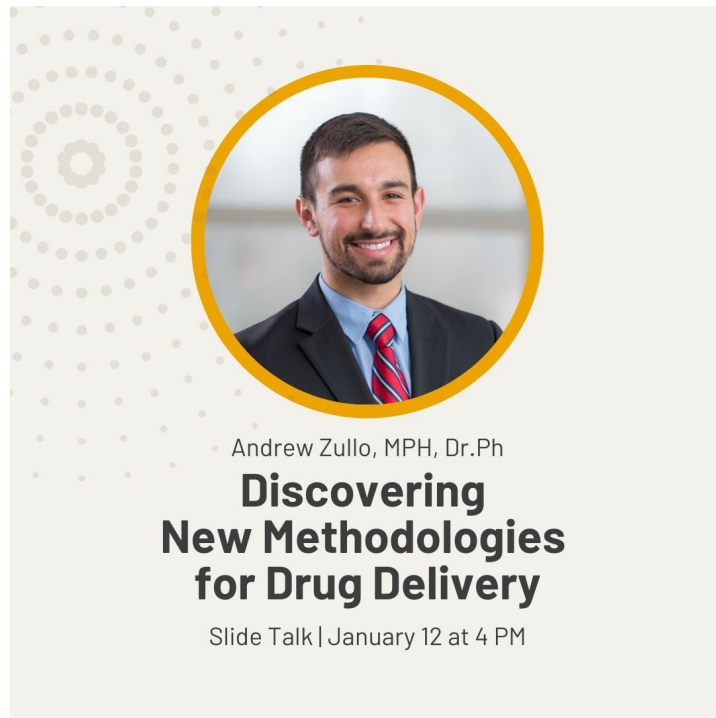
Monday Dec. 10 / 4 PM / Rm 403

# Use a Limited Palette

Instead of...



Try this!





# Pro Tips

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- 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?

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## 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](mailto:caroline_claflin@brown.edu)

# Sizing and Format

How do I pick the right size and shape?

# Where can I use my promotional image?

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- 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

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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



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



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

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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](https://go.brown.edu/SPHimagery)

Or browse [communications.sph.brown.edu](https://communications.sph.brown.edu)

# Embracing Accessibility

Understanding accessibility and why it is important

# Why is web accessibility so important?

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- 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?

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## 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

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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

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**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

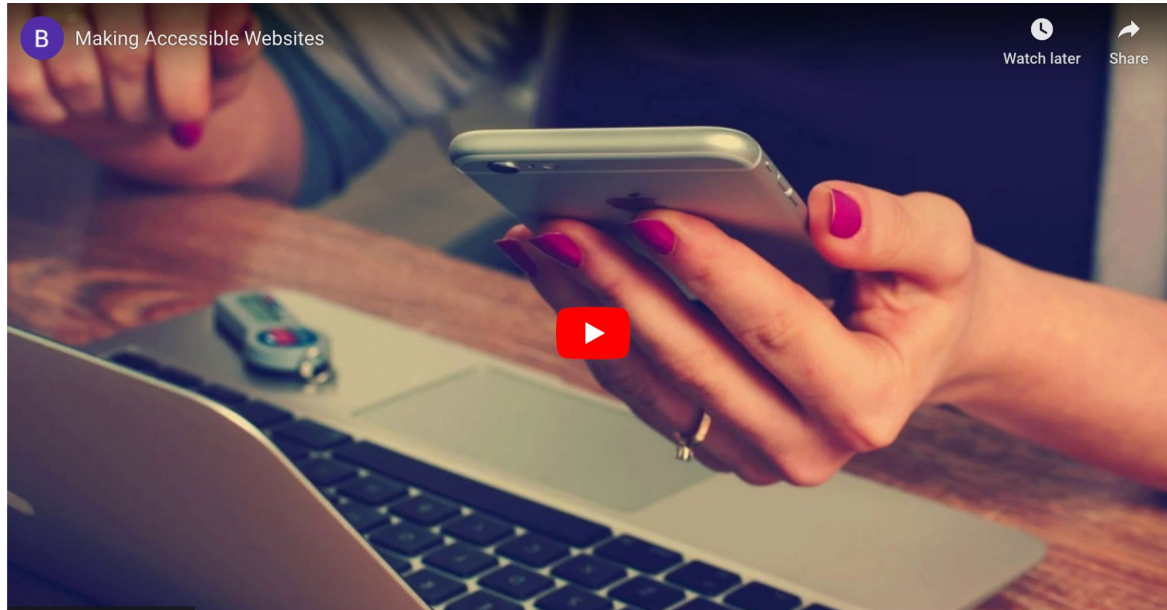
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- Include alt text for images
- Use text-based file types for attached documents such as: .txt, .htm, .docx and .rtf (rather than PDF)
- Include captions or descriptions with video content
- Use title and header formatting to provide structure to pages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

# Want to take a deeper dive?

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Go to [brown.edu/website-accessibility/training](https://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

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- 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

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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

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## 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

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## **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.