CLA Communications

OVERVIEW
- CLA Communications
  - Frequently Asked Questions
  - Overview of guidelines and process

UNIVERSITY POLICIES & PROCEDURES
- Cal Poly Style Guide and Graphic Standards
  - Guidelines for university branding

CLA BEST PRACTICES

- Newsletter Best Practices and Check List
  - Tips and process check list for departmental newsletters

- Press Kit
  - Guidelines, templates, examples and process for event promotion/publicity
    - Press Releases
    - Additional Publicity Outlets
    - Flyers/Posters
    - External Emails
    - Website Updates

- Website Maintenance
  - Drupal Guide
  - Creating Accessible Documents

CLA Communications Overview

CLA Communications Staff
- Rachel Schultz, Communications Specialist, rschul02@calpoly.edu, 6-1216, 47-36B
- Krista Smith, Online Communication Specialist, ksmit143@calpoly.edu, 6-2986, 47-36L

University Visual and Written Guidelines
As a college, it is important to represent Cal Poly consistently — both visually and through the written word — in order to convey our excellence in a cohesive manner. For official university standards, visit the Cal Poly University Marketing website, universitymarketing.calpoly.edu.

Department Wordmarks
Each department should have a folder of wordmarks on file. If you don't, please email Rachel Schultz at rschul02@calpoly.edu to request them. Each department should have a horizontal and vertical version with the academic shield in several file types/colors, and a horizontal and vertical version with just the wordmark in several file types/colors.

CLA Communications Best Practices
In order to best serve the departments, all external communication is managed through the CLA Communications Office. Before printing and distributing, the CLA Communications Office must review and approve the communication piece — both visual and written content.

This includes, but is not limited to:
- Newsletters
- Advancement solicitations
- Brochures
- E-announcements
- Flyers/posters (if posted more than two months)
- PolyLink emails
- Press releases

Many items must also be reviewed and approved by University Marketing. Email items for review to Rachel Schultz, rschul02@calpoly.edu.

Newsletters
All departments are encouraged to produce departmental newsletters. To assist in providing a smooth and efficient process, please review the Newsletter Best Practices and Process document.

Press Kit
This kit contains sample timelines, resources and templates for items commonly used in event promotion, such as press releases, posters, web content and more.

Announcements/Event Promotion
The CLA Communication Office will submit University-wide promotional items for you. Please see "Additional Publicity Outlets" for information on how to submit events for promotion. Event organizer/department is responsible for the creation and distribution of any posters/flyers. CLA Communications can lead to you to resources to assist you in this process.

Photography
To use photos, artwork, illustrations, audio and/or video of CLA students, alumni or guests in communication pieces, the department/program must have a signed Visual/Audio Release Form.

External Emails
PolyLink is the software used to generate e-communication to external audiences (e.g., alumni and donors). The CLA Communications Office is the designated PolyLink coordinator for the college. Review the Polylink Email Check List document to help ensure an efficient process.

Publications
o **Impact**
Annual magazine distributed to all CLA alumni and friends

o **Your Impact**
Magazine distributed to all CLA alumni and friends with stories about giving

o **Brief**
Quarterly on-campus update distributed quarterly via print and email to more than 100 campus leaders and CLA faculty and staff

o **The Link**
Digital newsletter distributed to all CLA alumni and friends

o **Weekly Announcements**
Weekly update email to all CLA faculty and staff containing departmental and college events. All submissions must be received by 5 p.m. on the Thursday prior for inclusion. Please send all submissions to Rachel Schultz, rschul02@calpoly.edu.

Website Maintenance
Departments are responsible for maintaining their own websites with the support of CLA Communications when needed. This section includes a Drupal User Manual and a guide to updates you should be able to make without the assistance of CLA Communications.

o **Document Accessibility**
When creating communication documents, it is important to create pieces that are accessible to all users. Special care must be taken in order to prepare documents for those with sensory, physical and cognitive disabilities. Accessibility questions should be directed to CLA Techs, clatech@calpoly.edu.

o **Web Authoring Resource Center**
http://warc.calpoly.edu/
The Web Authoring Resource Center (WARC) provides developers with the information and tools necessary to plan and build a website that meets basic requirements for university identity, Web accessibility, usability and aesthetics. In addition, the WARC provides valuable information on how best to maintain websites.

UniversityMarketing.Calpoly.edu

Website full of resources to help you preserve brand consistency in all forms of media, and to help you understand what University Marketing is looking for when approving items for external distribution. You will find the following sections on this website:

Brand
An overview of Cal Poly's key brand elements.
Guidelines as to when communication pieces need to be reviewed
List of questions to ask before submitting a piece for brand review

Graphic Standards
A guide to Cal Poly's visual identity, including information on the following brand assets: the Cal Poly name, wordmarks, the academic shield, secondary marks, spirit marks, the university seal, proper use of wordmarks and logos, official typefaces (Palatino & Avenir), typestyles, primary colors, secondary colors and tones.

Photography
Links to the University's digital photography library and audio-visual release forms.

Social Media
University policies, tips, guidelines, best practices and user guides by channel. You are discouraged from starting a new social media account if you cannot commit to posting at least one item each week.

Editorial Style Guide
A set of guidelines developed to promote clarity and consistency in Cal Poly communications. Cal Poly uses the Associated Press Stylebook as a primary guide. Common AP Stylebook guidelines, as well as some Cal Poly exceptions are listed at this site.

Digital Templates
A suite of branded templates available for download.
- PowerPoint template
- Letterhead
- Fax Cover Sheet
- Memo Sheets

More templates are available under Resources → Graphic Standards → Stationery

University Marketing Approval

The following must be appropriately branded and receive approval from University Marketing prior to being produced and distributed:

- Non-scholarly print or digital publications/communication sent to external audiences

- Print or digital internal communications with a shelf life of three months or longer

- Print or digital marketing pieces that are affiliated with campus-wide initiatives, including but not limited to WOW, Open House and commencement

- Campus banners and signage (temporary and permanent)

- Advertisements intended for external media including print publications, websites, apps and social media

Flyers for speakers or presentations that are only distributed on campus, and will not be posted for more than three months do not need to be submitted for official review.

Please email documents to Rachel Schultz at rschul02@calpoly.edu. She will review and submit to University Marketing on your behalf.

Please allow approximately 7-10 business days for review and feedback or approval. Items that require changes must be resubmitted for final university approval. Please keep this in mind when planning your printing and distribution schedule.

TO MAKE THE APPROVAL PROCESS EASIER:
Those submitting materials for review are responsible for their own copyediting, AP style compliance and proofreading. The following is a list of questions to ask before submitting a piece for brand review.

Each question is hyperlinked at universitymarketing.calpoly.edu (The Cal Poly Brand → Brand Review Checklist) to corresponding information.

- Does the piece include a **university wordmark?**
- Are all university **marks used correctly**?
- Does it use colors from Cal Poly's **official palettes**?
- Does it use **official typefaces**?
- Does it follow the **editorial style guide**?
- Is the **photography** suitable to the piece?
- Is the overall design appropriate for the **audience**?
- Does it integrate Cal Poly's **brand attributes** when appropriate?
- Is your primary message clear?

Logo/Wordmark Use

Examples of Appropriate Uses

Wordmark in an official color

Reversed wordmark in a tab

Standard shield horizontal

Standard shield horizontal pairing

Standard shield horizontal single color

Specialized reversed shield horizontal*

Examples of Inappropriate Uses

Never place marks over busy images

Never display marks in an unofficial color or use "Poly" by itself

Never distort marks

Never manually recreate marks

Never use special effects or place at an angle

Never manipulate shield artwork to create a reversed version

E-Newsletter Best Practices

Contact: Krista Smith, ksmit143@calpoly.edu; 805-756-2986

The CLA Communications Office will help facilitate the distribution of e-newsletters via PolyLink. If you would like a print piece, the cost of hiring a designer, printing and mailing is the responsibility of the department. If you are interested in this option, please contact Rachel Schultz at rschul02@calpoly.edu for a recommended designer.

1. Try to send an e-newsletter and/or update email at least once a year to alumni and donors. Ideally, communication should be distributed as quickly after an event or newsworthy announcement as possible to keep the newsletter as relevant and current as possible.

2. Select an editor for the publication. The editor checks for readability, reviews for consistency, accuracy, spelling and grammatical errors; and takes responsibility for the final document.

3. **Plan at least one month for all Dean's Office and university approvals.** The month timeframe includes building the newsletter and PolyLink email, and the approval process.

4. Make sure the text and any supporting graphics follow university brand standards — utilize the AP Stylebook and Cal Poly Style Guide. CLA departments must follow these guidelines for all external communication pieces.

5. Use photos and other imagery. Include student artwork and student photos. Please use the Visual/Audio Release Form found at universitymarketing.calpoly.edu.

6. Write concise, attention-grabbing headlines and content.

7. Don't include content that is more than one year old.

8. Unless your stories are really engaging, don't include more than six articles. Keep each article to 500-700 words.

E-Newsletter Process

☐ Department sends Word document of initial text and photos for each story to CLA Communications.

☐ Review by CLA Communications Office/Dean's Office and Advancement (if solicitation)

☐ Return to department/program for changes

☐ CLA Communications will put the newsletter into a Cal Poly approved newsletter template on the department's website and send link for department to review before sending out to email list (http://warc.calpoly.edu/universityid/templates.html).

☐ CLA Communications will put the newsletter into an approved PolyLink (email) template and send to department and University Marketing for review

☐ CLA Communications will tell Advancement Services which audiences to send email (e.g., History Department alumni and donors) and request a date for distribution

☐ Finalize/distribute. Department chairs and ASC's should get all emails sent on behalf of the department.

Cal Poly
College of Liberal Arts

Press Kit Guide & Templates

A helpful guide for promoting your news and events

August 2017

Sample Event Promotion Timeline

About:
For any event, properly planned and executed publicity is critical to success. A sample timeline for key milestones is as follows, but will need to be customized for each event:

Week 12 (Prior to Event)
- Hold kick off meeting
- Establish key stakeholders
- Assign tasks and leadership roles
- Outline communication plan

Week 11-7
- Reservation of space
- Development of collateral
    - If a large-quantity print piece is desired, art may need to be submitted to the printer by or before Week 11.
- Send a Save the Date email to your contacts on campus
- If you would like to send a promotional email to alumni, see External Email checklist

Week 6
- **Submit press release to Rachel Schultz, rschul02@calpoly.edu**
- Finalize printed collateral: posters, flyers, program

Week 5
- Distribution of press release to local media
- **Post finalized release/information on website**
- Submit information to promotional outlets — on and off campus
- Send printed collateral to printer: posters, flyers, program, etc.

Week 4
- Distribute posters, flyers
- Send e-blast with information and call to action

Week 3
- Prepare social media publicity: posts, cover photos, etc.
    - Send to Krista Smith, ksmit143@calpoly.edu for possible feature on CLA social profiles
- Upload rotating hero image on website

Week 2
- Social media publicity — teasers

Week 1
- Social media publicity — teasers
- Send second e-blast with information and call to action
- Finalize PowerPoint

Week of Event
- Hold week of event/event execution meeting with stakeholders
- Social media publicity — pre-, during and post-event
- Final event execution

Week after Event
- Hold meeting with stakeholders to record what worked, what didn't and what you would do differently, send thank you notes if appropriate

Press Releases

About:
Press releases are vehicles to convey information that may be of interest to the *general public*. Information suited for this communication vehicle:
- Event announcements (open to the public)
- Awards or significant accomplishments
- New programs or significant changes/impact

Process:
All press releases for departments and programs must be distributed through University Communications. As the College of Liberal Arts liaison, Rachel Schultz will coordinate with departments and programs to ensure that press releases meet university standards.

Cal Poly distributes releases to all local media — television, print and radio.

Timeline:
For events, it is recommended to submit your release four to six weeks prior to the event. Please anticipate 5-7 business days from submission to distribution.

Template:
Refer to the following pages for a template and examples.

Best Practices:
- Answer the five w's: who, what, when, where, why as quickly as possible
- Structure information in an inverted pyramid — most important information first
- Keep it short — limit as much as possible to one page
- Include contact information
- Mention Cal Poly in the headline and the lead sentence
- Include any supporting links or photos (provide captions, please)

PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE
Month Day, Year

Contact: First Name Last Name
805-756-XXXX; email@calpoly.edu

Headline [Mention Cal Poly]
SAN LUIS OBISPO — Lead sentence [Establish who, what, when, where and include Cal Poly]

Body copy [2-3 paragraphs with supporting information]

Conclusion [1-2 sentences on sponsorship information]

Link(s)s
- Link Name: url

Photo/Caption
- Description: Image Name.jpg
  o Caption information

About [Entity Name]
1 paragraph about the originating entity (example: About Cal Poly History Department). Katie VanMeter has about statements generated for all CLA departments.
# # #

EXAMPLE — EVENT

FOR IMMEDIATE RELEASE
April 10, 2014

Contact: Kim Barton
805-756-2543; kabarton@calpoly.edu

Author to Discuss 'The Real American War in Vietnam' April 22 at Cal Poly
SAN LUIS OBISPO — Award-winning journalist, historian and author Nick Turse will present "The Real American War in Vietnam" at 6 p.m. Tuesday, April 22, in Room 123 in the Bioresource & Agriculture Engineering Building (No. 8) at Cal Poly.

The talk will focus on topics Turse wrote about in his critically acclaimed book, "Kill Anything that Moves."

In the book, Turse asserts that Americans have long been taught that events such as the notorious My Lai massacre were isolated incidents in the Vietnam War, carried out by a few "bad apples." But through a groundbreaking investigation, Turse discovered the violence against Vietnamese civilians was not at all exceptional during the conflict. Rather, it was pervasive and systematic, the consequence of official orders to "kill anything that moves."

Turse is also the author of "The Complex," the managing editor for TomDispatch.com, and a fellow at the Nation Institute, a nonprofit media center dedicated to strengthening the independent press and advancing social justice and civil rights.

Turse's investigations of American war crimes in Vietnam have gained him a Ridenhour Prize for Reportorial Distinction, a Guggenheim fellowship, and a fellowship at Harvard University's Radcliffe Institute for Advanced Study.

The presentation is free and open to the public. It is co-sponsored by the College of Liberal Arts' Doyle Fund and the departments of Ethnic Studies, History, Journalism and Political Science.

Links
- Ethnic Studies Department: cla.calpoly.edu/es.html
- History Department: cla.calpoly.edu/hist_events.html
- Journalism Department: journalism.calpoly.edu/
- Political Science Department: cla.calpoly.edu/pols.html
- College of Liberal Arts: cla.calpoly.edu

Photo/Caption
- Book cover: Kill Anything That Moves.jpg
- Headshot: Turse, Nick Headshot (credit Tam Turse).jpg

# # #

EXAMPLE — AWARD/ACCOMPLISHMENT (FACULTY)

FOR IMMEDIATE RELEASE
May 5, 2014

Contact: Rachel Schultz
805-756-1216; rellersi@calpoly.edu

Cal Poly Ethnic Studies Professor Awarded Fulbright Scholar Grant
SAN LUIS OBISPO – Cal Poly ethnic studies Professor Victor Valle has been selected
to receive a 2014-15 Fulbright U.S. Scholar Grant.

The Fulbright Scholar Program gives faculty and professionals the opportunity to
lecture, teach and conduct research in a foreign country, with the aim of building
relationships across continents.

With the grant, Valle will temporarily live in Mexico to continue his research on his
latest book project, "The Poetics of Fire: On the Art of Chile-Eating." Valle's project
explores how North Americans perceive the aesthetics of chile-eating. The research
examines the metaphors and narratives that drive how people discuss chile-eating and
how these metaphors and narratives have evolved over time.

Valle has been with the Cal Poly since 1992. He began his writing career in the 1970s
by publishing poetry and literature translations and editing literary magazines. After
graduating from the Medill School of Journalism in 1981, he joined the staff of the Los
Angeles Times. During his residency there, Valle and fellow Chicano journalists
received a Pulitzer Prize and other honors for investigative journalism.

As an author, Valle's book "Recipe of Memory: Five Generations of Mexican Cuisine,"
has been reviewed in more than a dozen scholarly journals and has been reproduced in
"American Food Writing: A Literary Anthology" by the Library of America publishers.
His last book, "City of Industry: Genealogies of Power in Southern California," was
published in 2009.

"Professor Valle is not only an acclaimed scholar and writer but also an activist who
truly lives out ethnic studies and Cal Poly's commitment to transformative knowledge,"
said Denise Isom, Ethnic Studies Department chair.

Links
- Ethnic Studies Department: cla.calpoly.edu/es.html
- Fulbright Scholar Program: cies.org/about-us

About the Cal Poly Ethnic Studies Department
The Cal Poly Ethnic Studies Department provides students with the skills required for
critical inquiry that advance their analysis of race, ethnicity and cultural difference in an
increasingly complex world. Students examine how social hierarchies frame access to
political power, allocate economic resources, and influence expression. The

curriculum's interdisciplinary approach helps graduates better comprehend and properly address the issues of the world they live in.

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EXAMPLE — AWARD/ACCOMPLISHMENT (STUDENT)

FOR IMMEDIATE RELEASE
May 7, 2014

Contact: Rachel Schultz
805-756-1216; rellersi@calpoly.edu

Cal Poly Graphic Communication Students Win First in Packaging Challenge
SAN LUIS OBISPO — Cal Poly graphic communication students won first place at the Phoenix Challenge Flexo Packaging Competition on April 26.

Ten schools and more than 80 students traveled to Baltimore to participate in the competition, sponsored by the Phoenix Challenge Foundation to encourage high school and college students to explore opportunities in the flexographic printing industry.

This year the students were charged with helping rebrand a company.

Cal Poly's team showcased their skills by rebranding local winery Saarloos and Sons' Rosé label, taking the lead in the categories of Best Concept, Design, Research and Execution.

The team's rebranding strategy included printing a complex surface print-reverse view label with gold metallic ink. A label tag was incorporated using thermochromic ink that turns blue when the wine has been chilled to the proper temperature. The team also created a corrugated shipping container that functioned as a display.

Cal Poly's Learn by Doing educational approach occurred throughout the project. Students worked with industry partners to receive donated materials to print their jobs. The team approached the project in a multidisciplinary manner, collaborating with Cal Poly faculty in the Wine & Viticulture, Agribusiness, Industrial Technology, and Graphic Communication departments to complete the project.

This year's team comprised students Natalee Consulo, Mariah Linnett, Lena Haidar, Giulianna Riso, Connor Foltyn-Smith, Meredith Stewart and Mishay Murfield and Professors Colleen Twomey and Malcolm Keif.

Links
- College of Liberal Arts: cla.calpoly.edu/

- Graphic Communication Department: grc.calpoly.edu
- Phoenix Challenge Competition: phoenixchallenge.org

About the Cal Poly Graphic Communication Department
The Graphic Communication Department at Cal Poly is one of the best-known and largest programs of its kind in the western United States. The department is home to more than 33,000 square feet of laboratories filled with cutting-edge equipment donated in large part through industry partnerships. The department serves approximately 300 students pursuing a degree in graphic communication with an emphasis in one of four focus areas.

# # #

Additional Publicity Outlets

Looking for Communication and publicity support from CLA Communications Team?
/ CLICK HERE /

About:
In addition to press releases, there are other communication outlets available to publicize an event or award/accomplishment.

Process:
CLA Communications is the CLA administrator for the following free, on-campus publicity sources. If you would like your event promoted on one or more, please submit a request on the Faculty-Staff Resources page on cla.calpoly.edu.

This includes:
- Cal Poly Report
- Cal Poly Portal (as appropriate)
- CLA Weekly Announcements

Timeline:
Similar to press releases, it is recommended to submit your publicity statements four to six weeks prior to the event. For consistency, base publicity statements on the underline press release distributed by the university. Please anticipate 5-7 business days from submission to distribution.

On Campus Publicity Outlets:
Cal Poly Report
- Weekly e-newsletter for Cal Poly faculty and staff
- Distributed every Wednesday morning during the regular academic year and monthly during the summer months
- Requirements:
  o 150 words or less

- o First sentence should include who, what, when, where
    - o Include all url links separately (do not embed within text)
  - Deadline: 4 p.m. Wednesday prior to publication

Cal Poly Portal
  - Listing in the Cal Poly Portal
  - Updated on an ad-hoc basis at the discretion of University Marketing
  - Requirements:
    - o 50 words or less
    - o Include all url links separately (do not embed within text)
    - o Requested start date
    - o Requested stop date (announcements will run for seven working days maximum)

CLA Weekly Announcements
  - Weekly email distributed to all CLA faculty and staff
  - Focused on events and news items pertaining to the college
  - Distributed every Monday
  - Requirements:
    - o 100-150 words or less
    - o Include all url links separately (do not embed within text)
  - Deadline: 5 p.m. Thursday prior to distribution

You may submit your events on the following sites. For consistency, base publicity statements on the <u>final</u> press release distributed by the university. CLA Communications will not submit to these publications for you.

Off Campus Publicity Outlets:

Arts Obispo
http://www.sloartscouncil.org/calendar
- Must create a free account to submit events

Cal Coast News
http://calcoastnews.com/submit-your-event/

CentralCoast.com
https://www.centralcoast.com/events/
- Must create a free account to submit events

KCBX Community Calendar
http://www2.kcbx.org/Pages/Community/public_events.html
- Click on "New"
- Events must be submitted at least 2 weeks in advance

KSBY
https://www.spingo.com/submit/?partnerId=1803

New Times
http://www.newtimesslo.com/calendar.php
- Limited to 250 characters
- New listings post on Thursdays

SLO Chamber
https://slochamber.org/submit-your-event/
- Must be Chamber member

SLO Happenings (Associated with City of San Luis Obispo)
http://www.slohappenings.com/
- Enters event for consideration on SLO Happenings app,
SanLuisObispoVacations.com and the SLO Chamber Community Calendar

The Krush 92.5
http://www.krush925.com/local.php
- Click on calendar date to submit event

Tribune Events
http://events.sanluisobispo.com/
- Click on "Add Event"

Visit San Luis Obispo County
http://www.visitsanluisobispocounty.com/
- Must be submitted by VSLOC member; Membership Info Available here:
http://www.visitsanluisobispocounty.com/members-area/login

Signage: Posters and Flyers

About:
Posters and flyers are a great way to advertise to on and off campus entities.

Process:
Departments are responsible for the design and distribution of all posters/flyers. If assistance is needed, please contact Rachel Schultz, rschul02@calpoly.edu or 805-756-1216, and she can put you in touch with freelance designers to hire. University Marketing has created some flyer templates to aid in the process as well. Please contact Rachel for access to these templates.

EXCEPTION: CLA Communication will design "CLA Speaks" flyers and posters in order to keep the look and feel among all CLA Speaks events consistent.

Approval:

Please send near-final artwork to Rachel Schultz to approve. When distributed off-campus, flyers and posters may also need to be approved at the University level.

Timeline:
For events, it is recommended to distribute posters/flyers two to three weeks prior to the event. Plan on three days to have your flyer approved by CLA Communications. If you're distributing to a wider audience, please leave seven days for approval at the university level as well.

Template:
Design is left to the discretion of departments. For community/off-campus focused distribution, strong adherence to Cal Poly brand visual requirements will aid in recognition, remembrance and approval.

Standard sizes are as follows:
- 8.5" x 11" flyer
- 11" x 17" small poster
- 18" x 24" medium poster
- 24" x 36" large poster
- 24.25" x 36" A-frame signage

Requirements:
- Cal Poly logo
- Correct implementation of Cal Poly visual and written style guide
- Sponsorship information
  a. Sponsorship information for the lottery fund should be listed as follows: College of Liberal Arts' Lottery Speakers Fund
- The five w's: who, what, when (date and time), where (building and room), why

Best Practices:
- Use a design that is visually appealing and photo-centric
- Limit description text to 150 words
- Utilize a clear hierarchy in presenting information

External Emails (PolyLink)

About:
An email blast, at the right time, is one of the best ways to reach your audience.

Timeline:
There are usually at least two stages of approval needed for external emails to alumni and donors, so consider this in your timeline. It is recommended to submit your email 10 days prior to intended distribution.

Template:
CLA Communications will use pre-approved, branded templates to send emails to alumni and donors on behalf of departments.

Images are strongly recommended. Images (with or without links) can be added to call attention to a key point of interest in the email and are shown to better engage email viewers.

The email should include some kind of call to action, prompting the recipient to visit a specific site or perform a certain action.

The footer area is a useful place to put contact information and links to social media accounts.

For assistance with email content or design, please contact Krista Smith at ksmit143@calpoly.edu or 805-756-2986.

Standard image sizes are as follows (all sizes are in pixels and at a standard RGB 72 dpi, unless otherwise stated).
- Banner graphic: (600 x 274px)
- Feature image (180 x 240px)

Best Practices:
- Keep emails short; make your message clear and succinct to ensure that you reach your audience
- Use a design that is visually appealing and photo-centric. Always use an alt tag in your images
- Use links strategically — where do you *most* want visitors to go from here? Too many links will confuse viewers
- Create a call to action — be specific about the one thing that you would like a viewer to do

PolyLink Email Check List

Contact: Krista Smith, ksmit143@calpoly.edu, 805-756-2986

Note: This process normally takes 10 to 15 days and is managed by the CLA Communications Office.

☐   Send the following items to the CLA Communications Office:
- Text with subject line
- Supporting images and graphics
- URL links
- Target audience*
- Desired distribution date
- Sender email (cannot be personal email)

☐   CLA Communications will send a test email to department/program for review

☐   CLA Communications will request PolyLink distribution and audience

☐   CLA Communications will send a test email to University Communications for review **

☐   Finalize/distribute ***

* University Advancement requires distribution lists be requested a minimum of ten days prior to the e-newsletter send date

**University Communications requires a minimum of five business days for all PolyLink approvals.

** In addition to distributing the PolyLink e-communication to the target audience, a copy is sent to 1) Department chair, 2) Additional department personnel regularly responsible for PolyLink requests, 3) CLA Communications Office, 4) CLA Dean's Office and 5) CLA Advancement.

Department Websites

About:
Your website is a great place to publish information about your news and upcoming events. It can attract people to your website and provide a focal point for information about your work.

Process:
Departments are responsible for the design and maintenance of departmental and program websites. For assistance, please contact Krista Smith at ksmit143@calpoly.edu.

The simplest way to add events to your website is to add a News Item. See Drupal Guide for instructions on how to do so.

Timeline:
Publish online after the press release has been approved.

Template:
Standard sizes for website imagery are as follows (all sizes are in pixels and at a standard rgb 72 dpi, unless otherwise stated). If you need templates for image sizes, contact Krista.
- Hero image: 730 x 333px (on article page as 723 x 330 px)
- Half-page landscape: 365 x 274 px
- One-third-page landscape: 243 x 182 px
- One-quarter-page landscape: 183 x 137 px
- Half-page portrait: 365 x 487 px
- One-third-page portrait: 243 x 324 px
- One-quarter-page portrait: 183 x 244 px
- Sidebar button: 200 x 150 px
- Widget: 200 x 205 px

Hero Images (730 x 333px / 723 x 330px)
The images that appear in the rotator on the front page of many Cal Poly websites — including the main Cal Poly website — are called "hero" images.

In Drupal 7, users can create "hero" items which then appear automatically in the rotator. Hero images are 730 x 333 px.

We can use an image with the same dimensions, displayed a little smaller — 723 x 330px — to display at full width in articles.

Hero Images (continued)

Using a hero image can be a great way to make a strong impact in an article, while instantly telling the story. It can also give a page substance, if your release is short.
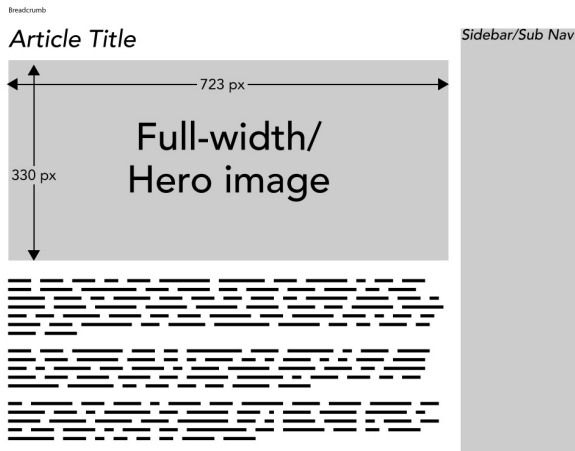
Half-width (365 x 274 px / 365 x 487 px) and
One-third-width (243 x 182 px / 243 x 324 px) Images

If you do not have a large image, or the space to incorporate one, a half-width image still makes a good impact and can be great for group shots, as in the example below.

One-third-width images are a useful size — big enough to give visual impact, but small enough not to drive a longer article too far down the page. These images can be aligned left or right to create visual interest.
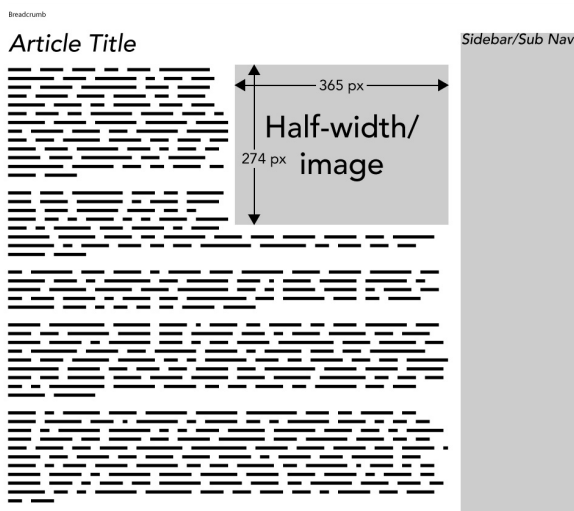
One-quarter-width Images (183 x 147 px / 183 x 244 px)

Small images (particularly headshots/portraits) are effective as one-quarter-width images; several images of this size can be comfortably accommodated on one page.

One-quarter-width landscape format images (183 x 147 px) may be too small to be effective for all but the boldest image.

Complex Layouts

One-third-width or one-quarter-width images (aligned left or right) also combine well with a hero image.
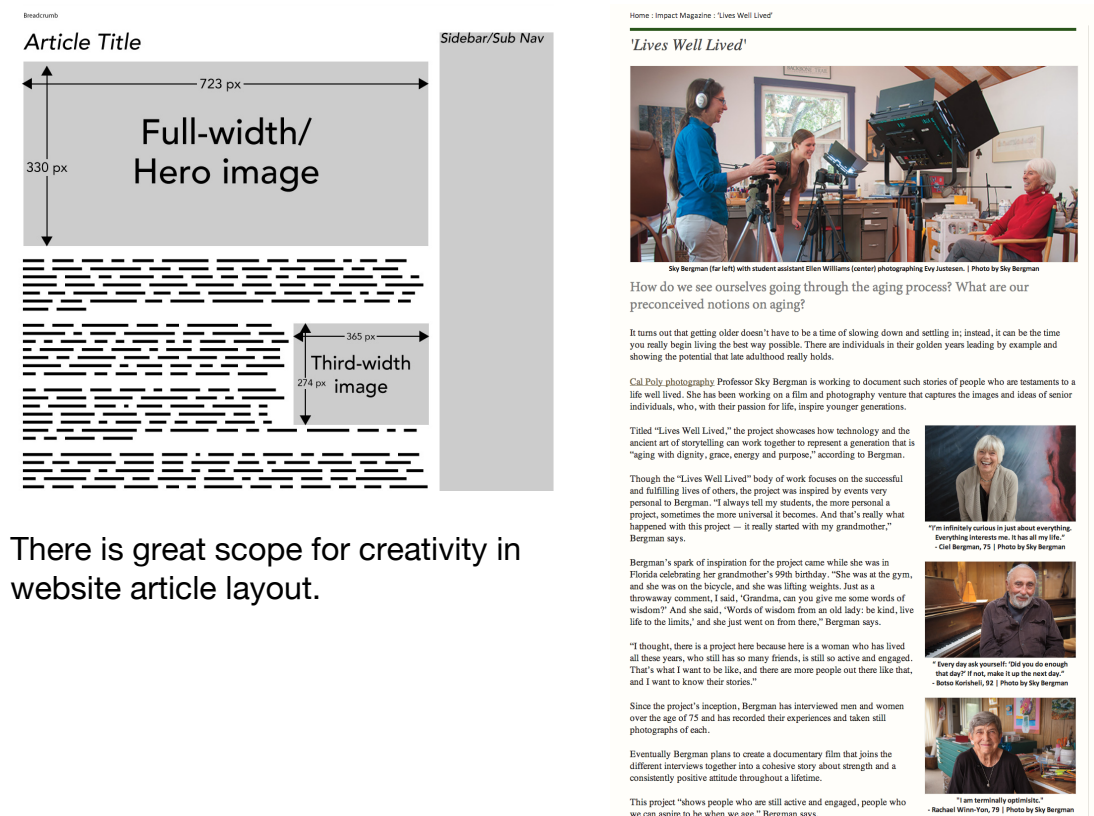
There is great scope for creativity in website article layout.

Requirements:
- Correct implementation of Cal Poly visual and written style guide
- Caption images and credit photos, if possible (i.e., "Dean Doug Epperson at CLA Awards 2016. | Photo: Krista Smith")

Best Practices:
- Use a design that is visually appealing and photo-centric
- Use links strategically — ask where do you *most* want visitors to go from here? Too many links will confuse viewers
- Utilize a clear hierarchy in presenting information — try to place images where they will complement the text
- Always use an alt tag in your images
- If you have created a poster for your event, but not a press release, do NOT simply upload the image; likely there is a great deal of useful information that search engines cannot "see" in a static image.

  It will be far more useful to create a simple page with the information contained in your poster. Search engines (and their users) will be able to find your event in a search.

  You can still use a graphic element from your poster to create visual interest.

Photography
Interested in a CLA staff/intern photographer to capture your event?

Events matching the following criteria will receive priority:
- Photos will be used more than once
- The photos will visually demonstrate Learn by Doing (a speaker at a podium does not qualify)
- The photos could be used in college-level communication, such as the CLA website, email and social media
- You do NOT already have photos from this event within the last year
- Event takes place Monday through Friday between 8 a.m. and 6 p.m.
- The event is at least two weeks away from the time of request, three weeks if after hours

For photography requests, please send the following information to Rachel Schultz at rschul02@calpoly.edu.
1. Event day, date and time (Ex. Tuesday, February 21 from 7-8 p.m.) and which part of the event is the most important to document
2. A description of what you expect to be photographed
3. How you plan to use the images

CLA Drupal User Guide

Getting Help with Your Website

If you need help or support for your website, the CLA Communications team is here to help! We have a ticket desk to make our web support more efficient.

You will find a link to our ticket desk on your website's "Contact" page, in the bottom right-hand corner: a life ring icon.

You can also find a link to the ticket desk on the college websites on the "Faculty & Staff Resources" page: http://cla.calpoly.edu/faculty-staff

You can also go straight to the CLA helpdesk: https://calpolycla.freshdesk.com/support/home. Fill in your details, and we'll get back to you as quickly as possible, either by email or by phone.

What You Can Do/What We Can Do

There are a lot of small edits to your website that are easy, quick and efficient for you to make. If you can use Microsoft Word, you can easily do 90% of the tasks you need to accomplish for your website.

Responsibilities	Departments	CLA Comm Team
Minor edits		
Adding/editing office hours	x	
Adding/editing Tentative Course Offerings pages	x	
Adding/editing Faculty information (phone/office numbers, name changes etc.)	x	
Uploading a document	x	
Creating links to documents	x	
Content		
News item (Event listing, classroom report etc.)	x	
Basic page and link article to another page	x	
Rich media embedding (video, SoundCloud player etc.)		x
Creating online newsletter		x
Graphics		
Image editing		x
Anything requiring extensive graphic design or more than basic web page design		x
Site management		
New website section		x
New site set up		x
Adding admins/users		x

Of course, the main reason you might want to contact us is that you are stuck and want to get unstuck!

Then log a ticket, and the CLA Communications team will be happy to help you.

Logging In

1. Type in the URL with /user at the end (ex: department.calpoly.edu/user)
2. Log in with My Cal Poly Portal username and password

Updating Office Hours

1. When logged in, navigate to the office hour page.
2. Click 'New draft'

Home : Faculty Office Hours - Winter 2016

| View published | New draft | Moderate | Track | Clone content |

Faculty Office Hours - Fall 2015

3. Make necessary changes
4. When finished, click 'Publishing options'
5. Under 'Moderation state' choose 'Published'

URL path settings
Automatic alias

Authoring information
By scorio@calpoly.edu on
2015-01-07 13:10:24 -0800

Publishing options
Published

☐ Promoted to front page

☐ Sticky at top of lists

Moderation notes
Edited by scorio@calpoly.edu.

Provide an explanation of the changes you are making. This will help other authors understand your motivations.

Moderation state
Published ⏵

Set the moderation state for this content.

6. Click 'Save' to return to the updated page

Updating Faculty Table

1. When logged in, navigate to the 'Faculty & Staff' page
2. Click 'New draft'
3. Make changes
4. To add or delete and new faculty member, right click on the row
5. Choose 'Insert Row Before', 'Insert Row After', or 'Delete Row'

6. Remember to publish and save before leaving the page

Adding Links

1. Click 'New draft' on the page to edit
2. Highlight the text to become a link
3. Click the add link button

Internal link
- Internal links link to page within the department website
- Under 'Link Type' choose 'Drupal'
- Under 'Link' type the node and number like 'node/##' or, start typing the title of the page you wish to link and Drupal will provide some choices. Click 'OK'

Where's My Node?
To find the node of the correct page, click 'New draft', the node will appear in the URL.

politicalscience.calpoly.edu/node/131/edit
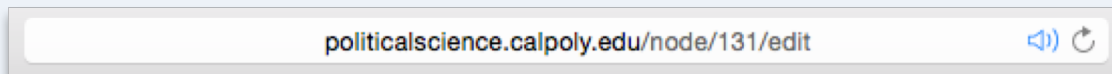
If using a Chrome browser, the node will also show at the bottom left of your window when hovering the mouse over the editing options
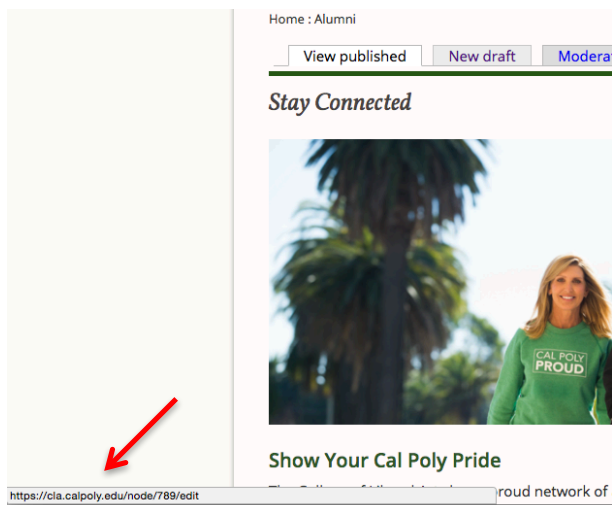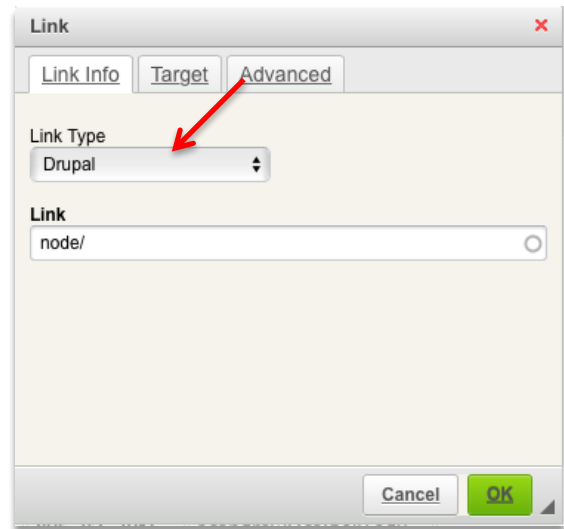
External link

- External links link to other websites
- Under 'Link Type' choose 'URL'
- Insert the URL
- Click 'OK'

Email link

- Link emails
- Under 'Link Type' choose 'Email'
- Insert email under 'E-Mail Address'
- Click 'OK'

Adding a Basic Page

Most of your website is made up of an item type called "Basic page," which is perfect for most forms of content.

1. In the main menu click 'Add content' – you'll be taken to the 'Create content' page.
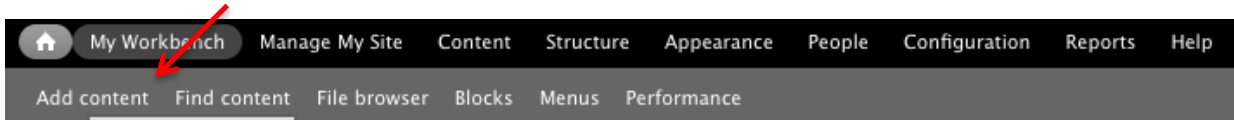
2. Choose 'Basic Page' to create a new page

3. Add a title

4. Add page content to the 'Body' portion

5. Under 'Section' choose 'This Site'

6. Uncheck 'Generate automatic URL alias'

7. Add URL alias, for example, 'students/…'

8. Click 'Publishing options'
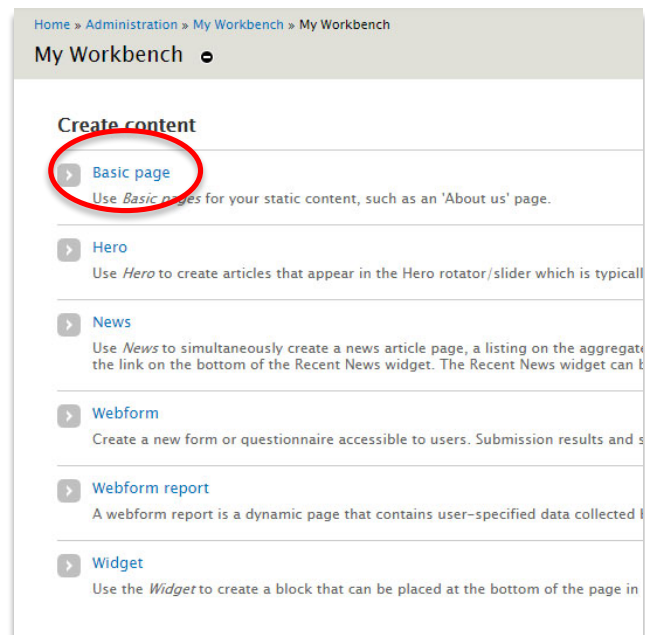
9. If you are not ready to make your page public, select "Draft" under "Moderation state," then click "Save" and it will save your work; you can then return to work on it at your convenience.

10. Once you are ready to make your page public, select "Published" under "Moderation state," click "Save" and share it with the world!

A word about URLs

When you create a new page in Drupal, by default it will assign a URL to the page, but these are unstructured – i.e. they don't tell you what part of the site the page belongs to – and they often pretty lengthy (bad). Structuring your URLs in the following way will help orientate visitors to your site.

Always add a url in the following way:
"[section of website i.e. 'students']/[page-name]"

For example:
"students/ tentative-course-offerings-2015-16"

or "faculty-staff/new-faculty

or "news/2016/hot-off-the-press"

If you have questions, please drop us an email at clawebteam@calpoly.edu or log a ticket from icon in the bottom right hand corner of your site's contact page.

Adding a News Article/Event

For news of any kind, updates, department news, event announcements, new class offerings or classroom activities, a "News Article" is ideal. This content type also appears in a couple of other places – such as "more_news" and the little "Latest News" widget on the homepage – making it highly visible.

1. In the main menu, click 'Add content'
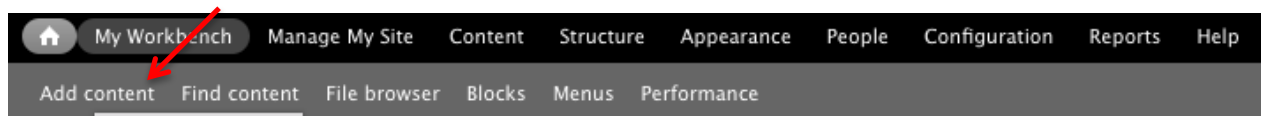
2. Choose 'News' to create a new article

3. Add a title

4. Add news article to the 'Body' portion
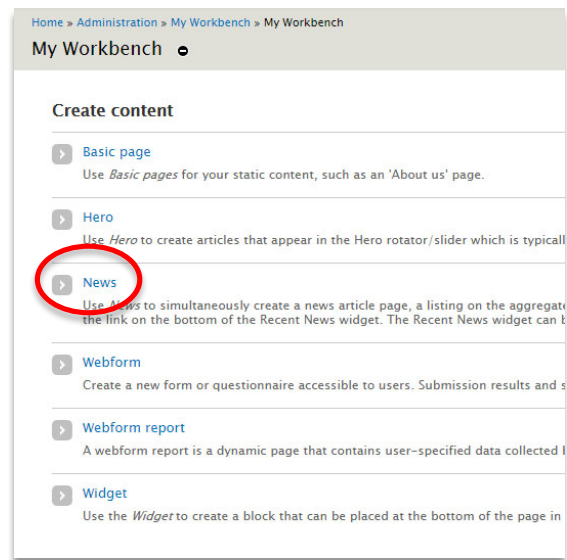
5. Click 'Insert Teaser Break' after the first paragraph

6. Under 'Section' choose 'This Site'

7. Uncheck 'Generate automatic URL alias'

8. Add URL alias, 'news/2016/title'

9. Click 'Publishing options'

10. Under 'Moderation state' click 'Published'

11. Click 'Save'

11

Adding a Hero Item

The slideshow on your website homepage is used to draw attention to the most useful or important information or news on your website. Creating a new "Hero" item (or slide) for the slideshow has a couple of separate steps: creating the image, creating the Hero item and configuring it. If you need help creating this item, please submit a ticket: https://calpolycla.freshdesk.com/support/tickets/new
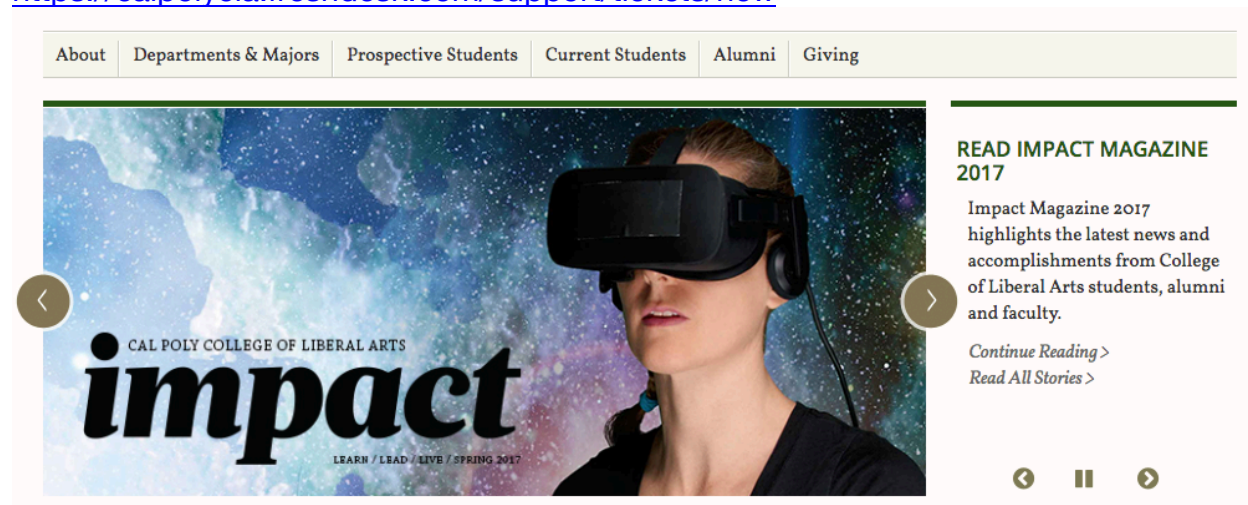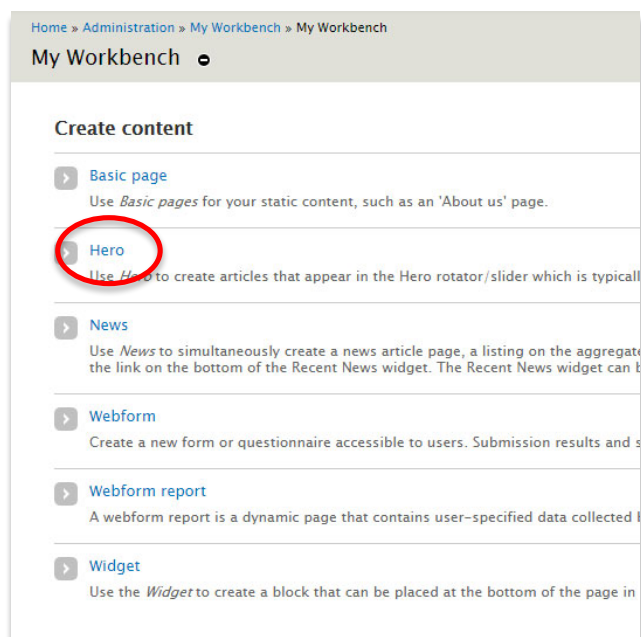

1. First go to "Add content." Here you'll see all the different content types. Pick "Hero."
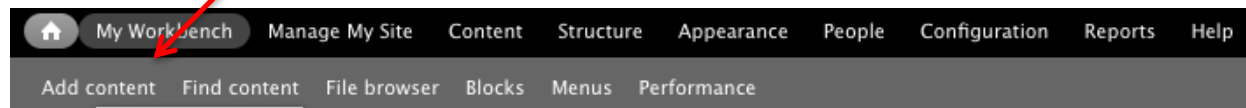
2. Now you will need a hero image. This needs to be 730 x 330 pixels; time for Photoshop.

3. Upload this image, and add relevant alt text description.

4. Add a title and teaser text, which will be displayed beside the Hero item. Adding a Date line can be useful for time-sensitive items, like events.

5. Add a link to the page you want it to link to; remember to use nodes for linking to internal pages. ([See above for how to link](.).)

6. Add the section; this is required for all content.

7. Finally, you will need to choose where in the order of your slideshow you want your slide to appear. T (-99 to +99, where lower is further forward in the order. Try to keep numbers for all active hero images consistent (ex. 1, 2, 3, 4 instead of 4, 22, 87, 99, etc., so you can easily re-order if needed).

Create Hero

Title *

Date Display

Hero Image
Choose File | No file chosen   Upload
Files must be less than **50 MB**.
Allowed file types: **png gif jpg jpeg**.

Teaser Text

Continue Reading Link

Section *
This Site
- Advising-Student-Resources
- News
- Faculty-Staff Resources

- Advising-Student-Resources
- News
- Faculty-Staff Resources

Select the proper editorial group(s) for this content.

Appearance Order

▸ CAPTCHA: NO CHALLENGE ENABLED

URL path settings
Automatic alias

Authoring information
By esalholm@calpoly.edu

Publishing options
Current: Draft

☑ Generate automatic URL alias
Uncheck this to create a custom alias below. Configure URL alias patterns.
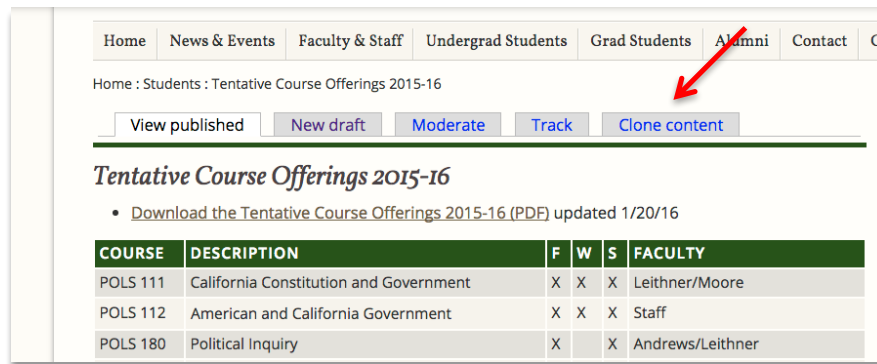
URL alias

Optionally specify an alternative URL by which this content can be accessed. For example, type
when writing an about page. Use a relative path and don't add a trailing slash or the URL alias v

Save | Preview

Cloning a page

Sometimes you will find that you need to create a page that is almost the same as an existing page, but for specific details.

Good examples are Faculty pages, where the format is the same (or should be!) across the faculty or Tentative Course Offerings pages, which have a lot of the same content from one academic year to the next. This is when you will want to copy (or "clone" in Drupal terminology) the content. Here's how.

1. Go to the page that you want to copy - click the "Clone content" tab

2. The cloned page will be an exact replica called "Copy of [whatever the page is called]. Be sure to rename the new page appropriately.
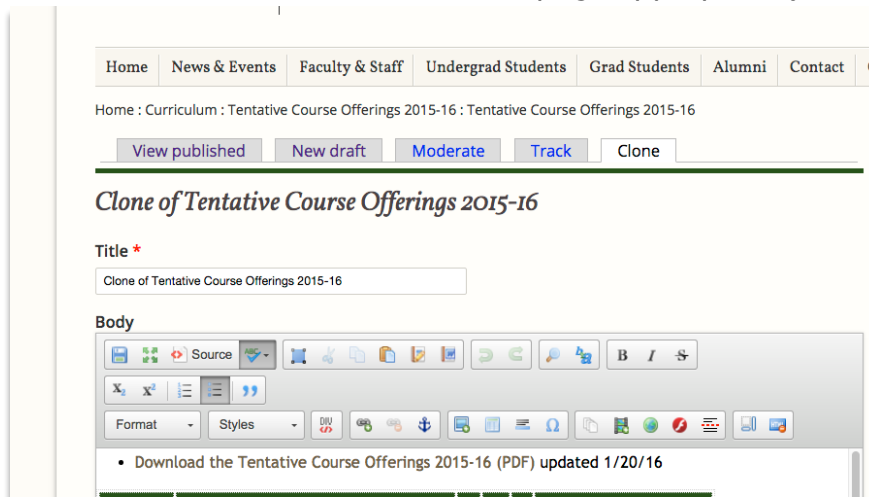
3. Edit this page as you like.
4. Under 'Section' choose 'This Site'
5. Uncheck 'Generate automatic URL alias'
6. Add URL alias, "[section of website ie. 'students']/[page-name]"
7. Click 'Publishing options' - Under 'Moderation state' click 'Published'
8. Click 'Save'

## Upload a photo or document to the File Browser

To insert a photo or document to a page on your website, you will need to upload the file to the website.

There are two ways to add images or documents to your website:
1. Uploading a file to your website's File Browser.
2. Uploading a file from within a page on your website.

To insert a photo or document to your website, you will need to upload the file to the "File Browser." **The photo should already be the appropriate dimensions before uploading to the site.**
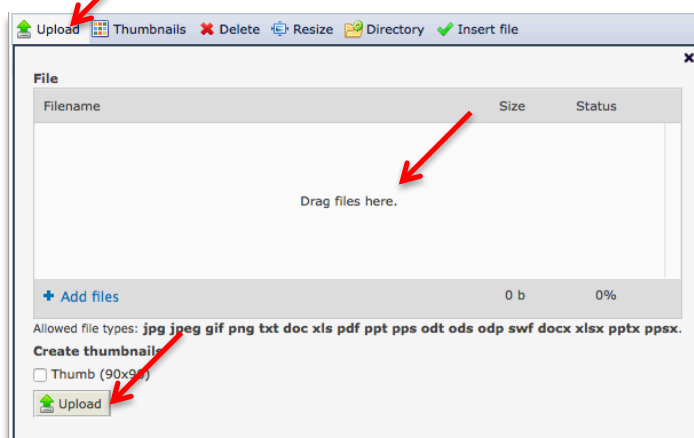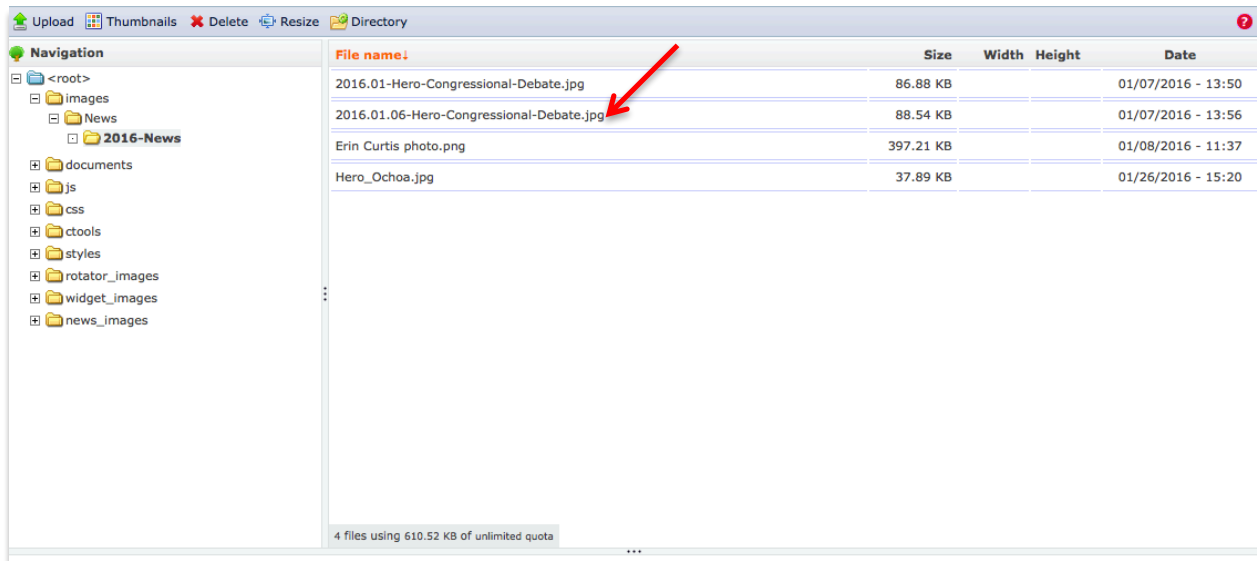1. Click on "File Browser" in the dashboard tool bar.
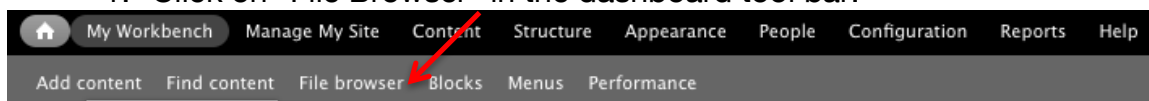
2. Navigate to the correct folder
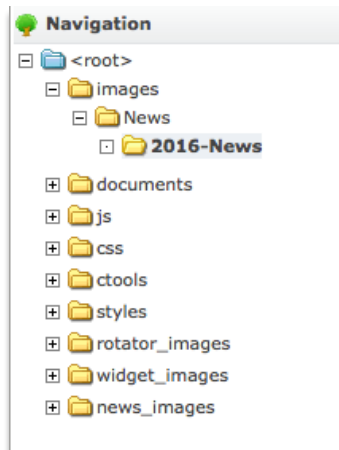
3. Click 'Upload'

4. Drag image or document and click 'Upload'
5. The image or document will show up in the browser

Insert a Photo into a Page

Elizabeth Lowham
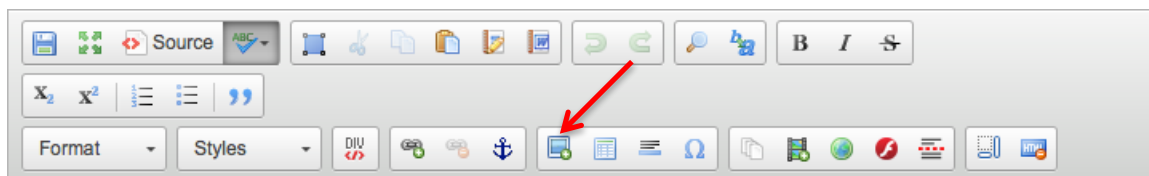
**Associate Professor,
Department Chair**

Fields

- Graduate Intern Coordinator
- Public Policy
- Methodology
- Environmental Policy
- Leadership and Collaboration Studies
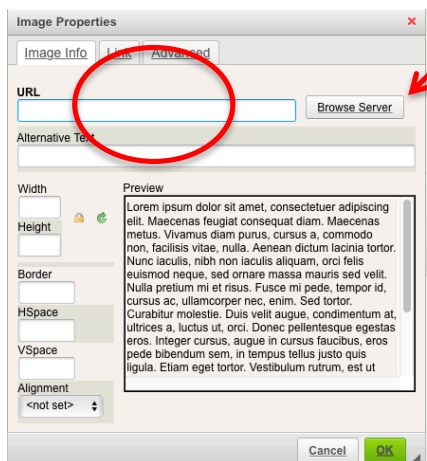
Contact Information

- Office: Building 47, Room 14
- Phone: 805-756-2919
- E-mail: elowham@calpoly.edu

6. Click 'New draft' on the page to edit
7. Click the 'Image' icon

8. In the 'Image Properties' box choose 'Browse Server'

9. Navigate into the images folder
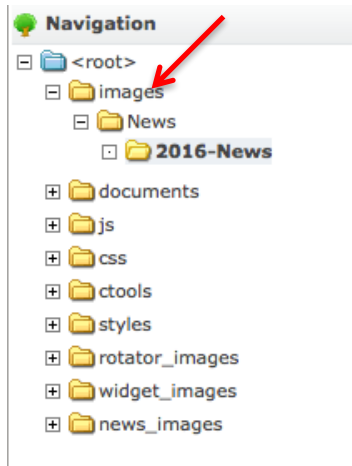
10. Click 'Upload'
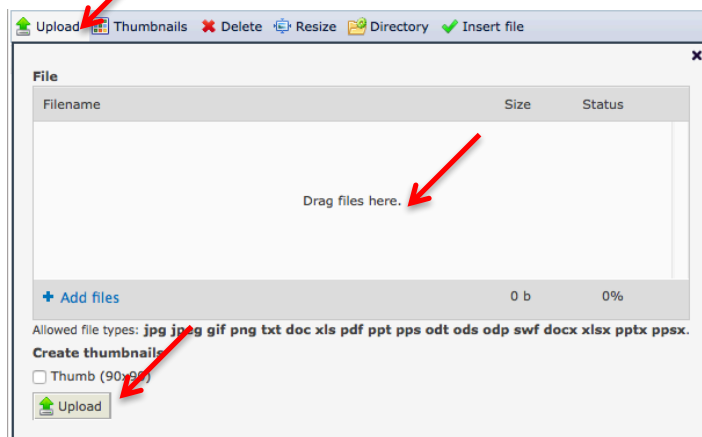
11. Drag image and click 'Upload'
12. Double click on the file
13. Back in the 'Image Properties' box, set the width (ex, 365)
14. Put 'Alternative Text' – a description of the image – into your image properties.
15. Click 'OK'
16. Under 'Styles' choose 'Img, Lft noborder' for left alignment or 'Img, Lft noborder' for right alignment. There are lots of different styles; experiment and choose one that suits your purpose.

17. Click 'Publishing options'
18. Under 'Moderation state' click 'Published'
19. Click 'Save'

Making your images accessible

When you place an image in a page, it is considered best practice to put 'Alternative Text' or "alt text" into your image properties. Alternative text describes an image for those who cannot see it. Alt text both helps search engines, like google, identify relevant content, and facilitate users of your website who may be visually impaired and using a screen reader.

For example:
"Students and Faculty at End of Year Barbecue 2015-16"

or, in the example above, "Professor Elizabeth Lowham, Chair of Cal Poly Political Science Department"

If you have questions, please drop us an email at clawebteam@calpoly.edu or log a ticket from icon in the bottom right hand corner of your site's contact page.

Inserting a Document in a Page

| Home | News & Events | Faculty & Staff | Undergrad Students | Grad Students | Alumni | Contact |

Home : Students : Curriculum : 2013-2015 Flowchart

| View published | New draft | Moderate | Track | Clone content |

2013-2015 Flowchart

Political Science Suggested Sequence of Courses

- Download B.A. Political Science 4-Year Academic Flowchart (PDF)

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Some Time This Year	HIST 110/111	STAT 221 or 217 [GE B1]	ENGL 302/310 or C4	one Geog. / Anthro. / Soc. 300-400 level
				Senior Project (POLS 461/462)

1. Click 'New draft' on the page to edit
2. Highlight the text to link the document
3. Click the add link button

4. Under 'Link Type' choose 'URL'
5. Then click 'Browse Server'

Link

Link Info   Target   Advanced

Link Type
URL

Protocol   URL
<other>

Browse Server

Cancel   OK
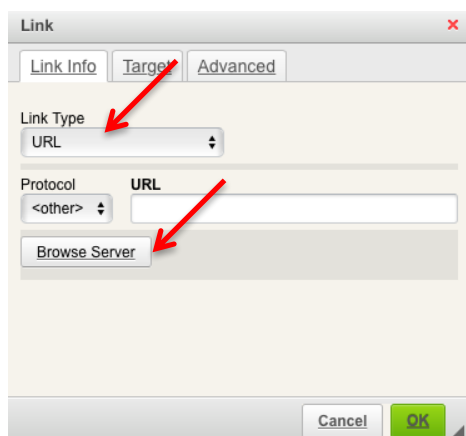
6. Navigate into the documents folder
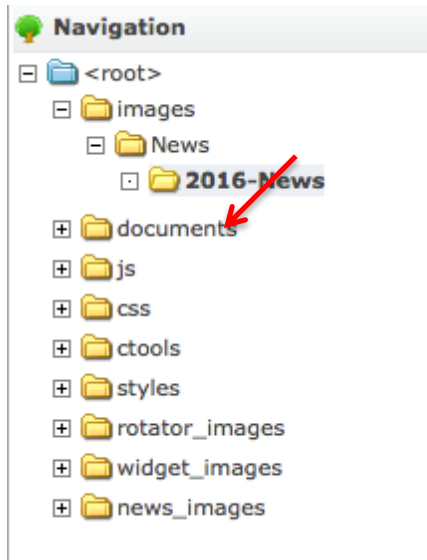
7. Click 'Upload'
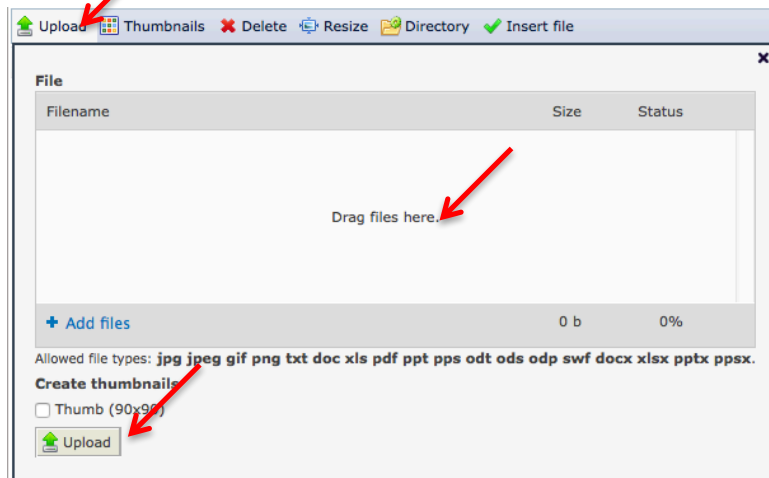
8. Drag the document and click 'Upload'
9. Double click on the file
10. Back in the 'Link' box, click 'OK'
11. Click 'Publishing options'
12. Under 'Moderation state' click 'Published'
13. Click 'Save'

Accessing Alumni Stay in Touch Form

One of the new features that we have added to CLA Department websites is alumni contact forms, so that alumni can easily stay in contact with their departments.

There may be a widget button to this page on your website homepage. Otherwise there will be a widget on your website's "Contact" and "Alumni" pages.

You will need to check this section of the website periodically; at the end of each quarter should be sufficient.

Finally, as well as responding to these submissions as appropriate, you will need to email these results to gift-bio-updates@calpoly.edu.

1. Navigate to the Alumni page
2. Click on 'Results'

View published	New draft	Moderate	Webform	Results	Track
Clone content					
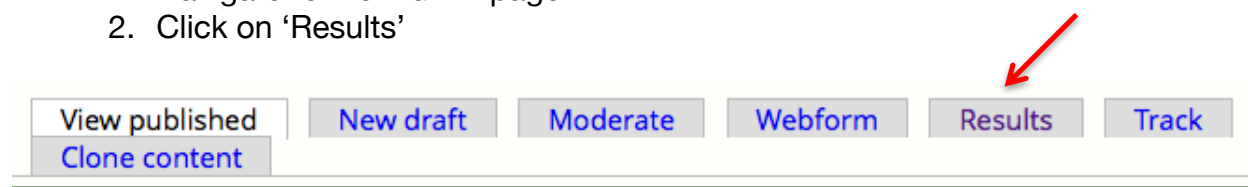
3. Under 'Submissions' you can view individual entries
4. Click 'View' to see the results

Update Your Information

Showing 1 - 18 of 18. Show 10 | All results per page.

#▼	SUBMITTED	USER	IP ADDRESS	OPERATIONS
18	01/26/2016 - 10:05	Anonymous	127.0.0.1	view edit delete
17	01/20/2016 - 20:18	Anonymous	127.0.0.1	view edit delete

5. Click 'Table' to view the results as a spreadsheet

Submissions	Analysis	Table	Download	Clear
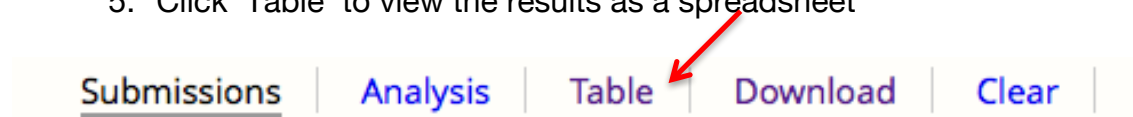
6. To download the table click 'Download' in the menu

Submissions	Analysis	Table	Download	Clear
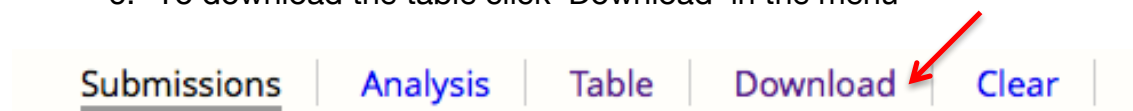
7. Choose your download settings

Update Your Information

Export format
- ⦿ Microsoft Excel
- ○ Delimited text

Column header format
- ○ None
- ⦿ Label
- ○ Field Key

8. Click 'Download'

Creating Accessible Documents

Created by Velanche Stewart
CLA Technical Services
College of Liberal Arts

Created: June 2014
Updated: September 2014

Creating Accessible Documents

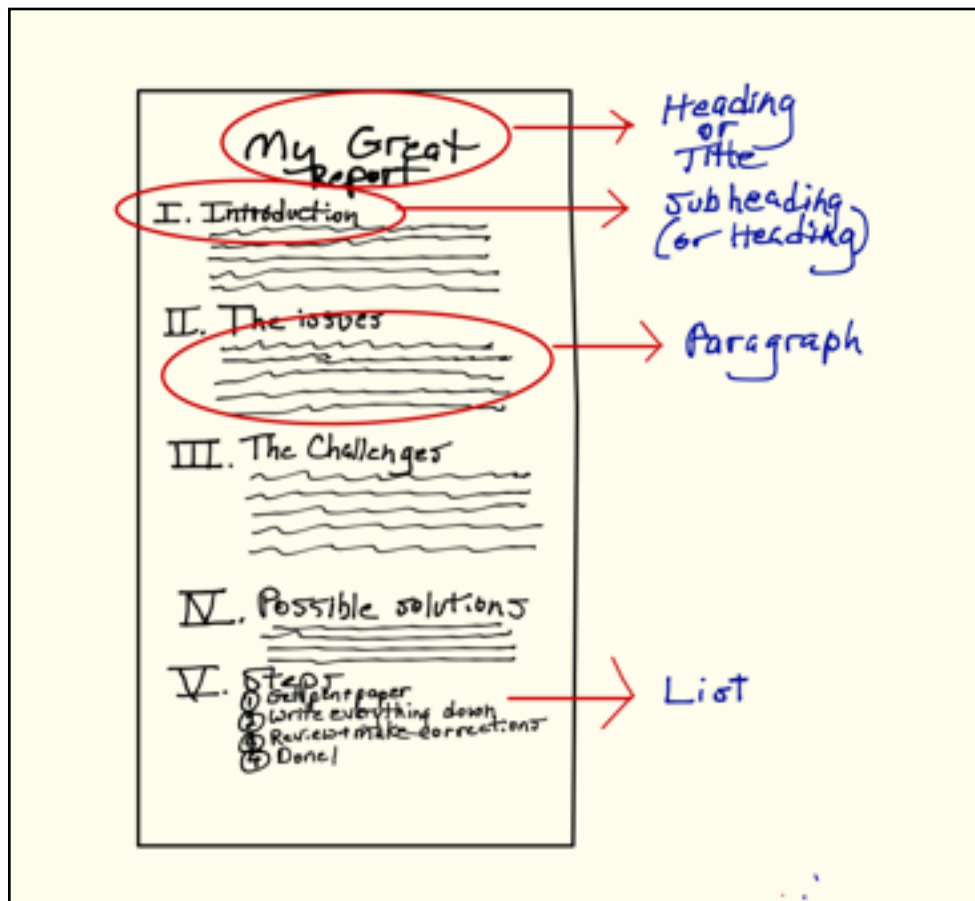The creation of an accessible document takes a few steps above and beyond creating an ordinary document. When done properly, they can be understood and read by people with visual impairments, blindness, mobility and other physical issues, using specialized assistive technologies. In addition, with a growing aging population, accessible documents can prove invaluable by providing the reader greater control over the look and readability of a document, saving valuable time while ensuring user independence.

Important Features of Documents

Most documents possess common styles and features that can carry over to multiple types of documents, such as HTML (Web) documents, Word (or word-processing) documents, and PDF documents.

Common document styles include the following:
- *Headings*
  - **Heading1** usually refers to the title or main heading

- **Heading2**, **Heading3**, etc., represent sub-headings from the second level downward
- *Paragraph,* also referred to as *body*
- *Lists*
- *Images*

There are more style types, but are some of the most used styles. This matters whether you choose to use them to create Web pages, a standalone Word document or a PDF file.

Methods

There are three general types of documents. They will first be described, and then the creation process for each will be illustrated.

Web Pages

The easiest and most accessible method is creating documents on the Web, for the following reasons:

- It's the most accessible document type
- It's standards-compliant (readable on the widest variety of technologies)

When using a CMS (content management system) such as Etomite or Drupal, the advantage is that most of the structural look-and-feel of the site has already been done for you. All you need to do is to ensure that you help identify styles such as headings and body using the editor's toolbar so that the information is not only displayed correctly, but so that technologies can translate the words and meaning correctly.

Word (or similar) Documents

Microsoft Word is, by far, the most popular word processing format. Many word-processing applications other than Word support its file format.

Unlike creating an accessible document using the Web, which assures that it should be readable with most assistive technologies, Microsoft's accessibility tools only work with Windows, so the tools cannot check for document accessibility with Macs or the Web in general. For the Mac, the conversion process can be done with ease using LibreOffice, an open-source office productivity alternative to Microsoft Office.

Just as with Web pages, you will use styles to create your accessible document.

Creating an Accessible Web Page

1. Log in to your CMS account (either CLA's Etomite or Cal Poly's Drupal).
2. Create new, or open existing, page.
3. Add text content. Make note of *headings*, *paragraphs*, *lists*, etc., and add styles using the word processing application's styles attributes (usually located on the top toolbar).
4. Add other content such as images and links.
5. Check your finished work; make adjustments to ensure document accessibility, as appropriate.
6. Notify accessibility coordinator for verification check of document, if needed.

Creating an Accessible Document in Windows Using Word

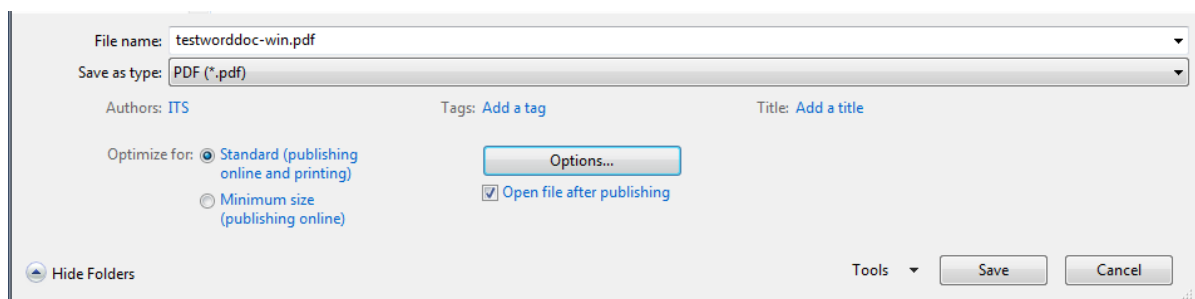## Word 2013 (NOTE: There is no Acrobat tab in the Ribbon for Word 2013)

1. Create document with Word, adding recommended styles throughout process.
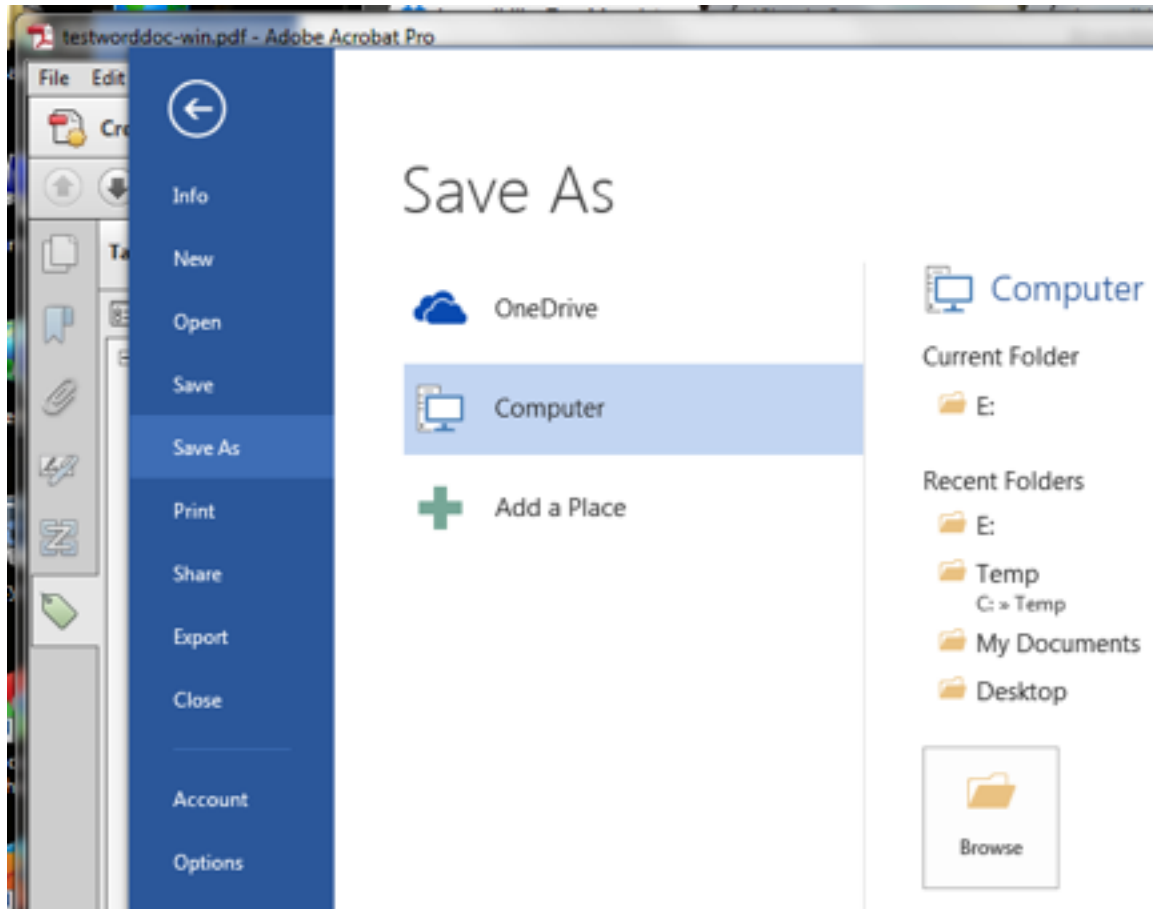
2. From the File menu, choose the "Save As" option.
3. Click on the "Browse" button to open a new dialog box, then select location of where you'd like your file to be saved.

4. Choose in the "File Type" drop-down field "PDF," then click on the "Options" button.

5. In Options, make sure that "Create bookmarks" and "Document structure tags" are both checked.
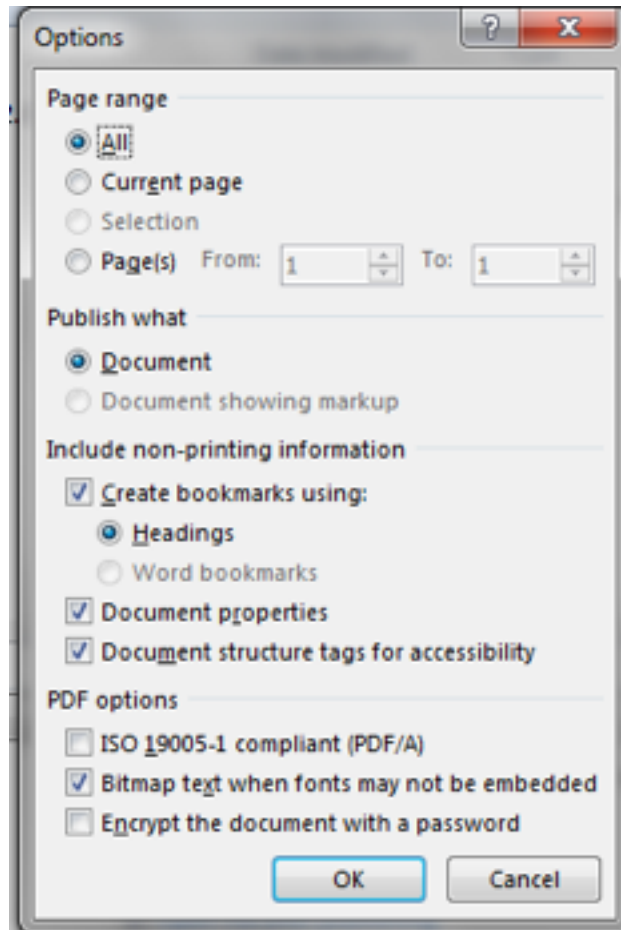
6. Click "OK," then click "Save."
7. If a new PDF launched with Adobe Reader, close it; otherwise, if launched with Acrobat Pro, leave it open.

## Word 2010 (via the Acrobat tab in The Ribbon)

1. Create document with recommended styles throughout.
2. Click on the Acrobat tab on the Ribbon.
3. Click on "Create PDF."
4. You may get the following error message: "Acrobat PDFMaker needs to save the file before continuing. Do you want PDFMaker to save the file and continue?" This will only appear if the document has not been saved, so it's safe to click "Yes."

5. In the "Save As" dialog box, type in the name of the file and choose the location where you would like the saved file to be found. Afterwards, click on the "Options" button.
6. In the Acrobat PDFMaker options, make sure that "Enable Accessibility and Reflow with tagged Adobe PDF," "Create Bookmarks" (and the sub-box underneath, "Convert Word Headings to Bookmarks") are checked. Then click "OK."
7. Click on the "Save" button.
8. Acrobat Pro should open with the newly created PDF document. If the PDF document opens in Acrobat Reader instead, you will need to close Acrobat Reader and open the PDF document in Acrobat Pro.

Creating an Accessible Document in **Mac OS X** Using Libre Office

1. Create a new document, or open existing Word document, in LibreOffice; add styles.
2. Choose "Properties" option in the File menu. Click on the "Description" tag and fill in the "Title" field (usually the document title), the "Subject" field (can be the same as the Title) and at least three keywords that relating to the content of the document. When done, click "OK."
3. Choose "Export as PDF" option in the File menu. Make sure that "Tagged PDF" is checked and that English in the language in "Preferences." Save exported PDF file.
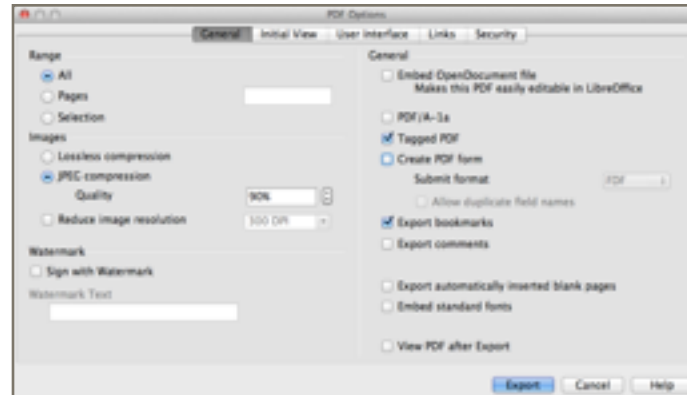
4. Proceed to Step 1 of the next section, "Creating an Accessible PDF."

Accessible PDFs

The creation of accessible PDF documents will take the most work of the three methods, and requires more advanced planning.

The preferred method is to first create your document in Word (for Windows) or LibreOffice (for Mac) using the built-in styles on the appropriate application's toolbar, then export your document as a PDF. You will then import that PDF document into Adobe's Acrobat Pro, where the work toward completion of an accessible PDF will continue until it's done.

When done properly, the initial exported PDF file from Word or LibreOffice will include invisible information that will be picked up by Acrobat Pro, which can speed up the overall document completion process.

Creating an Accessible PDF in **Mac OS X**

1. Open Acrobat Pro, then open the newly-created PDF file.

2. Verify HTML tags using the "Tags Panel."
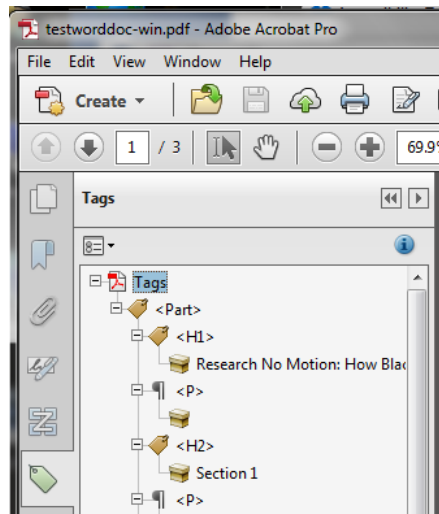   A. With document open in Acrobat Pro, click on the price tag icon on the left to open the Tags Panel (unless it is already opened).
   B. When opened, you should see the word "Tag" with a disclosure triangle to the left of it. If you see anything else, this means that the PDF is not accessible. Please read the "Creating an Accessible Document" section to rectify, or contact your accessibility coordinator.

3. Click on the disclosure triangle to expand the Tags view, and you will see the order that the document has been tagged. There should be a logical, structural order, each section ending with a `<standard>` tag.

> For example, `<H1>` represents the main header, or title of the document. Then `<H2>`, the first-level subheading, starts the next section, followed by the text body, and then a section-ending `<standards>` tag, and so on. Also notice that when a tag is highlighted, the item that corresponds to that tag is selected in the document on the right, represented by outlined boxes around the selected area.
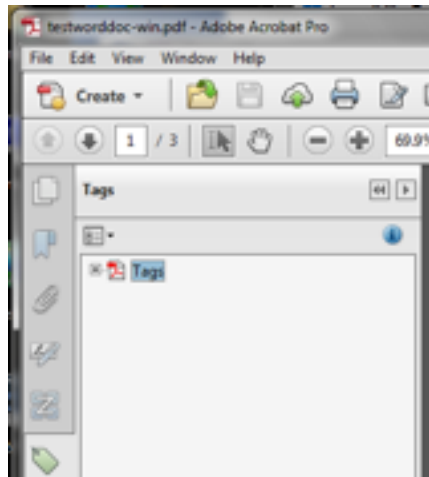

4. Verify document structure with the Orders Panel.
   A. Click on the "Z" icon on the left to open the "Orders Panel" (unless it is already opened).
   B. When opened, you should see the title of the document you are attempting to open with a disclosure triangle to the left of it.

   > The purpose of the Orders Panel is to ensure that visually, the reading order of the document is logical so that technologies can read back the content correctly. Just as highlighting a tag in the Tags Panel displays a visual block in the main document itself, highlighting a text block in the Orders Panel will display a shaded rectangle around the selected document, followed by what's known as the order number toward the upper left of the shaded block.
   > As you compare the Orders Panel with the document, you may find items that are logically out of order, and may need adjusting. This is usually rectified by dragging and dropping the affected text block to another location in order to have it logically correct.

5. To adjust order of document structure in Orders Panel
   1. Click on the block in the Orders Panel where you'd like to relocate its order.
6. Check your work for completion.
7. Deliver to accessibility coordinator for verification.

Creating an Accessible PDF in **Windows**

1. Open Acrobat Pro, then open the newly-created PDF file.
2. Verify HTML tags using the "Tags Panel."
   A. With document open in Acrobat Pro, click on the price tag icon on the left to open the Tags Panel (unless it is already opened).
   B. When opened, you should see the word "Tag" with a disclosure triangle to the left of it. If you see anything else, this means that the PDF is not accessible. Please read the "Creating an Accessible Document" section to rectify, or contact your accessibility coordinator.

3. Click on the disclosure triangle to expand the "Tags" view, and you will see the order that the document has been tagged. There should be a logical, structural order, each section ending with a `<standard>` tag.

   For example, `<H1>` represents the main header, or title of the document. Then `<H2>`, the first-level subheading, starts the next section, followed by the text body, and then a section-ending `<standards>` tag, and so on. Also notice that when a tag is highlighted, the item that corresponds to that tag is selected in the document on the right, represented by outlined boxes around the selected area.

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   1. Click on the block in the Orders Panel where you'd like to relocate its order.

6. Check your work for completion.

7. Deliver to accessibility coordinator for verification.

Assistance

Before your document is made public, we encourage you to contact Erik Salholm, esalholm@calpoly.edu, or Velanche Stewart, vstewart@calpoly.edu, to help verify your work. You can also contact them for assistance or questions.

Communications FAQ
Cal Poly College of Liberal Arts

Who should I contact?

Question	Your Department	CLA Comm. Team
Website		
Adding/editing office hours	x	
Adding/editing Tentative Course Offerings pages	x	
Adding/editing Faculty information (phone/office numbers, name changes etc.)	x	
Uploading a document	x	
Creating links to a document	x	
News item (Event listing, classroom report etc.)	x	
Basic page and link article to another page	x	
Rich media embedding (video, SoundCloud, etc.)		x
Creating online newsletter		x
New website section		x
New site set up		x
Anything requiring more than basic web page design		x
Graphics		
Image editing		x
Anything requiring extensive graphic design		x
News/Awards		
Press Release		x
Cal Poly Report Submission		x
Brief		x
Link article		x
Department newsletter/recent news page	x	
Social Media		
Suggestion for department post	x	
Suggestion for CLA profile post		x
Creating a new account		x

Photography

To use photos, artwork, illustrations, audio and/or video of CLA students, alumni or guests in communication pieces, the department/program must have a signed **Visual/Audio Release Form (PDF)**.

Communications FAQ
Cal Poly College of Liberal Arts

For events or large crowds, in lieu of individual photo releases, **post a photo/video sign on all event entrances (PDF)**.

If you would like a CLA staff/intern photographer present at your event, see the **Photography Request Checklist**.

How do I promote my Event?

Action	Process
Design and print flyers	You/event organizer/department designs and handles printing. CLA Communications can offer feedback.
Send press release	You/event organizer email draft to Rachel Schultz to edit/approve/distribute
CLA Online Calendar	You/event organizer email information to Krista Smith
Weekly Announcement	You/event organizer email information to Rachel Schultz
Cal Poly Portal	You/event organizer email information to Rachel Schultz
Post event to Community Calendars *A list of community calendars/off-campus publicity outlets is available here:* https://cla.calpoly.edu/faculty-staff/communications-guidelines/off-campus-outlets	You/event organizer submits information to outlets of your choosing.

OR you can request much of what's above by filling out a Promotion Request Form.

Graphic Design Best Practices

Follow these basic graphic design principles for more effective designs.

- Layout Matters: The viewer's eye will naturally scan from top to bottom and left to right. Keep this in mind when creating your layout.

Communications FAQ
Cal Poly College of Liberal Arts

- Typography Tips: Palatino and Avenir are the official Cal Poly brand typefaces. Avenir is typically used for titles, headers and contact information (Arial is an acceptable alternative if Avenir is not available). The Cal Poly college and department typeface family is Palatino. It is typically used as body text and in more formal applications. If you choose to use fonts other than the official Cal Poly typefaces, do not use more than two styles.

- Impactful Color: To solicit a certain emotion, understand what various colors signify (such as red for action and blue for peaceful). Stick to palate with 2-3 colors and utilize contrast for a stronger impact. Cal Poly color palettes should be used whenever possible.

- Leave White Space: Don't crowd a design with text and images throughout every inch, which will overwhelm the viewer. Leave white space to improve readability and visual appeal. Frame key elements by using white space.

- Cal Poly Logo: Maximum readability is critical to maintaining the Cal Poly brand. Use simple, neutral backgrounds and leave equal and adequate spacing around the top, bottom and sides of the logo.

For a full list of Cal Poly-specific graphic design standards, visit the University Marketing website.