

WILBERFORCE UNIVERSITY MULTIMEDIA REQUEST POLICIES AND PROCEDURES

Multimedia projects created for Wilberforce University are intended to be a positive representation to a variety of constituencies and stakeholders for the University, including: prospective students and their families, current students and their families, faculty, staff, alumni, members of the news media, and the general public.

The policies and procedures that follow are designed to maintain Wilberforce University's identity and design standards; promote the University's mission, core value, strengths, successes, and other positive information which complies with accessibility guidelines.

Multimedia Design Guidelines are instructions provided to the campus community to set standards for assuring accessibility for a number of populations and addressing users operating in contexts different from the University's. These include:

- Make content understandable; make the language clear and simple. Whenever possible, use bullets to emphasize key points rather than blocks of text.
- Use text whenever possible with graphics to convey what is being shown. Don't rely on graphics/ photographs to "tell the story."
- Group elements, content and links in the most intuitive way. Use headers to break up the text blocks, make pages easy to visually navigate, and so on.

COMPONENTS OF THE WILBERFORCE UNIVERSITY MULTIMEDIA REQUESTS

Wilberforce University multimedia projects represent the University as a whole. The content and graphics on these projects are created, developed, and maintained by the Office of Institutional Advancement and reflect the policies of the institutional and administrative authorities. Projects represent the image of particular departments/organizations (e.g., Student Engagement, Academic Affairs, etc.) The content and graphics of these projects are created by the Office of Institutional Advancement, in partnership with each department's administrators, and are published after approval by the Office and the respective department administrator (i.e. Vice Presidents).

INFORMATION SUITABLE FOR PUBLISHING

Information posted or displayed on the campus of Wilberforce University must not only be suitable for distribution to the campus community (internal), but also the outside community (public). In general, the information should describe the University's academic programs, resources, policies and procedures, staff, upcoming events, and services available to students and the public.

Examples of suitable information are: program descriptions, course descriptions and schedules, faculty rosters, calendars and announcements of upcoming events, official university policy statements, and university/ departmental accomplishments and distinctions. In many cases, information suitable for posting can be taken from official University publications (e.g., admissions materials, undergraduate and graduate print materials, department brochures, etc.).

NOTE: *The Office of Institutional Advancement reserves the right to remove information that is outdated, inaccurate, detrimental to the University, or otherwise inappropriate.*

EXAMPLES OF SUITABLE MULTIMEDIA PROJECTS

- Graphic Design (Print & Digital)
- Flyers
- Newsletters
- Logos
- PowerPoint/Media Presentations
- Invitations

(Any audio/video or interactive media requests should be directed to WU MEDIA)

PROJECT CONTENT GUIDELINES

Posted content, photography and graphics must be in accordance with all applicable laws. Posted material must not:

- Defame or threaten others
- Infringe upon copyrighted material – photographs, logos, musical recordings, software, graphics (charts, tables, graphs, etc.), text, and video
- Use registered trademarks of other institutions, organizations, or companies without the knowledge and consent of its owner
- Advertise or promote products or services other than those offered or approved by the institution

- Solicit funding or encourage fundraising for other organizations unless it is an officially University-sanctioned sponsorship or partnership
- Provide links to external sites that are not related to the institution's primary functions
- Include photos of people, especially minor children, without written permission from the subject, parent or guardian

PROCEDURE FOR REQUESTING CONTENT CREATION/EDITING

The Office of Institutional Advancement requires that all applicable forms be completed and submitted in accordance to the following schedule:

Graphic: 3-5 Business Days prior to consultation date

Projects will be **accepted** or **rejected** at the discretion of the designers based upon factors such as scheduling, content, information submitted (submission forms) and other factors. Submitting parties will be notified of the status of their project including acceptance or rejection via the contact information provided. Projects submitted with less than the aforementioned time available will be considered at the sole discretion of the assigned designer, with no guarantee of acceptance. Items submitted with more than the aforementioned time stand a greater chance of acceptance. After the acceptance of a project, the designer will schedule a meeting to further discuss the project and develop a strategy for implementation. Project completion date/turn-around time will be discussed during the consultation

however, **expect a minimum of 72 hours from consultation to final product delivery.** Exceptions to this timeframe will be determined on a case by case basis.