SAN DIEGO MESA COLLEGE

Office of Communications - Template Guidelines and Instructions

The Office of Communications has provided graphics templates so that faculty and classified professionals can create their own graphics using PowerPoint. Committees and officially recognized students clubs, under the advisement of a faculty member or classified professional, are also welcome to use these templates. The graphics/artwork can be used for Visix slides, social media promotions, flyers, and posters. When converted to a lower resolution jpeg, the graphics can be used to send via email.

Notes and helpful hints:

- All promotional materials must include the Mesa College logo and a contact name, with either phone or email
- Minimize text – stick to the essential information
- Remember to include days, time, location, etc. info on all graphics
- Images really work – you are welcome to use any image from the Mesa College Flickr Albums *(Please do not use rights-managed images from the web)*

For any template selected, please use the following Instructions:

To create your graphics:
To access the templates, please visit the Office of Communications webpage at
http://www.sdmesa.edu/about-mesa/office-of-communications.

- Select the "Tool Box" from the left hand menu.
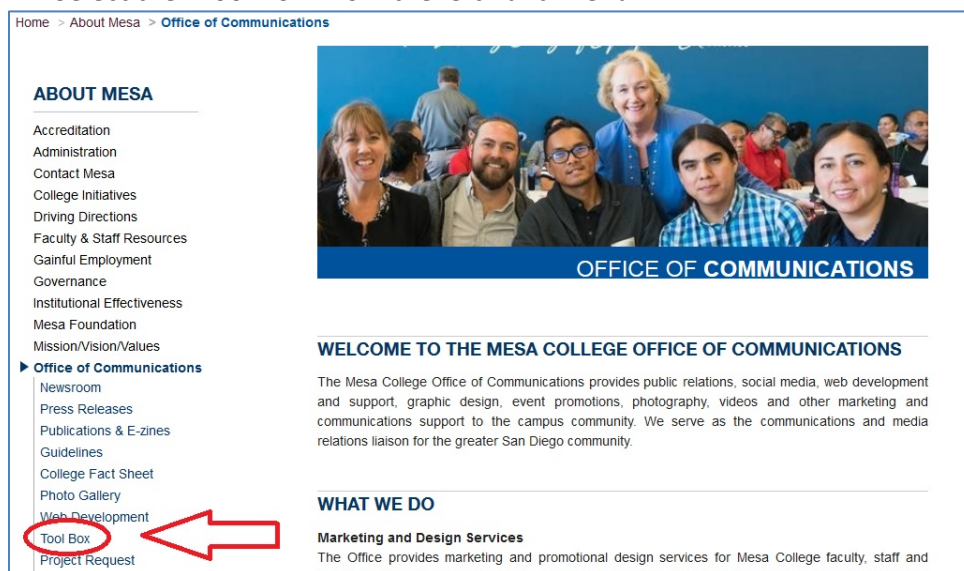
- Once in the **Tool Box**, review and select the template you would like to use.

- All templates can be downloaded directly from the webpage onto your computer.
- Choose which template you wish to use by clicking on it, then download it.

  - o Open the template in PowerPoint. Enable editing.
- Insert your desired text and photo
- You are welcome to use any image from the Mesa College Flickr Albums
  - o Portrait (vertical) or landscape (horizontal) oriented photos or graphics can be used depending on the template selected.
  - o You are welcome to crop photos to fit.
  - o If you use a photo of your own, make sure it is apppropriate and good quality (at least 500K), and that you have permission from the individuals in the photo to use it.

- o Please do not use rights-managed images from the web unless you have permission
- Slides contain the Mesa approved color scheme per the [Mesa College Branding and Graphics Standards](#).
  - o **Please do not adjust colors, font sizes or margins in the template.**
- For maximum effectiveness, keep text to a minimum (especially for a Visix slide).
  - o Always include the most important information.
  - o **Visix slides are only on screen for 8 secs**, so the message needs to be short. Under 10 words or less and/or three bullet points of 3-5 words each is most effective.

Once you have completed your graphics

For Visix, social media or email graphics:
- Please submit a [Project Request](#) ([www.sdmesa.edu/ProjectRequest](#)) with the Office of Communications.
  - o Please title your Request appropriately (i.e. "Promotion for ARTF 100: Art Orientation, Spring 2020".
  - o Upload your graphic (ppt file) with your Project Request for approval and posting.
- Please note that you will not be able to choose a due date sooner than 15 working days, however, we can generally upload and/or share Class Promotions within 72 hours.
- You will receive a six-digit confirmation # once your request has been succesfully entered into the system.
- You are welcome to email us to confirm your submission, but please do not re-attach your graphics in the email.
- If your slide/graphic needs revisions, we will provide you with instructions prior to uploading to the system.
- Upon completetion, we will email you the graphic for email (jpeg), if requested.

For print posters and flyers:
- Once you have finalized your design, please complete an Online Work Order with [Print and Mail Services](#).
- Theses templates are pre-approved, so they will review, approve and print.

If you need assistance:
- With templates, please email Hai Duong at hduong@sdccd.edu and/or Anabel Pulido at [apulido@sdccd.edu.](mailto:apulido@sdccd.edu)
- With printing, please email Rocio Sandoval at rosandov@sdccd.edu.
- If you would prefer not to use the templates, and would like the Office of Communications to create your graphics, we are happy to do that.
  - o Simply enter a [Project Request](#) ([www.sdmesa.edu/ProjectRequest](#)) in the system along with all the final information. You will then be in the queue.
  - o Please note that depending on existing projects and deadlines, it may take 2-3 weeks for us to complete your request.

Thank you!
The Mesa College Office of Communications Team
Printing and Mail Services Team