Style Guide

WRAC Extended Learning Initiative

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Business Goals and User Needs

This style guide will help you create content for the WRAC Online Learning initiative. The purpose of the initiative is to extend the PW learning experience beyond the classroom for professors, current students, and alumni.

Who will use this content and why:

- Professors will use the content to open up class time for discussion and collaboration.

- Students will use the content to learn skills that they need to support the learning process that don't necessarily need to be taught in class. For example, if students are working on a design project, they may be given video content to help them learn the relevant Photoshop skills at home while focusing on design theory in class.

- Alumni will use the content to stay informed about changes in the field and continue to learn from program as it evolves.

Design Strategy

We will maintain the design strategy used when implementing the WRAC website to ensure consistency across the PW experience. This includes voice and tone, typography, colors, etc.

Voice and Tone

Our voice is:

- Professional
- Approachable
- Informative
- Helpful
- Clever

Typography and Colors

The typography and colors for the content will reflect those found on the WRAC website to maintain consistency throughout the program.
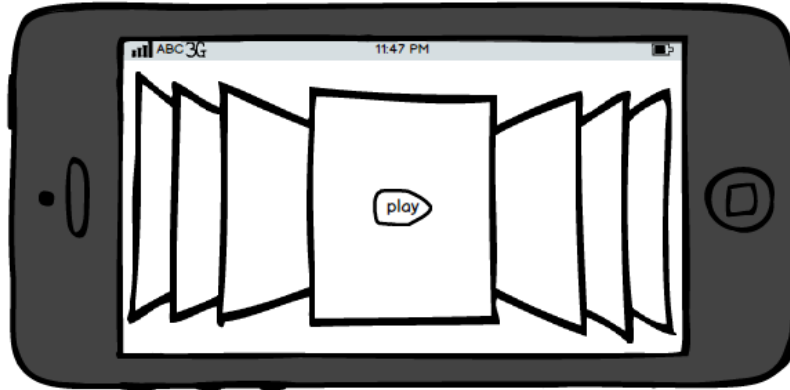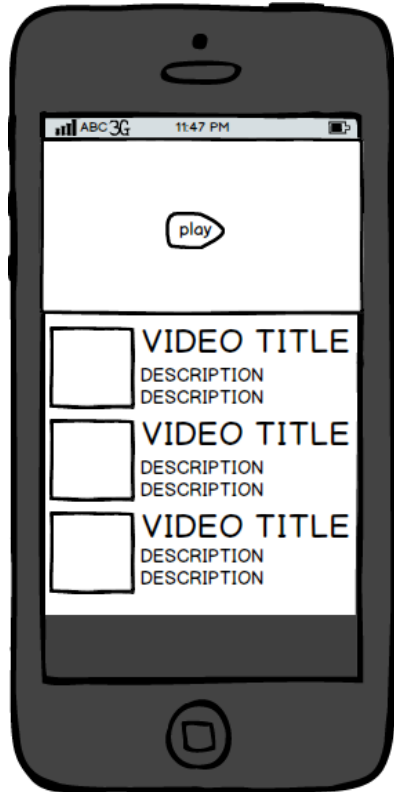
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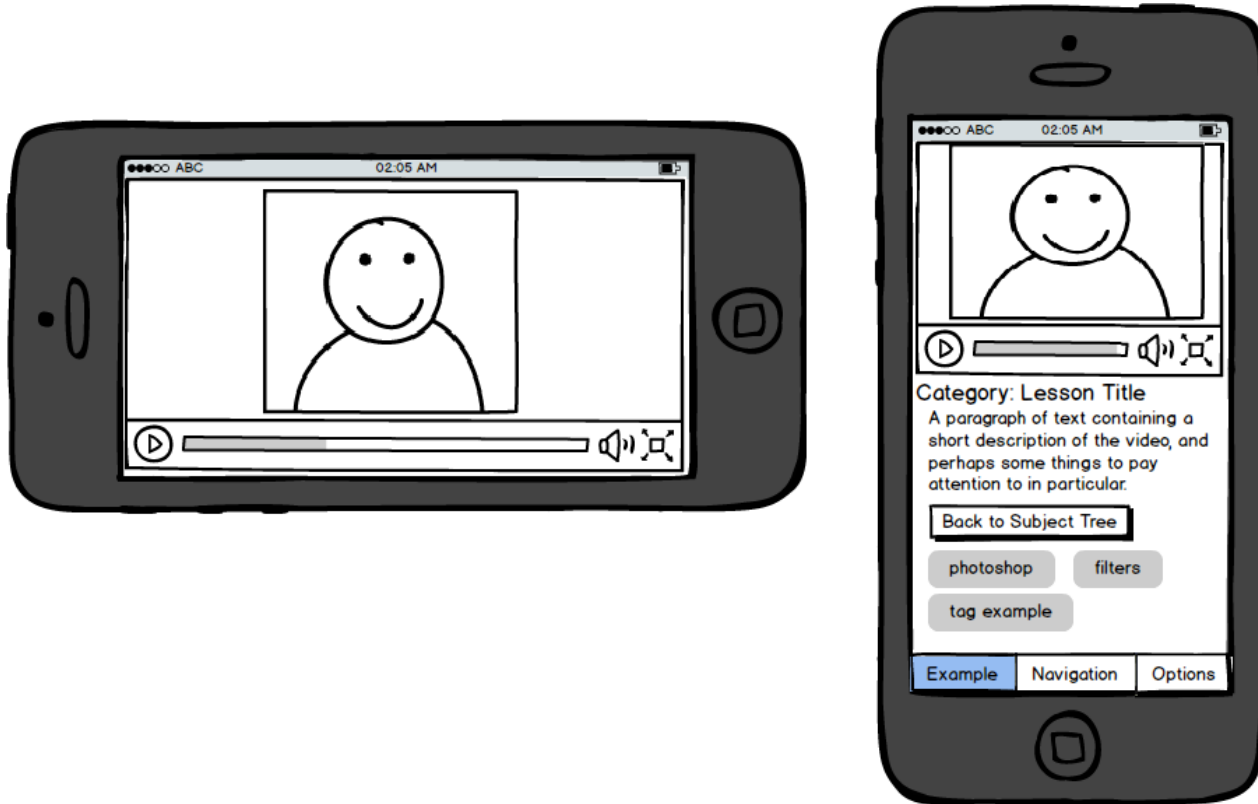
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R: 34 G: 34 B: 34   R: 83 G: 133 B: 83   R: 247 G: 247 B: 247

Mobile Navigation Template
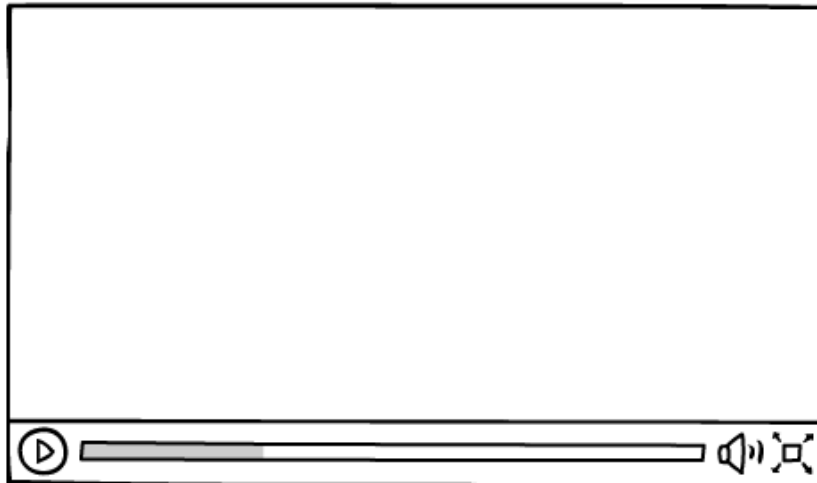
Mobile Detail Template

Desktop Detail Template

WRAC Extended Learning

Category: Lesson Title

Back to Categories

🔍 search

software statistics teaching technology tips tool tools toread travel tutorial tutorials tv twitter typography ubuntu usability video videos visualization web web 2.0

A paragraph of text containing a short description of the video, and perhaps some things to pay attention to in particular.

Categories Template

Categories

CARP

Example

Further Example

Furtherer Example

<-- To the left you see the collapsed categories view
To your right, you see the expanded view, activated by clicking on the categories.-->

(only photoshop and CARP shown to right)

Categories

Photoshop

Filters

Masks

Erasing the Background

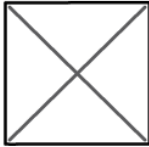Saving in Different Formats
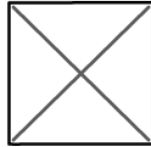
CARP

Content

Alignment

Repetition

Proximity

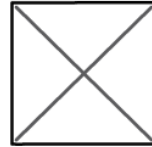# Category Page Template

WRAC Extended Learning

Category

Example Title Tutorial

Example Title Tutorial

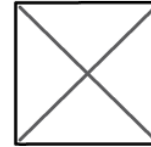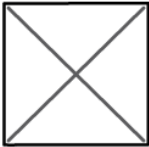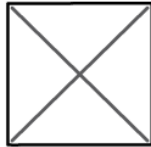Example Title Tutorial

Example Title Tutorial

Example Title Tutorial
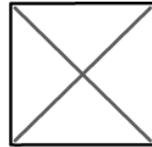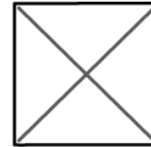

Example Title Tutorial

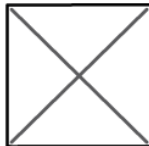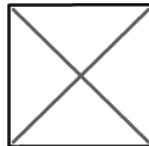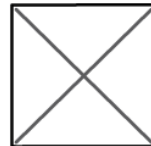Example Title Tutorial

Example Title Tutorial

Example Title Tutorial

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Example Title Tutorial
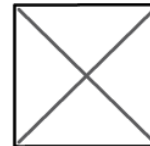
Example Title Tutorial

Video Content and Template

We want you to be creative with your video content. That being said, there are a few things that need to be included in each video to ensure accessibility and usefulness across content pieces. There are also some general guidelines to help give the content a sense of cohesion between videos as well as to make the videos relevant and effective.

Video Content - Required Elements

- Videos must be recorded with a 16:9 aspect ratio and dimensions of 1280x720 or greater. They must be edited and produced at 720p.
- Closed Captions
- WRAC Introduction/Ending Sequence
- Table of Contents
- Branded annotations (if needed)

Notes: these elements are included or noted in the Video Template.

Video Content - General Guidelines

- Start creating each video by storyboarding and/or creating a script
- Videos should follow the inverted pyramid, starting with the most important information first.
- WIIFM: each video should begin with a "what's in it for me" (WIIFM) statement. Viewers should understand exactly what the video is about and what they'll learn from it.
- The videos should try to stick to a five minute time limit as much as possible. If you find yourself going over ten minutes, try to figure out if there might be two videos you could make instead of one.
- When possible, it's a good idea to include yourself visually in at least the beginning of the video. This help viewers connect with you as a person.

Video Template

We've included a quick walkthrough of the Video Template to watch here - https://www.dropbox.com/s/te08xzjthspeje2/Video%20Template%20Walk-through.mp4

The Video Template is formatted as a Camtasia Project and can be downloaded at the following link - https://www.dropbox.com/s/7un9vbavdjizmve/WRAC%20Video%20Template.cmproj.zip