

Oregon State University™
Recreational Sports

GRAPHIC DESIGNERS

MANUAL OF EVERYTHING

PLAYGROUND RULES

Keep these rules in mind while designing to get THE BEST results

- 1.** Does it look too complicated?
If you "THINK SO," it probably is.
- 2.** Hierarchy is key!
- 3.** Always use the brand color palette
(CMYK or Pantone).
- 4.** Follow the university's brand guidelines
EVEN IF YOU DON'T WANT TO!
- 5.** HAVE FUN!
- 6.** Form follows function--remember to keep it simple

Graphic Design Office Manual

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01: INTRODUCTION TO THE TEAM

Recreational Sports Mission Statement

We inspire healthy living by providing quality recreational and educational opportunities for the OSU Community.

Recreational Sports Vision Statement

Through staff *passion*, innovation, and steadfast commitment to creating *dynamic learning* experiences, the Department of Recreational Sports has established itself as an essential campus partner in student *wellness*, a healthy campus, and the success of students and campus alike. OSU RecSports is recognized as a leader and source of best practices in the growing and evolving field of recreation.

Team Values

Our culture is one of *teamwork*, mutual *respect*, *accountability* and pursuit of a common vision. We encourage learning, strive for excellence, work collaboratively, and seek *balance* between our personal and professional lives. We celebrate our differences and successes and act with *integrity*. We are committed to *shared responsibility* in providing a welcoming, safe, and fun environment that is a centerpiece of campus life where social and physical interactions can *flourish*.

Recreational Sports Human Dignity Statement

We recognize, understand and encourage celebration of the human difference that surrounds us. We ask you to participate in fostering this spirit.

Recreational Sports Guiding Principles

We make a difference through opportunities

We are committed to supporting the OSU community by providing experiential learning, physical activity, and social connections that foster a fun and welcoming environment where individuals thrive.

We serve as educators.

We create meaningful learning experiences through our collaborations, programs, services, facilities and employment, which support student success and enhance the student experience.

We believe each person has worth and dignity

We recognize, understand and encourage celebration of the human differences that surround us and ask you to participate in fostering this spirit. Expression of bigotry, hatred, prejudice or disrespect is inconsistent with the ideals of preserving human dignity and contradicts the values of healthful living and fair play promoted by Oregon State Uni-

versity and our staff.

We serve as stewards of our resources

We are committed to using our financial, human and physical resources in a responsible manner in meeting current and future needs. Recognizing students as a key resource, we are committed to involving them in decision making. Decisions will be based on being responsive, sustainable and consistent with our mission, guiding principles, values and vision.

Recreational Sports Brand Values

A brand is the gut feeling others have about you...not who you say you are. We asked around and found that some consistent themes emerged regarding what people said about Recreational Sports.

Health & Wellness (balance, vitality, sustainability, integration)

Community (welcoming, diverse, lasting relationships, civic responsibility, beaver nation)

Growth & Development (student development, underlying theories, transferrable skills,

learning goals for graduates)

Leadership (initiative, influence, responsibility, authenticity)

Legacy (innovation, proud history, bright future, unique and personal contributions)

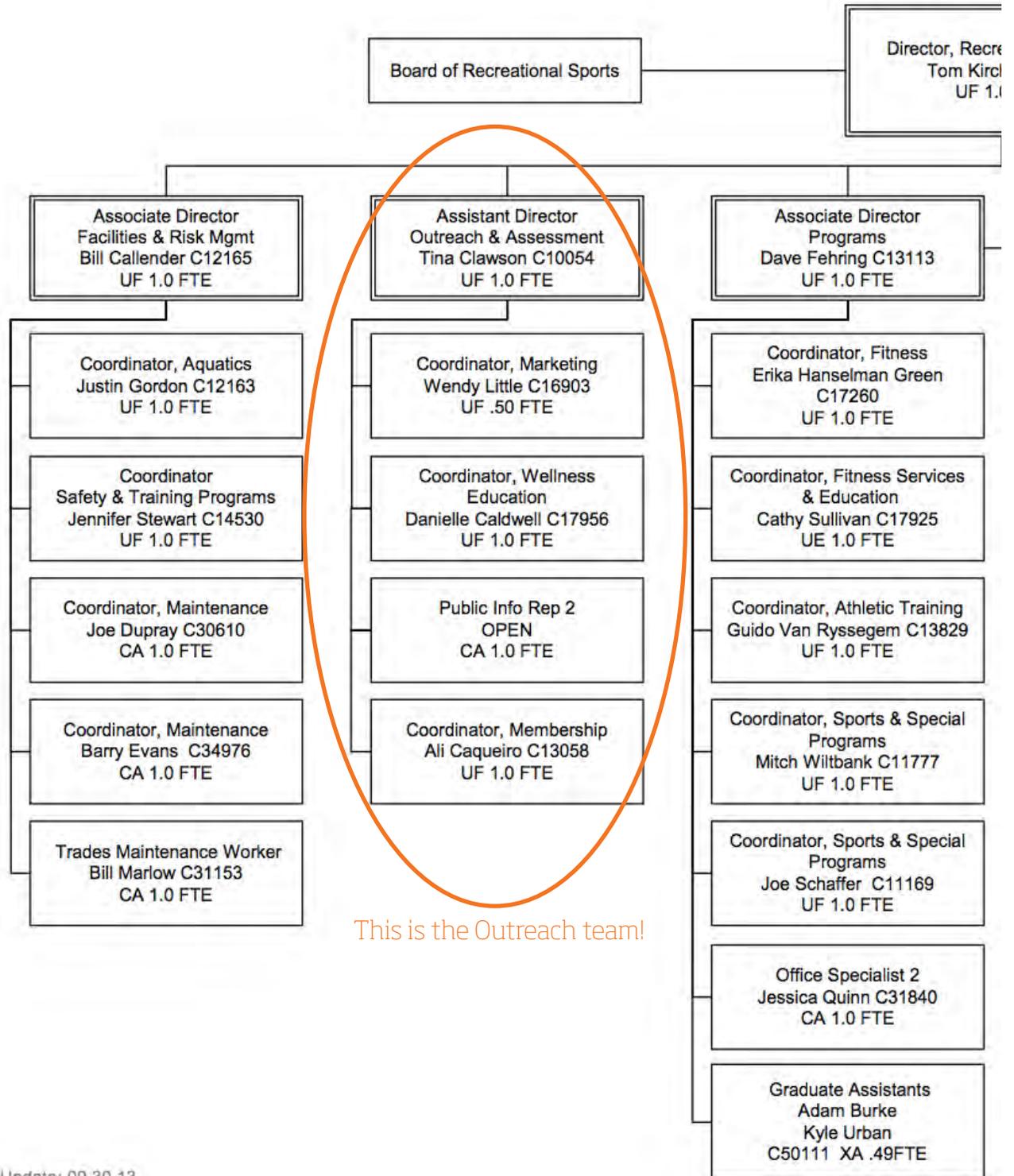
Fun & Play (active, movement, social, stress relief, friendships, passion)

We value these things and want to give people the language to talk about us in this way as well as use it to frame our work.

RECREATIONAL SPORTS

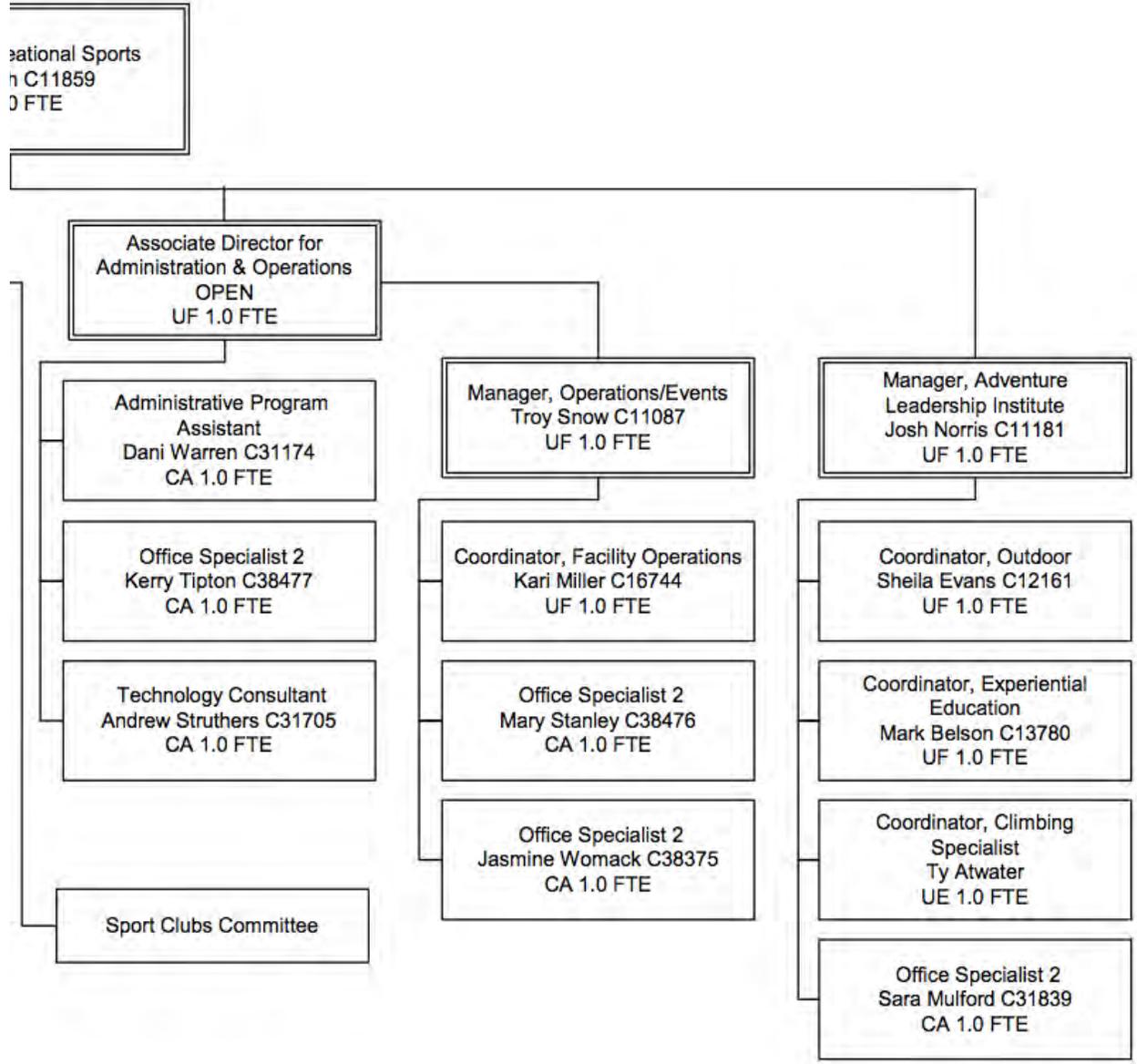
Visual chart of the Department of Recreational Sports of Oregon State University:

Oregon State University
 Department of Recreational Sports
 Organization and Structure
 September 2013



Last Update: 09.30.13

te University
 ecreational Sports
 l Personnel Chart
 ber 2013



Outreach Team Mission & Goals

On a day-to-day basis, the Outreach team does things for...

Incoming Students

- Design t-shirts for START Nights
- Interact with students at events like the New Student Picnic, Grad Student Fair, INTO New Student Fair
- Provide tours of Dixon
- Interact with potential students at preview events

Faculty/Staff Members

- Highlight members through member stories
- Keeping members connected through weekly member newsletters
- Creating member appreciation events

Current Students

- Create all marketing materials to connect students to RecSports
- Ensure that promo materials are placed across campus (MU, ResHalls, Dixon)
- Keep students connected via various platforms (facebook, twitter, instagram)
- Develop and implement strategies to engage a diverse student population
- Reach out to student groups and find out how we can help them be well
- Plan meaningful events to educate and help students find balance (Wellness Week, Stress-Free Zone)
- Go out and do presentations about well-being and/or RecSports for classes or dorms
- Create wellness campaigns

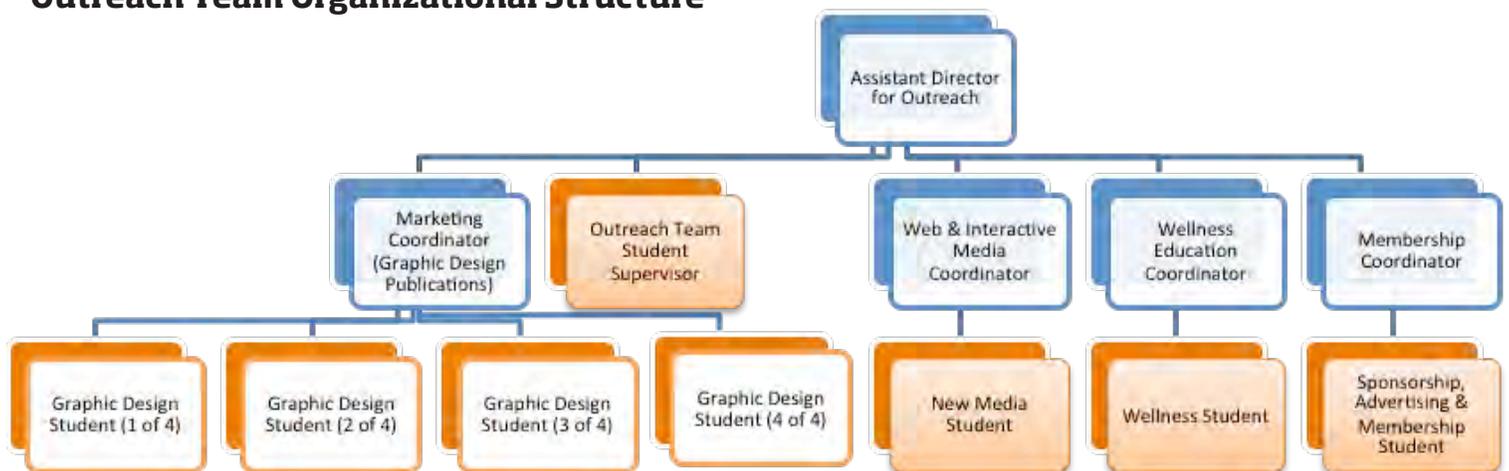
Campus/Community Partners

- Collaborating with partners in student affairs (Student Health Services, Healthy Campus Initiative, CAPS)
- Collaborating with student groups (cultural centers, residence halls, clubs)
- Connect local businesses to RecSports via event sponsorship and advertising

In the big picture, our work contributes to & results in...

- Creating a greater conscious and awareness of the importance of balance and well-being throughout campus
- Educating and providing resources for OSU community members to thrive
- Working with campus partners to achieve a common goal of student success
- Marketing RecSports as a place of:
 - Fun & Play
 - Community
 - Student Development
 - Leadership
 - Legacy
 - Healthy Living

Outreach Team Organizational Structure



What is our team called?

Across the department, our team is referred to as the Outreach Team. That includes everyone in the chart seen above.

Within the Outreach Team, we usually refer to graphic designers as the Graphic Design Team, and other outreach student staff as the Outreach Team.

Our administrative staff are nicknamed KEVIN (from “The Office”), though we hope that they are much brighter and aware than Kevin ;)

If you ever get confused, feel free to ask the student supervisor, Wendy, or Tina!

What are our roles within the team?

Student Supervisor - The Glue

The student supervisor is the glue between KEVIN, the graphic designers, and the rest of the Outreach Team. He/she is responsible for:

- Making sure print material (flyers, easels, posters, table tents) YOU create is timely distributed by the Outreach Team to the right people and locations
- Facilitating weekly Outreach meetings
- Coordinating work schedules
- Ensuring communication and follow-through
- Facilitating goal-setting, self- and peer-evaluations every winter and spring
- Ensuring that all staff have the necessary resources and tools to succeed

Individual Administrative Supervisors - Wendy

Wendy is the Graphic Design Team’s administrative supervisor. She will assign you design projects, and meet with all the graphic designers once a week, every week. Wendy’s the best!

Assistant Director for Outreach - Tina

Tina oversees the whole Outreach Team, including student and administrative staff. She facilitates regular meetings with KEVIN and the student supervisor - this meeting is where the student supervisor keeps KEVIN up to date with the team's status. Tina is a great person to go to if you have questions. Tina's also the best!

Graphic Design Team's Priorities

As you can imagine, your **#1 priority is to design within the timeline**. The majority of our work is extremely time-sensitive, so we have to make sure that we set ourselves - and our clients - up for success. Provide your clients with clear deadlines for edits or responses. Everyone at RecSports knows that you are juggling a lot of projects and 13 office hours, so they are very supportive and cooperative.

Of course, things don't always go according to plan. Your **#2 priority is to communicate changes**. If timelines change, it is vital that you let Wendy and the student supervisor know of adjustments.

Lastly, we are a team. Make sure you **engage with team members**, whether it means checking in and seeing what they're working on, sharing your current designs or drafts with them, or asking for feedback. We are all looking out for each other, so never hold back from asking a question or asking for help!

02: DESIGNING WITH THE OSU BRAND GUIDELINES

Design Process within Recreational Sports

Projects & Program Areas

There are 8 areas within Recreational Sports: Adventure Leadership Institute (ALI), Aquatics, SHS @ Dixon, Fitness, Facility & Rentals, Intramural Sports & Sport Clubs (Sports & Special Programs), & Safety.

Adventure Leadership Institute

Originally founded in 1947, the Adventure Leadership Institute™ is the authority in adventure leadership education, providing awe-inspiring, transformative experiences to more than 9,500 students each year.

These students, learn in the wildest and most remote classrooms in the Pacific Northwest – from the forest, to the high desert, to rugged cascade peaks and glaciers. Graduates are active leaders with lifelong leadership-oriented and environmental ethics and outdoor skills.

ALI also offers informal and customized experiences through the ALI Challenge Course, the Climbing Centers, Bike and Ski Shop and the Adventure Club. ALI is the regional hub for SOLO Wilderness Medicine, the leading teacher of wilderness medicine worldwide, the Professional Climbing Instructors Association, and the ACA Raft Guide and White-water Rescue curriculum.

Aquatics

Stevens Natatorium boasts an eight lane lap swim pool, a dive well and a hot tub. Swim on your own or participate in a kayak class, game of water basketball or family swim time. We also are proud to host OSU Women's Swim Meets.

SHS @ Dixon

Student Health Services (SHS) offers some services at Dixon Recreation Center to promote a health and fitness balance. We have services to support you if you are dealing with an injury or illness and if you just may need some extra coaching, information, or motivation to reach your goals.

Fitness

The fitness program at Recreational Sports provides a variety of fun and innovative programs to encourage a healthy and active lifestyle. We believe that each and every person should have the opportunity to enjoy physical activity and do so in a safe and supportive environment.

Facility & Rentals

Recreational Sports is comprised of three major facilities: Dixon Recreation Center, Student Legacy Park and McAlexander Field House. These facilities are often rented by other departments on campus as well as organizations of the community for events and camps.

Intramural Sports

The emphasis of Intramural Sports is on participation and fun. There are over 40 leagues and tournaments offered during the academic year to play and compete with others on campus. Intramural Sports is a great outlet to socialize, de-stress, learn new sports and get physically fit. Intramural Sports are open to all students and RecSports members.

Sport Clubs

The focus of the Sport Club Program is to offer recreational, social and competitive opportunities for students at a variety of skill levels. Clubs are student-run and often compete with other universities around the state and across the United States.

Safety

We strive to provide a welcoming class environment for all students, no matter what their current skill level or physical capacity. All classes are taught by certified American Heart Association instructors or American Red Cross instructors under the current American Heart Association or American Red Cross guidelines. All courses combine lecture and video with hands-on skill training and incorporate real-life rescue scenarios and lessons that reinforce decision-making skills.

Wunderlist

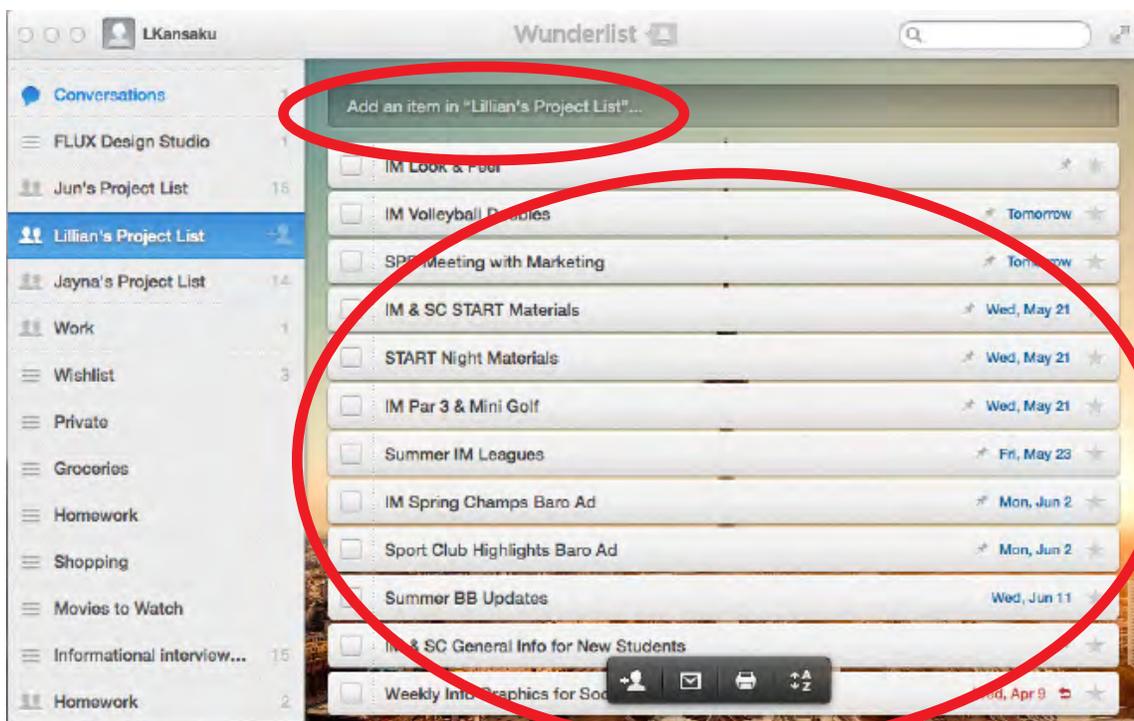
Wunderlist is our Graphic Design project management system. It is an application that helps you prioritize tasks and gives you the details about each project. Here is how we use it:

The projects are organized and put into the list by Wendy. The projects that we will be working on throughout the term are delegated to all of the designers. You can also create smaller tasks that you would like to prioritize as well. If you have any questions about whether a project should be on the list, talk to Wendy about the projects that are coming up. This list should correlate to the promotion plan.

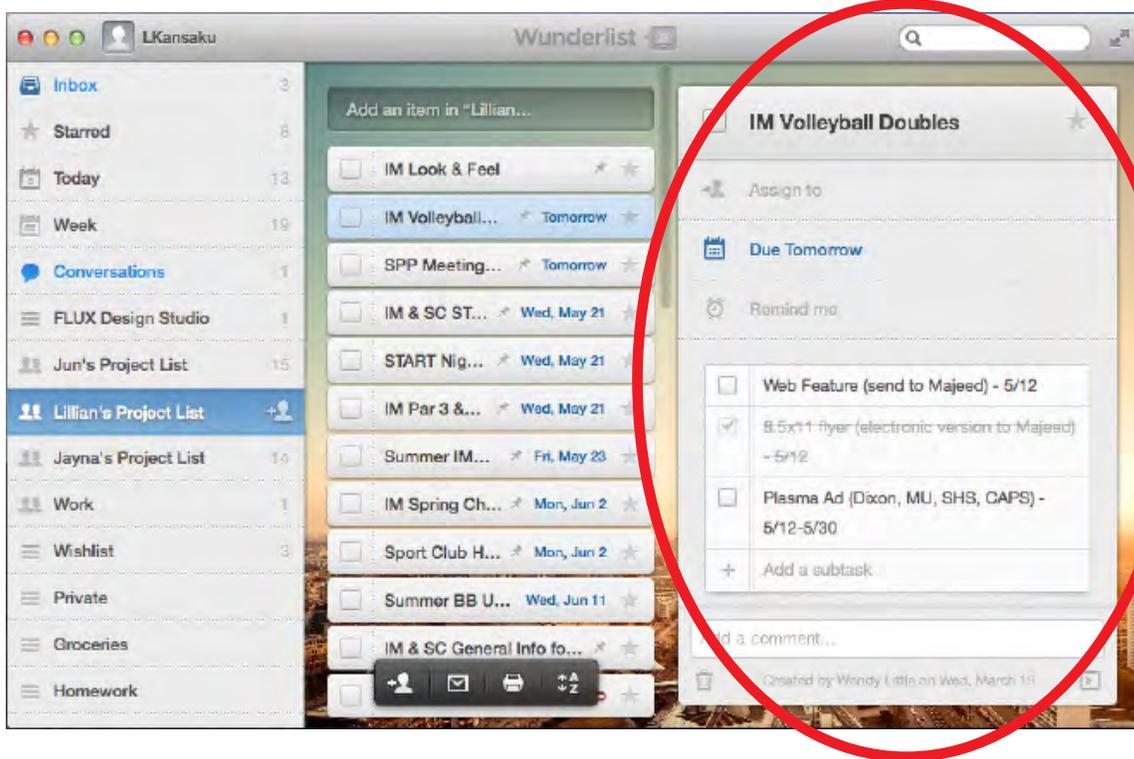
Steps to starting your Wunderlist:

- 1) Create an account with your email address @ **www.wunderlist.com**
- 2) **"Share"** your project list with the team (add their email address, they will receive an email and they need to accept the request).
- 3) You are now set to **use Wunderlist!**

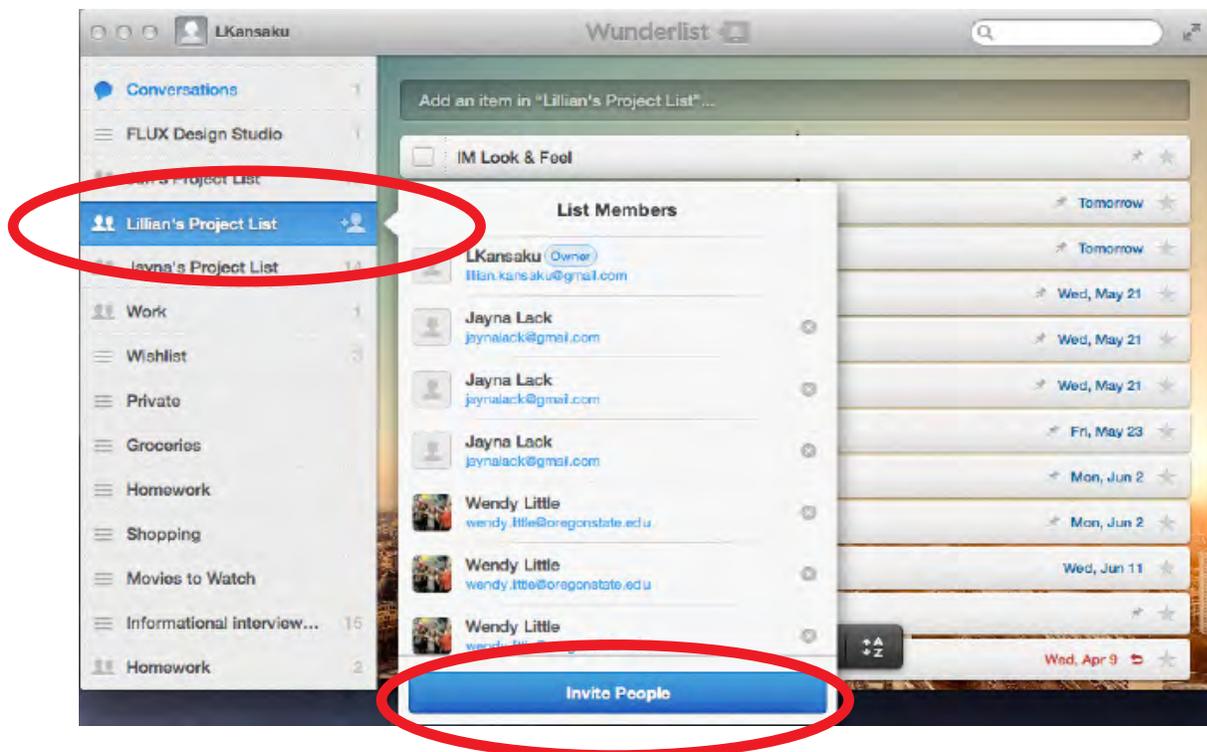
To add tasks to the list, simply type the task in the first field, i.e., "Add an item in 'Lillian's Project List.'" Then hit enter - it will display in the column below it. You can also re-arrange your list items by priority by clicking and dragging:



By double-clicking on a list item, the list specifics will appear. Here, you will see the list item as well as a due date, sub-list items, and a notes section (if you scroll further down).



Share your list with other members on the team by clicking on the "+ Person" icon and adding their email addresses like this:



Templates

There are templates for all print and web materials that the graphic designers produce. On the next page is a list of all of the dimensions of each project:

The digital templates can be found within:

RecSports >

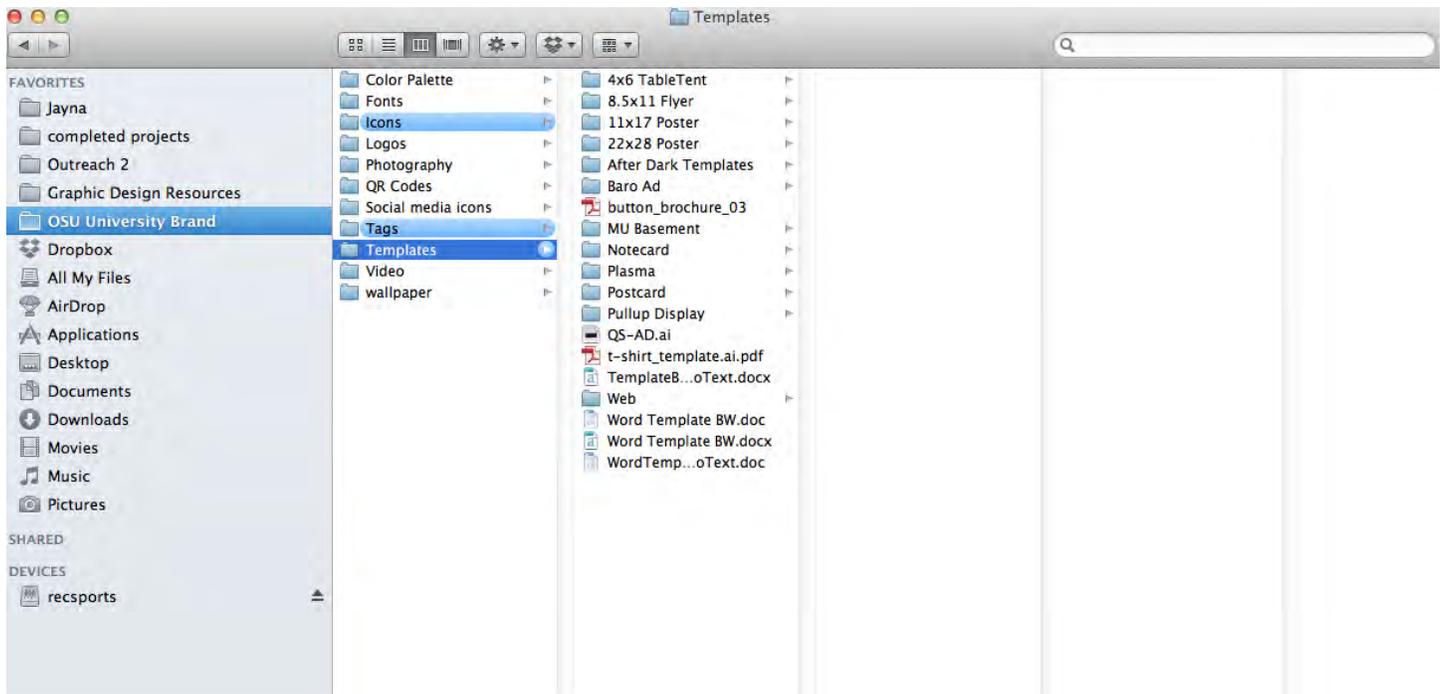
Graphic Design (new system) >

OSU University Brand >

Templates

Tips to Templates:

- 1) When using a template, please "save as" your new file. Do not save over the template. This way, the template will keep clean for the next person to use.
- 2) When there is an update to a template (i.e. an updated plasma screen dimension), please update the template dimension.
- 3) When there is a new medium (i.e. new motion graphic promotion), please create a new template for other designers to follow. Please also create a new folder within the templates folder to house the template file.
- 4) Communicate any template changes to the team by updating the whiteboard housing the template dimensions or via email with instructions to use the new template.



Dimensions

PRINT Flyer- 8.5x11in
Poster- 11x17in or 22x28in
Table Tent- 4x6in
Barometer Ad - 5.25x4in

PLASMA Dixon (DRS) Plasma Ad - 580x730px
MU Plasma Ad - 11x8.5in
SHS/CAPS Plasma Ad - 1920x1080px

WEB Web Banner -710x220 px, 72 dpi
Banner - 3x8ft
Website Icon - 110x101.94px
Be Well Blog Icon - 200x150px

BULLETIN BOARDS East Bulletin Board - 94.5x43in
MU Bulletin Board - 58x33in
IM/SC Bulletin Board - 94.5x45.5in
Fitness Bulletin Board - 47x45.5in
Aquatics Bulletin Board - 96x45.5in
ALI/Safety Bulletin Board - 94.5x45.5in
Residence Hall Bulletin Boards- 30x18.5in

DISPLAY CASES Lower Display Case - 44x68in
Upper Display - 44.5x43.5in

COLLATERAL T-shirt Front - 12.5x12.5
T-shirt Back - 12.5x12.5
X-Stand - 32x72in

MOTION BMC Movie Ad -1280x720px, 16:9 ratio or HD 720 p

Photo Resources

Recreational Sports photo options are listed below. You can use these logins to access and use photos for design projects:

1) ALI Flickr

<https://www.flickr.com/photos/osuadventureeducation/>

Username:

Password:

2) IMC Network

<http://imcnet.ning.com/main/authorization/signIn>

Username:

Password:

3) Intramural Sports Facebook

[facebook.com/Oregon-State-University-Intramural-Sports](https://www.facebook.com/Oregon-State-University-Intramural-Sports)

Login with your personal account to access the photos

Search for: oregon state university intramural sports

4) Flickr

<https://www.flickr.com/photos/OSURecSports>

Username:

Password:

File Naming System

term**year** _ **filename** _ **dimention** / **type**

F (fall) 11
W (winter) 12
SP (spring) 13
SU (summer) 14

from the design request

4x6
8.5x11
11x17
22x28
24X24

or MU plasma
DRS plasma
SHS plasma
CAPS plasma
table tent
hours card
web icon
QS AD
t-shirt front
t-shirt back
BMC

Example A: SP14_IM Spring Leagues_22x28

Example B: SP14_Im Spring Leagues_MU plasma

File Organization System

1) START HERE > RecSports (Drive) >
Programs >
Outreach 2 >
graphic design

2) design requests
(work in progress)

(Designers)
Jayna
Jun
Lillian

{ (project folder by name)
i.e. RecNight
IM Leagues
Sit Less Move More

{

3) completed projects

(area names)
Fitness
ALI
SSP
Aquatics
RecSports, etc.

{ (project files by category)
i.e. Fitness General
ALI General
Intramural Sports
Aquatics General
Events

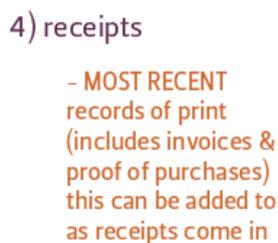
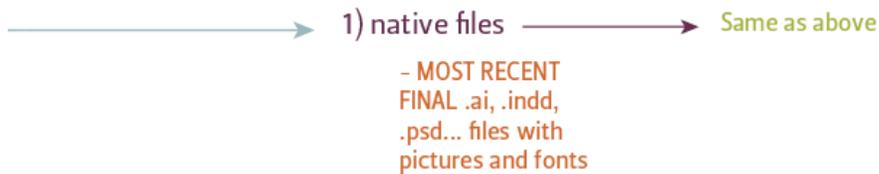
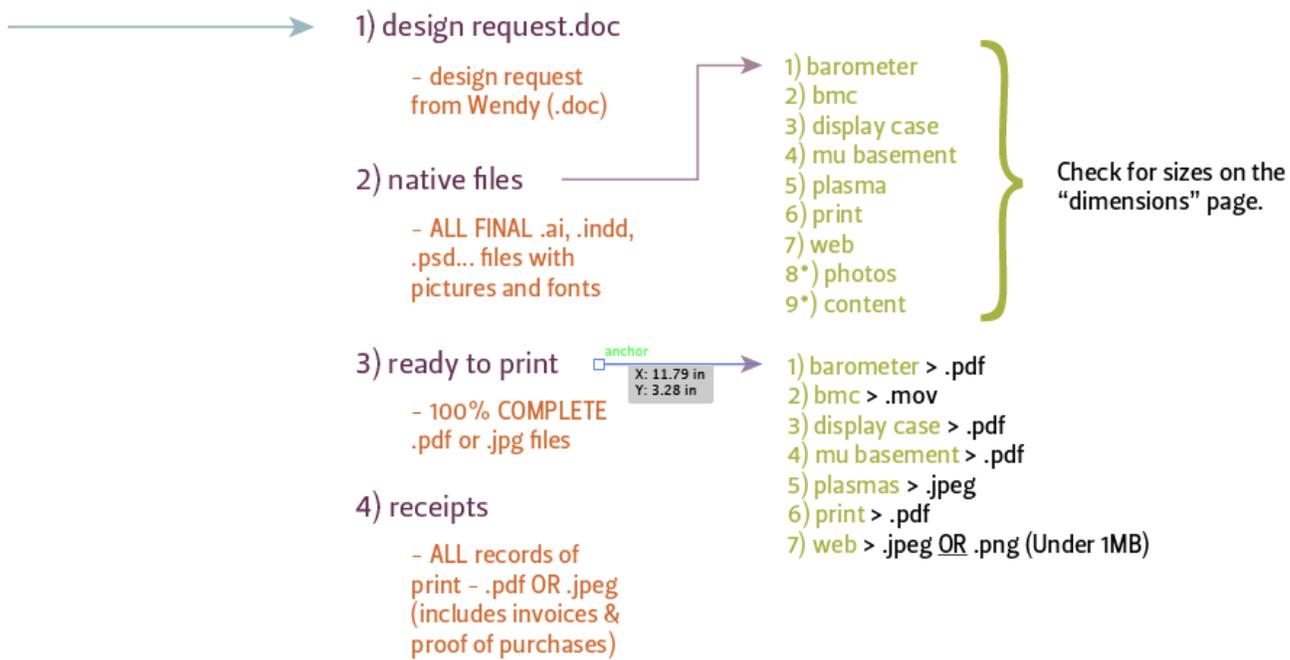
{

(project folders by name)
i.e. Bulletin Board
ALI Archive Files
IM Leagues
Bulletin Board
RecNight

{

When you are done with projects:

- 1) Move the previous files into "old files" and label appropriately.
- 2) Move current files into completed projects under the appropriate area name & category.

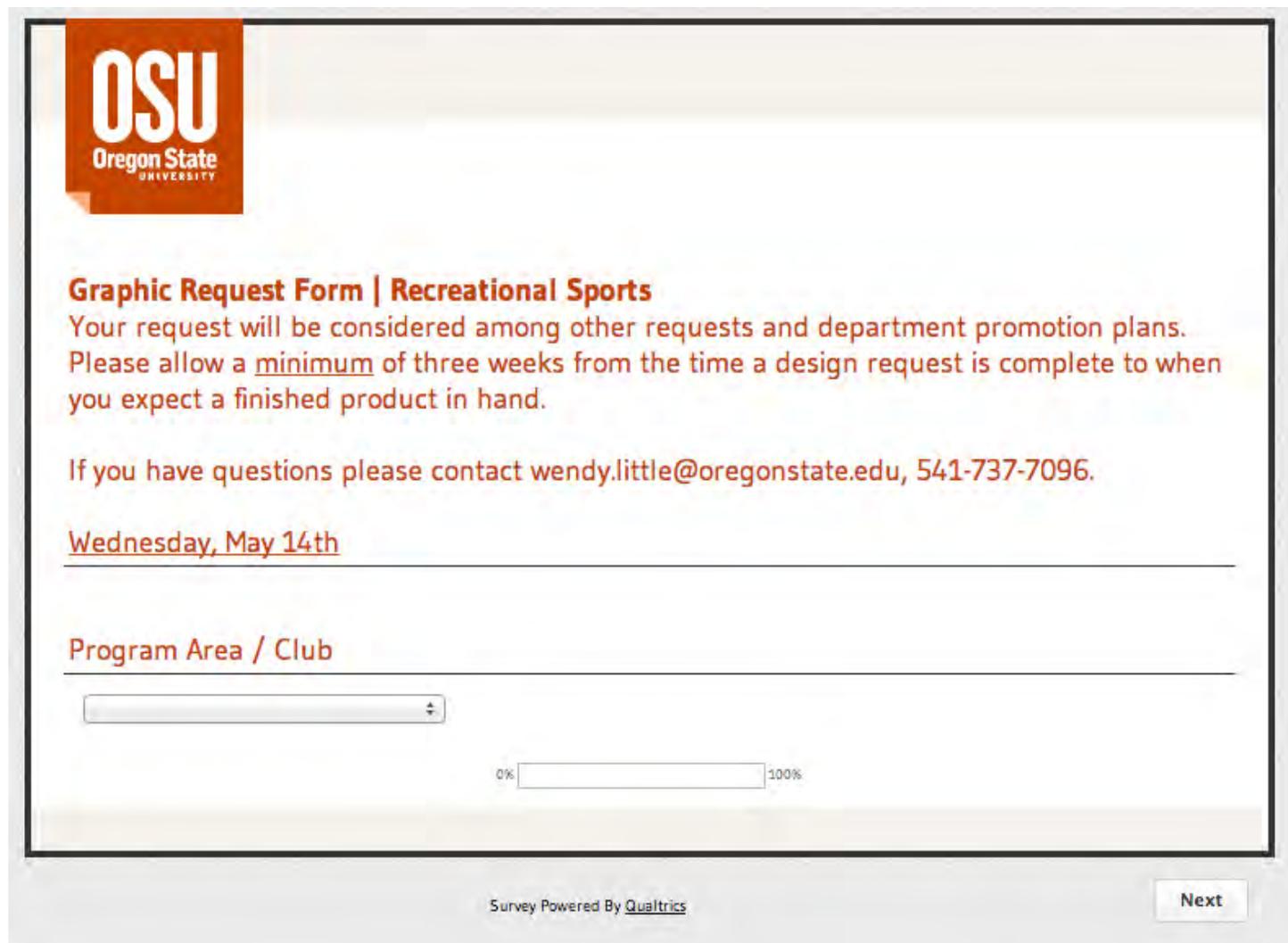


Design Request Form

All of our marketing requests at Recreational Sports begin with our Marketing Coordinator, Wendy Little. Your projects should come directly from Wendy through Wunderlist and/or your personal design request folder. The online form can be found here:

http://oregonstate.qualtrics.com/SE/?SID=SV_9NQyTjcugFNsL9H

Here is what the Design Request form looks like:



The screenshot shows a web form titled "Graphic Request Form | Recreational Sports" with the OSU logo in the top left. The form contains the following text and fields:

- Graphic Request Form | Recreational Sports**
- Your request will be considered among other requests and department promotion plans. Please allow a minimum of three weeks from the time a design request is complete to when you expect a finished product in hand.
- If you have questions please contact wendy.little@oregonstate.edu, 541-737-7096.
- Wednesday, May 14th
- Program Area / Club**
- A dropdown menu for selecting a program area or club.
- A progress bar showing 0% to 100% completion.
- Text at the bottom: "Survey Powered By [Qualtrics](#)"
- A "Next" button in the bottom right corner.



Primary Contact Person

Name (First & Last)	<input type="text"/>
E-mail Address	<input type="text"/>
Phone Number	<input type="text"/>

Secondary Contact Person

Name (First & Last)	<input type="text"/>
E-mail Address	<input type="text"/>
Phone Number	<input type="text"/>

What are you requesting a design for?

- Program / Event
- Campaign / Service
- Logo / Identity
- Other





Please provide the program or event details:

Title	<input type="text"/>
Date	<input type="text"/>
Start Time	<input type="text"/>
End Time	<input type="text"/>
Location	<input type="text"/>
Prerequisites or other information	<input type="text"/>
For more information visit / contact...	<input type="text"/>
Student & RecSports Member Cost	<input type="text"/>
OSU Community Cost	<input type="text"/>
General Public Cost	<input type="text"/>
Disability Contact Name (First Last)	<input type="text"/>
Disability Contact Phone Number	<input type="text"/>
Other	<input type="text"/>

Program / Event Description

0% 100%

[Back](#) [Next](#)

Here is an example of what the completed Design Request will look like when complete:

Recipient Data:

Time Finished: 2014-04-23 11:55:46

IP: 128.193.16.144

ResponseID: R_3auBT8fVpest9dj

Link to View Results: [Click Here](#)

URL to View Results:

http://oregonstate.qualtrics.com/CP/Report.php?SID=SV_9NQyTjcugFNsL9H&R=R_3auBT8fVpest9dj

Response Summary:

Program Area / Club
Outreach

Primary Contact Person

Name (First & Last) Danielle Caldwell

E-mail Address danielle.caldwell@oregonstate.edu

Phone Number 541-737-3517

What are you requesting a design for?

Campaign / Service

Please provide the Campaign / Service Details

Title Sit Less, Move More bulletin board

Disability Contact Name (First Last) Danielle Caldwell

Disability Contact Phone Number 514-737-3517

Campaign / Service Description

Design will be for bulletin in east hallway by ALI. The purpose of the design is to promote the Sit Less, Move More campaign with specific messages about moving more throughout the day.

Design Notes / Special Instructions

See attached notes. We do not have photos yet. We'll be taking those next week. Maybe designer can get started and use some generic photos as place markers.

Images / logos / photos / files to support the design

http://oregonstate.qualtrics.com/WRQualtricsControlPanel/File.php?F=F_6Yb3Tqhzptn8fQh

Target Audience (Who do you expect to participate? Who are you trying to reach? Be Specific.)

Students, students that workout at gym, but spend rest of day being sedentary

What would you like us to create?

Other -- bulletin

Due date (mm/dd/yyyy)Reminder: We typically need a minimum of three weeks from the time of the request to when you need the completed project.

05/30/2014

Is this an update to an existing project?

No

Index Number

Marketing

University Branding Guidelines

Color Palette



0	0	0	2	0	42	29	12	18	60
76	58	27	0	4	8	0	22	0	100
100	100	36	9	9	0	10	43	100	45
0	33	72	36	24	40	14	0	31	30

Typefaces

Soho Std Extra Light

Soho Std Regular

Soho Bold

I am Powered by Orange.

I am Powered by Orange.

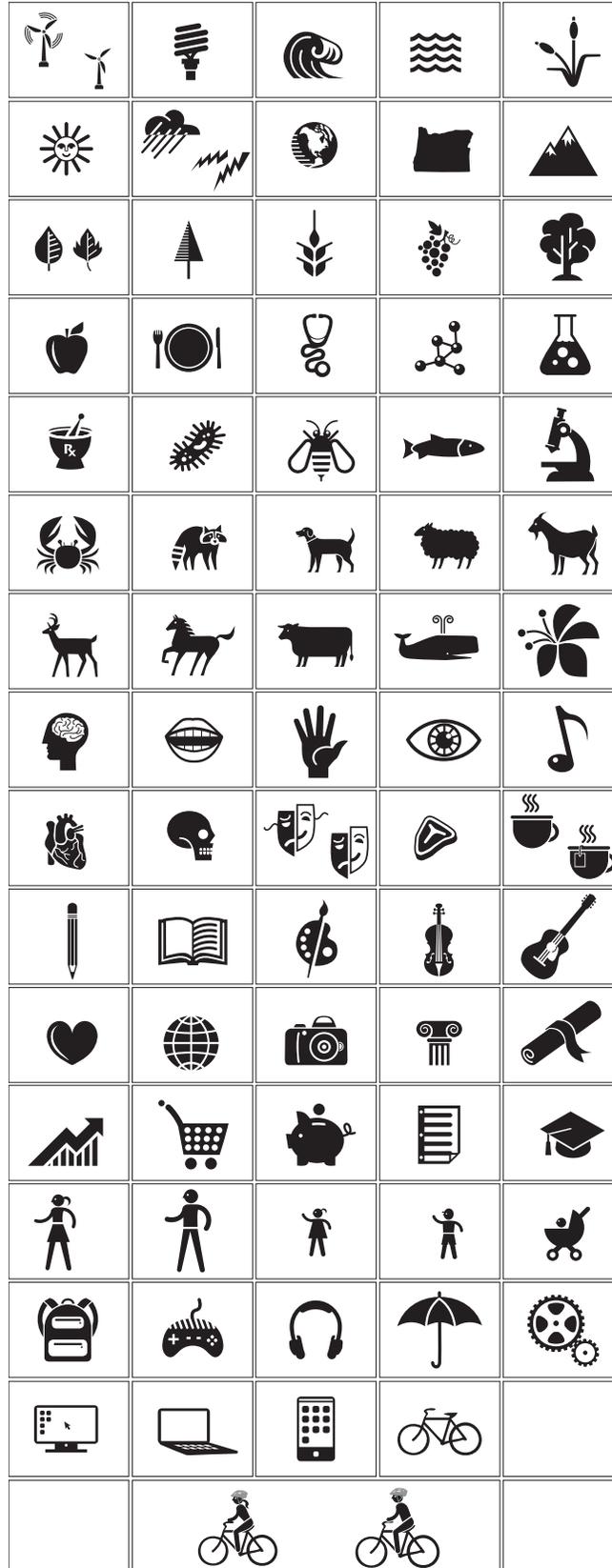
I am Powered by Orange.

Delicious Roman Mindful: We are environmentally and socially conscious.
 Delicious Bold Authentic: We are genuine, caring and real.
 Delicious Italic Confident: We let our actions speak for us.
 Delicious Bold Italic Achieving: We make a difference in Oregon and beyond.

Leitura Sans Grot 1 Mindful: We are environmentally and socially conscious.
 Leitura Sans Grot 2 Authentic: We are genuine, caring and real.
 Leitura Sans Grot 3 Confident: We let our actions speak for us.
 Leitura Sans Grot 4 Achieving: We make a difference in Oregon and beyond.
 Leitura Sans Italic 1 Mindful: We are environmentally and socially conscious.
 Leitura Sans Italic 2 Authentic: We are genuine, caring and real.
 Leitura Sans Italic 3 Confident: We let our actions speak for us.
 Leitura Sans Italic 4 Achieving: We make a difference in Oregon and beyond.

Leitura News Roman 1 Mindful: We are environmentally and socially conscious.
 Leitura News Roman 2 Authentic: We are genuine, caring and real.
 Leitura News Roman 3 Confident: We let our actions speak for us.
 Leitura News Roman 4 Achieving: We make a difference in Oregon and beyond.
 Leitura News Italic 1 Mindful: We are environmentally and socially conscious.
 Leitura News Italic 2 Authentic: We are genuine, caring and real.
 Leitura News Italic 3 Confident: We let our actions speak for us.
 Leitura News Italic 4 Achieving: We make a difference in Oregon and beyond.

Icons



Positioning and size of tag on the page:



PLACEMENT

Divide the document height by 10 (inside the margin for those with a border). The tag sits at the top of the 10th row.

Example: Divide a 24" document with a 0.5" border by 10. Each row is 2.3" tall. Multiply 2.3×9 , and the top of the 10th row is 20.7"

SIZE

The tag size is proportional to the height of the document. The ratio is 0.067.

Example: Multiply a 24" document by 0.067. The tag height is 1.6"

Because the minimum vertical size for the tag is 0.5495" for the wrapped tag and 0.4627" for bleed the 0.067 ratio does not apply for some document.

Example: Multiply a 4" postcard by 0.067. The resulting .0268 height is below the minimum, so the minimum tag size must be used.

Positioning and size of tag for strong horizontal pieces:



PLACEMENT

Divide the document height by 10. The tag sits at the top of the 9th row.

Example: Divide a 14" tall document by 10. Each row is 1.4" tall. Multiply 1.4×8 , and the top of the 9th row is 11.2"

SIZE

The tag size is proportional to the width of the document. The ratio is 0.1607.

Example: Multiply a 17" width document by 0.1607. The tag width is 2.732"

Minimum tag sizes:

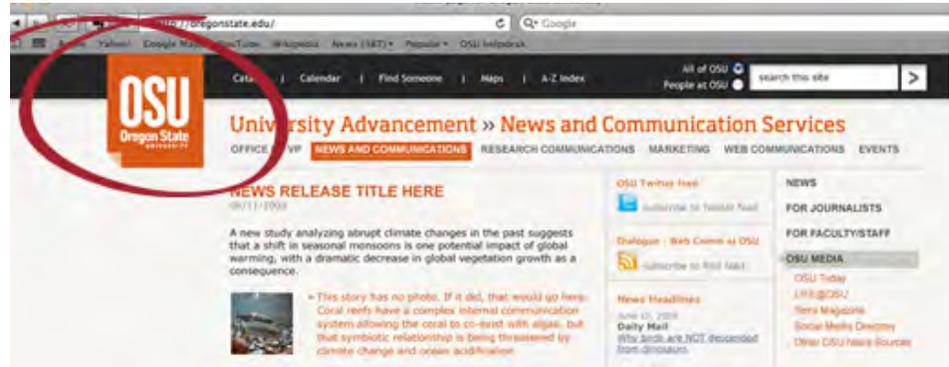
Wrap Tag



Bleed Tag



Tag Samples



As a part of our design templates, the tag is a contemporary graphic element to tie all print pieces together and clearly identify their association with Oregon State University.

The corner page curl and wrap-around are meant to graphically portray a real, tactile object. Flagging materials with this graphic conveys a message that the content that follows is something important and to be remembered.

Print pieces and PowerPoint presentations use the horizontal version of the tag. The vertical version is used for web sites and can also be used for banners.

As shown in the examples below, all templates for print pieces, web sites and PowerPoint slides include the correct location and size of the tag. This maintains visual consistency and ensures the OSU logo is easy to read. Do not move, resize, recreate or change the tag in any way.

The tag is only to be used in orange with a white logo for color collateral pieces, emphasizing the orange for immediate identification with Oregon State. For black and white applications, use a white logo on a black tag.



Photography

Photos help tell our stories by showcasing Oregon State's community members and their accomplishments. They also create a sense of place – especially important for prospective students – by depicting scenes of campus life.

Natural lighting, unusual cropping and framing & interesting angles all provide an authentic feeling. Depending on the photo, some parts of the image can be out of focus; it provides a more interesting context and helps the eye identify the primary visual.

Yes/No Example

NO

In the photo above (left), the setting does not contribute to the accompanying story. More importantly, the device that's the focus of the story is at the bottom of the frame, and partially hidden by the subject's hands.

YES

The photo above (right), makes the device prominent, giving the reader a visual focus. The background provides color and context without being distracting. Shooting the photo looking down from slightly above the subjects adds perspective.

Accessibility

What is accessibility?

Here at Recreational Sports, we encompass an idea of living, learning, and being well. Because the Oregon State University campus is very diverse, accommodating people from all walks of life is deeply ingrained in our own mission. Remember, accessibility for all is a very important part of a designer's job. All materials should incorporate universal design, with messages and content that is easily read and understood by everyone on campus.

Note: You are not expected to use all of these solutions at RecSports. Accessibility is just something we want you to be aware of. This information is a resource to you if you want to learn more.

Visual Disabilities

Blindness, low vision, color-blindness, aging eyesight, photosensitivity

Most affected by:

- Images without alt tags
- Poor navigation
- Contrast that is too low
- Blinking, moving text and

anything that could cause a seizure

Solutions to be aware of:

- Screen Reader software (JAWS, VoiceOver)
- Refreshable Braille Displays
- Increased contrast/zoom

Hearing disabilities

Deaf and/or hard of hearing

Most affected by:

- Lack of captions, transcripts
- Any content that relies on sound

Solutions to be aware of:

- Captions, transcripts

Mobility Impairments

Limited movement, speech, inability to use a mouse

Most affected by:

- Content that relies on mouse movement or (on mouse over)
- Timing issues
- Content that isn't accessible via a keyboard (similar to those who are blind)

Solutions to be aware of:

- Speech recognition
- Adaptive keyboards
- Head wand
- Mouthsticks

Cognitive Limitations

Learning disabilities, distractibility, comprehension, dyslexia, ADD/ADHD

Most affected by:

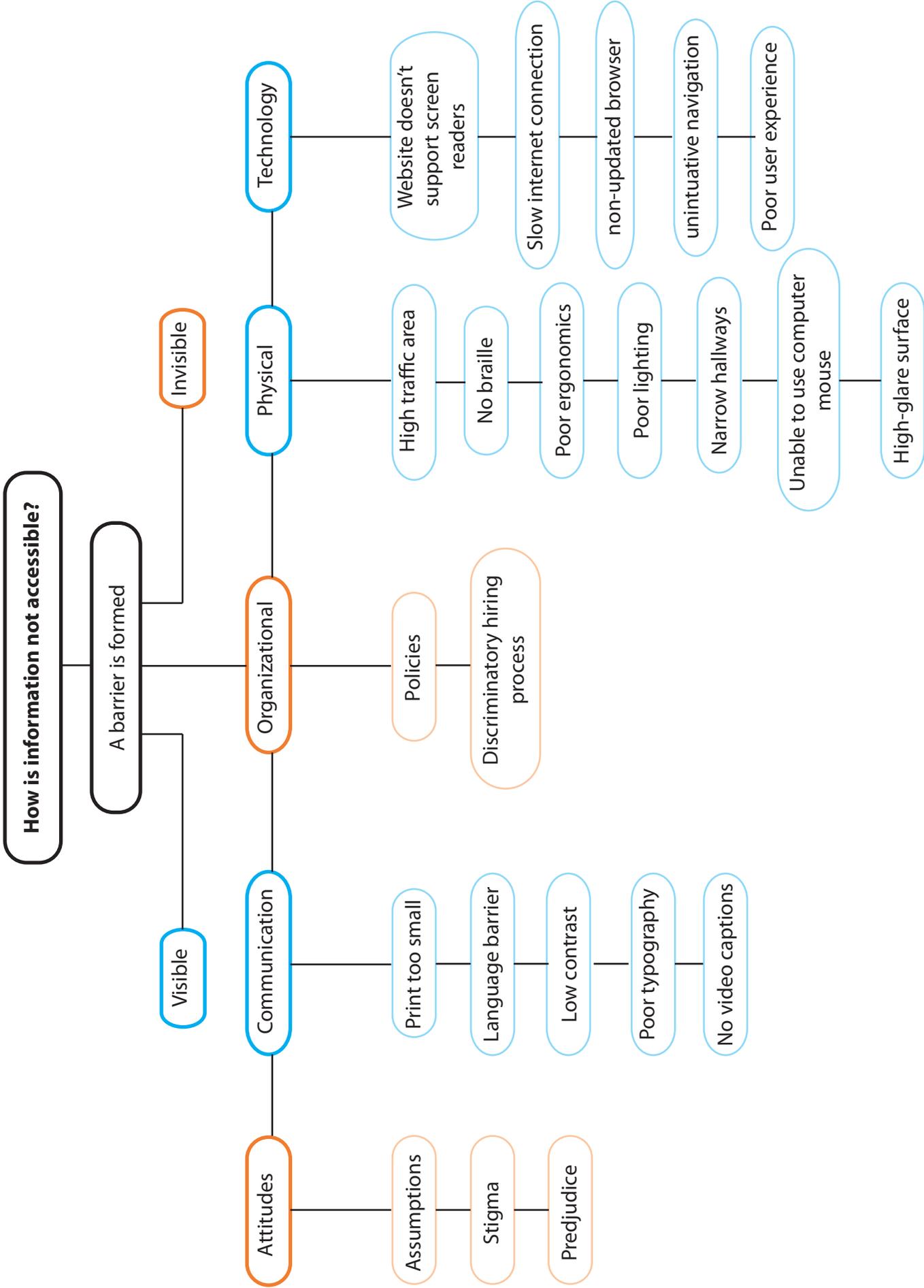
- Unstructured pages (headings, lists, definitions)
- Poor visual organization
- Complicated navigation
- Too much content
- Timing
- Lack of visual content to help someone with difficulty understanding words

Solutions to be aware of:

- Text-to-speech
- Screen readers
- e-text/e-books

Common Web Issues

- No <alt> attribute for images
- Inaccessible CAPTCHAs
- No alternative for inaccessible content
- Improperly structured code
- HTML Headers
- Lists
- Navigation
- Improperly worded links
- Forms improperly coded
- Poor colors & contrast
- Tables improperly coded
- Content can only be found using a without mouse



SUMMARY

Tips to Designing for Accessibility & Being Inclusive

General

- Include a disability statement on all print materials
- Disability statement should not be below 12 pt font
- Avoid abbreviations and acronyms whenever possible. Don't assume your user knows what you're talking about.
- Content is clear and precise
- Create a hierarchy of information

For visual impairments:

- Font size at least 12 point font
- Avoid excessive knockout text (white text on color background)
- Avoid excessive all caps (it has been proven to be more difficult to read)
- Avoid red/green color combinations, red/black combinations, and red/white (red usually reads as no signal)
- Use a high contrast ratio for web or print work (see below resources)
- Consider the space where the user will experience the design:
 - Is there poor lighting?
 - Is the surface shiny?
 - Is there a glare?
 - Is it in the way of foot traffic?

Hearing impairments:

- Captions for videos with audio

Mobility Impairments:

- Consider placement and distance: not extremely high or low, and not too far away
- Consider environment: is the posting space too narrow for wheelchair access?

WEBSITE & DIGITAL RESOURCES

graybit.com/main.php

This is a good site that converts any webpage into grayscale so you can see the contrast issues more easily. Copy and paste the site you wish to view and hit "enter".

www.snook.ca/technical/colour_contrast/colour.html

This website is great for checking the contrast ratio of your web or print work. Simply go to this URL, find the code for your first color by clicking the object, double-click the color swatch on your left toolbar. The color information is read something like this: #231F20. Do this same procedure for the other color and it should tell you your contrast ratio, and if it passes the WACG

www.456bereastreet.com/archive/200709/10_colour_contrast_checking_tools_to_improve_the_accessibility_of_your_design

Roger Johansson, Swedish web professional authors his own website on accessibility tips and resources. He says, "In case you're wondering why I care (and why I think you should care) about the colour contrast of a website, it's very simple. If text does not have sufficient contrast compared to its background, people will have problems. People with colour blindness or other visual impairments as well as people browsing the Web under less than ideal circumstances (bad monitor, window reflections, sunlight hitting the screen) may not be able to read the text, at least not without difficulty."

And you don't really want that, do you? If you publish text on a website, as most people do, I'm guessing that in almost all cases it is because you want people to read that text. So colour contrast, whether you think about it or not, is important to you, your clients, & your end users."

www.w3.org/standards/webdesign/accessibility

Also, check out this website for more information about web accessibility and what that means for you as a designer. The Web Accessibility

Standards are very important and key to offering services and design that meets Everyone's needs.

OSU Accessibility Guidelines: <http://oregonstate.edu/accessibility/>

Learn about Web Accessibility:
jimthatcher.com/webcourse1.htm
webaim.org/

Tools for accessibility checking:
wave.webaim.org/
fae.cita.uiuc.edu/
www.standards-schmandards.com/projects/fangs/
www.cynthiasays.com/

Very complete list of tools at: www.w3.org/WAI/ER/tools/complete

Disability Statements

All promotional pieces must include one of the following disability statements:

Disability statement for an event or activity:

Accommodation requests related to a disability should be made to Recreational Sports, [Program Coordinator, Coordinator Phone #].

Accessible formats statement (quarterly schedule, glossy brochure, area cards):

This publication will be made available in accessible format upon request. Please call Wendy Little, 541-737-7096.

If space is an issue:

Disability accommodations call Wendy Little, 541-737-7096.

example

oregonstate.edu/recsports

Accommodation requests related to a disability can be made to Recreational Sports, Cathy Sullivan 541-737-3243.

Oregon State
UNIVERSITY

03 | PRE-PRESS & PRODUCTION

Proofing

The primary goal of 'proofing' is to serve as a tool for customer verification that the entire job is accurate. Be sure to share design progress with the *Primary Contact Person* and/or *Other Person Available to Proof* (listed on the design request). Print out a color copy of the design and leave it in the designated staff member's box with a sticky note stating what the design is for and when you need their feedback by (repeat if necessary). They will provide feedback of any changes or approval. Once they have approved the design, it is ready to order or submit.

Preparing Files for Print

Be sure to use high-quality photos for print (at least 300 dpi). Always use a PDF file for print, include crop marks if necessary, and be sure there are no missing links or images when you export the PDF. *Here are some other important things to consider when preparing files for print:*

- **Ink:** For print work, use either CMYK or PANTONE color profile. Also, consider whether you would like any special inks for the project, such as clear or archival ink. If you'd like to use clear ink, be sure to set up your document ahead of time according to Printing and Mailing's Clear Dry Ink Usage Guide. Student Multimedia Services has the option to print with archival ink, which lasts longer and withstands sun fade a little better.
- **Bleed:** As a designer, it is important to know the difference between "full bleed" and "no bleed". If an image goes to the edge of the paper, then you must provide an extra image that will be physically trimmed. This is called a "bleed". Provide at least a .125 inch bleed in your document and save as a PDF with crop marks using the document's bleed. If your image has a white border on all four sides, bleeds are not required. Prepare

your files at the exact dimensions of the desired output, and save as a PDF. Always save your PDFs for print at the smallest size but highest quality possible.

- **Paper:** Be sure to indicate to the print vendor what kind of paper you would like to use (i.e. standard paper, cardstock paper, 80# Starwhite hi-tech cover tiara white material #8512 etc.).

Ordering materials

Once you have received approval from the Primary Contact Person, you are ready to order the materials. Everything you need to know about the order details should be included in the design request: quantity, billing index, size, due date. Follow up with the Primary Contact Person if you are missing any information. Verify the index that will be billed. Most of our materials come from our marketing index though: . We work with a lot local printers, especially campus partners such as Printing and Mailing and Student Multimedia Services. See below for details:

Production Contacts

- **Printing & Mailing**

FRONT DESK PHONE: 541-737-4941

EMAIL: digital.printing@oregonstate.edu

HOURS: Monday-Friday, 7:30am-5:30pm

ADDRESS: 100 Cascade Hall, Corvallis, OR 97331

HOURS - 7:30am to 5:30pm

WEB FORM: <http://bs-app.tss.oregonstate.edu/avnet/>

INSTRUCTIONS: Upload PDF files with bleed and crop marks included. Include Index#, due date, quantity, and special instructions. Allow 2 days for production and proofing cycle. Indicate if you want the completed project delivered to you via Campus

Mail (free campus delivery service).

• **XPress Stop I Printing and Mailing Services**

FRONT DESK PHONE: 541.737.5907

EMAIL: XpressStop@oregonstate.edu

HOURS: Monday-Friday, 7:30am-6:00pm

ADDRESS: Memorial Union Room 109

ORDER: email PDF file with instructions, index, due date, quantity

INSTRUCTIONS: XPress stop is best for basic 8.5x11 flyers, no bleed.

If full bleed, you can specify shrink to fit if you don't mind a white border. They are capable of quick, same-day turnarounds.

• **The Daily Barometer**

PHONE:

RESERVE EMAIL:

AD FILE EMAIL:

INSTRUCTIONS: First email Kami to reserve the ad space and dates that the ad should run. Be sure to include the index number, name of ad, dates to run it, and size of ad in the e-mail reservation to Kami. Then send the actual file to baro.production. Include Index#. Make sure file is in "accurate black" (C0 M0 Y0 K100) NOT "rich black", (C80 M80 Y80 K100, C60 M40 Y60 K100) Typical ad size file should be a PDF and sized at 4x5.25" for a 3 columns by 4" ad. 3 columns=5.25 inches.

• **Element Graphics**

CONTACT: Katy Krupp

PHONE: 541-752-0033

EMAIL: kathy@element-graphics.com

WEBSITE: <http://www.element-graphics.com/>

ADDRESS: 250 NW Tyler Avenue Corvallis, OR 97333

HOURS: M-F 9-5

INSTRUCTIONS: Fill out a purchase order form and make sure it is signed prior to ordering anything from Element Graphics. E-mail the order to Element Graphics including, sizes, due date, index, and any other details about the project...color, etc.

• **Student Multimedia Services (Library)**

SMS Production: 541-737-7964

EMAIL: sms.production@oregonstate.edu

HOURS:

Mon - Thurs: 8:00 am - 9:00 pm

Fri: 8:00 am - 7:00 pm

Sat - Sun: 4:00 pm - 9:00 pm

INSTRUCTIONS: Order Form online: <http://oregonstate.edu/is/academic-technologies/sms/webform/print-order-form-sms>.

Upload PDF files with your Student ID#, a due date, finished size, and any special instructions (laminated, archival ink, foam core, paper, etc). Printing: 36" and 42" posters, 36" lamination, and up to 11x17" brochures and flyers

• **NWGI (NW Graphic Imaging)**

CONTACT: Matthew Holzapfel

PHONE: 541-753-9406

EMAIL: signs@nwgi.com

HOURS: M-F 8:30-5:30

WEB FORM: <http://www.nwgi.com/upload/index.php>

ADDRESS: 121 SW 4th Street Corvallis, OR 97333

INSTRUCTIONS: Send PDF files with your Student ID#, a due date, finished size, and any special instructions (laminated, archival ink, foam core, paper, etc.).

• **Les & Bob's**

CONTACT: Jay Faxon

PHONE: (888) 821-3798

EMAIL: jay@lesandbobs.com

HOURS: Monday-Friday, 8am-5pm

WEBSITE: lesandbobs.com

ADDRESS: 2670 Chapel Drive Philomath, OR 97370

Uploading Plasma Screen Ads

Uploading Plasma Screen Ads are a common occurrence but there are several different ways they can be uploaded. Depending on the location, the plasma screen ads will be different dimensions and formats.

• **Dixon Recreation Center Plasma Screens**

- Go to: <http://www.reachsportsgroup.com/>
 - Click "announcements"
 - For a static image go to "add new"
 - For a video go to "upload video"
- If you are uploading an ad that was created by a designer, click the full image template and use the create announcement tools to upload, name, and set the dates for the ad.
- Ad dimensions are 580 x 730 pixels and should be .jpg files.
- Videos are 580 x 730 pixels and can be .mov, .flv, and .mp4 files up to 15 seconds (we don't have the volume turned up on our screens, so there will be no sound)
- We trade ads for free with MU, SHS, and CAPS - other groups we charge an advertising fee or do a trade (like the Career Fair, also sometimes trade for table space)

• **Memorial Union (MU) Plasma Screens**

- Ad dimensions are 11x8.5 inches and should be .jpg files.
- E-mail the ads to Kent.Sumner@oregonstate.edu

• **Student Health Services (SHS) Plasma Screens**

- Ad dimensions are 1920 x 1080 pixels and should be .jpg files.
- E-mail the ads to Colleen.Schlonga@oregonstate.edu

• **Counseling & Psychological Services (CAPS) Plasma Screens**

- Ad dimensions are 1920 x 1080 pixels and should be .jpg files.
- E-mail the ads to Shelley.Henderer@oregonstate.edu

University Housing & Dining Promotions

Please visit: <http://oregonstate.edu/uhrs/marketing-and-promotion-uhrs-facilities>
Projects for UHDS include the Beaver Movie Channel, Social Media, Chalking, Table Tents in Dining Centers, Info Tables, General Posting, etc requires prior approval through an online promotion request form. The form you need can be found at: <https://uhrs.oregonstate.edu/myuhrs/form/mf/promotions>

04 | OUTREACH & GRAPHIC DESIGN SUPPORT SYSTEM

Outreach & Graphic Design

We are apart of Outreach Team. We support and assist the outreach team with various tasks, events, and tours.

Outreach Responsibilities

START Night/RecNight

START/REC Night are events that introduce incoming or transfer students about our facility, program and services. Our responsibilities are:

- help recruit RecNight sponsors
- post signages around building
- take care of sponsors
- greet and introduce participants about the event
- photograph the events
- give information to students and parents

Informational Tabling

There are a few START Informational Tabling events happen in the summer for incoming or transfer students. Our responsibilities are:

- bring promotional materials
- set up the table
- talk to students and parents
- answer questions they may have
- direct/connect them to the person you think may know the answer

Outreach Contacts

Ali Casqueiro

Membership Coordinator
(503) 544-0424
ali.casqueiro@oregonstate.edu

Danielle Caldwell

Wellness Education Coordinator
(541) 220-7944
danielle.caldwell@oregonstate.edu

Majeed Badizadegan

New Media Coordinator
(541) 760-3571
majeed.badizadegan@oregonstate.edu

Tina Clawson

Associate Director, Outreach
(541) 737-6830
tina.clawson@oregonstate.edu

Wendy Little

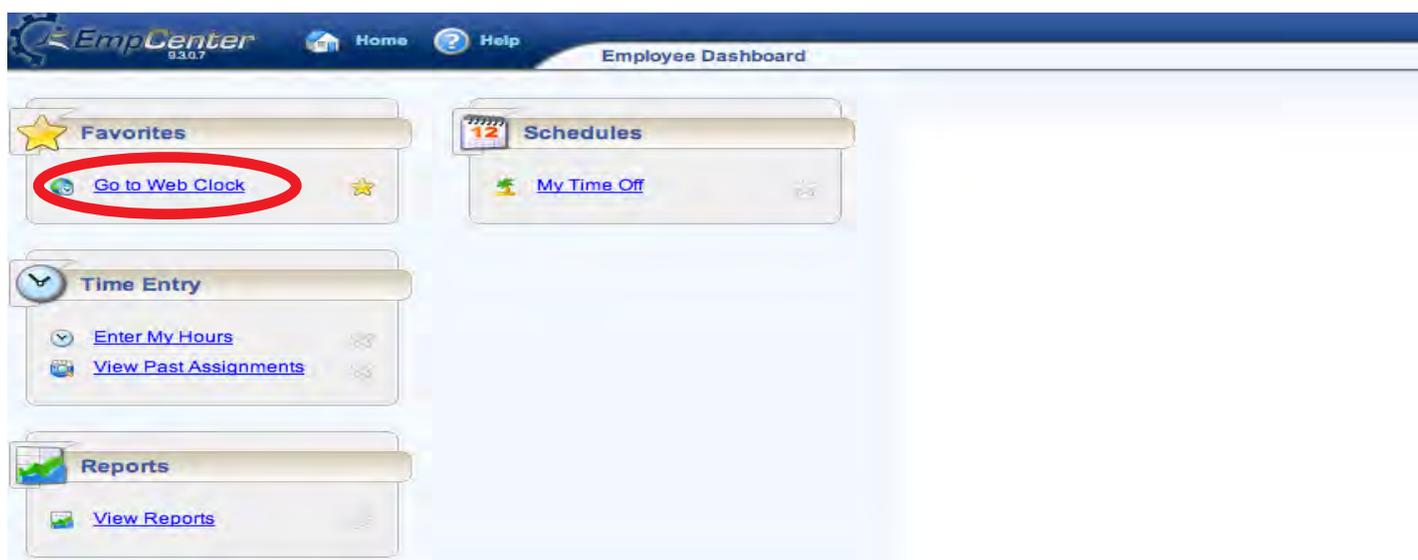
Marketing Coordinator
(541) 740-9002
wendy.little@oregonstate.edu

Other Administration contact information can be found oregonstate.edu/recsports/administration

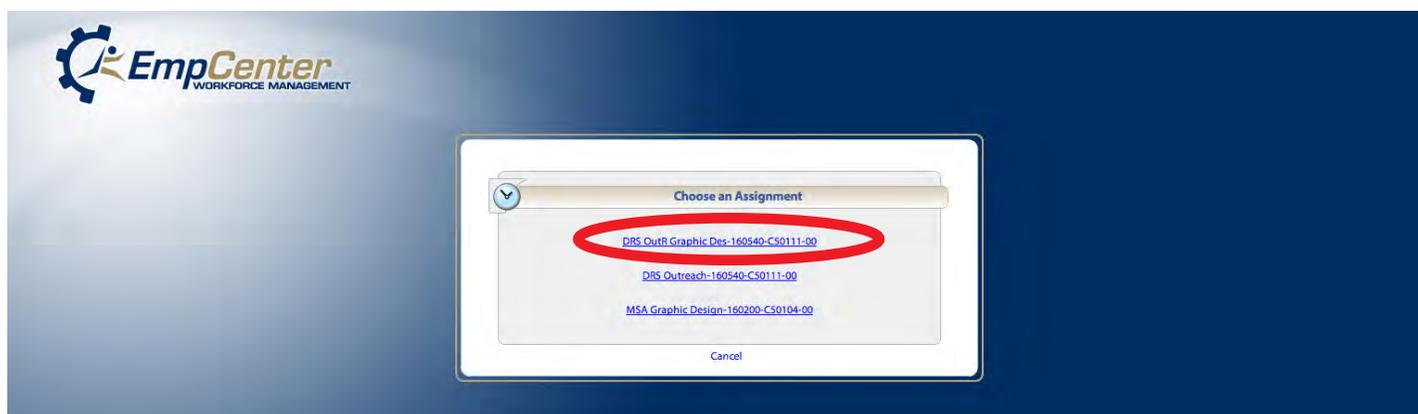
05 | DAILY SURVIVAL GUIDE

Timesheets

At Recreational Sports, we use EmpCenter to record our work hours. To clock-in, go to mytime.oregonstate.edu. Next, select "Log in to EmpCenter". You will then be prompted to log in. Log in with your ONID information. Select "Go to Web Clock"

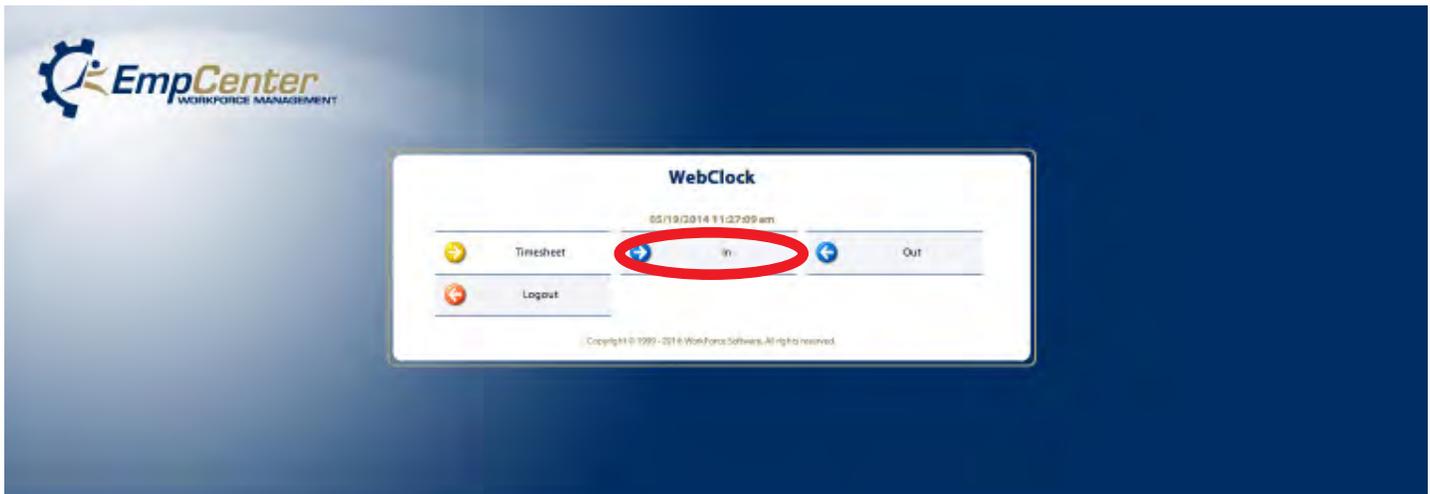


Then select "OutR Graphic Des" timeclock.

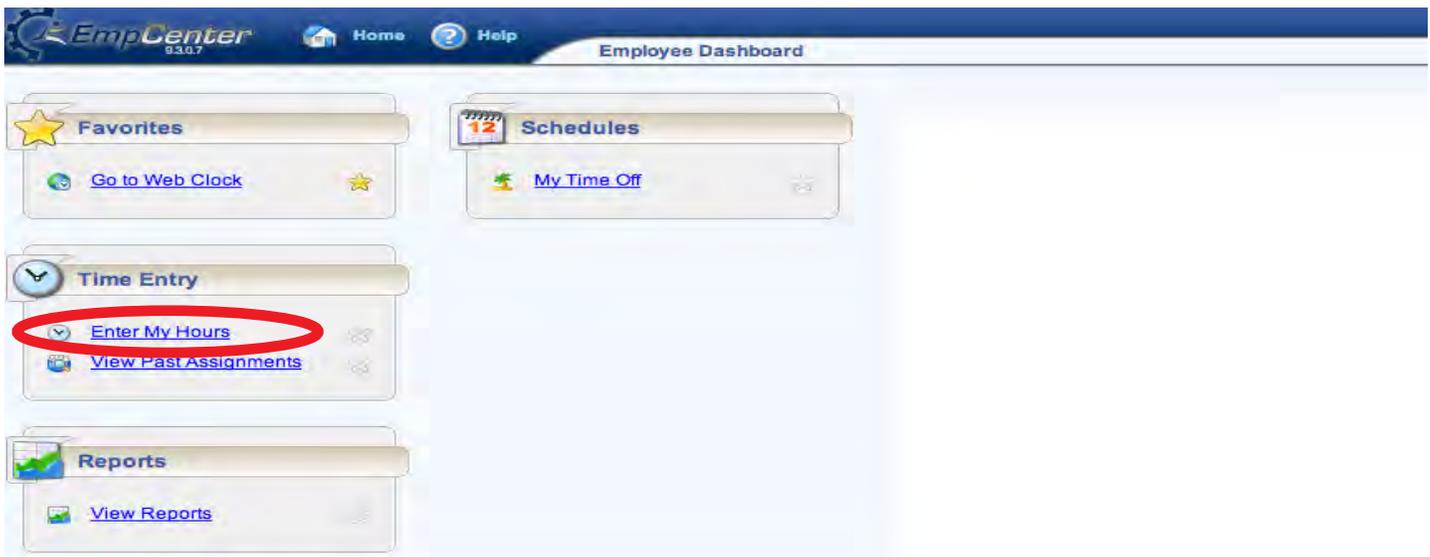


You may have more than one time clock with Oregon State University. Be sure to select the correct DRS OutR Graphic Des timeclock when you clock-in or out for your Graphic Design position at Recreational Sports. Select Outreach when you are doing outreach tasks. For example, clock in under DRS Outreach when working at RecNight.

Select "In". To clock out, repeat this process but select "Out" instead of "In".



If you forget to clock-in/out, go to your timesheet and adjust it **as soon as possible**.
Select "Enter My Hours"



1. Pick the day you missed, click the arrow down button. Select "Work In/Out"

2. Enter your clock in/out time, leave a note at comments section for Tina to review. Select "Save"

The screenshot shows a timesheet application interface for the period 05/16/2014 - 06/15/2014. The interface includes a navigation bar with 'Save', 'Submit', and 'More' buttons. Below is a calendar view for May 2014, with the 19th highlighted. The main table has columns for Date, Pay Code, Hours, Leave Case, Clock Location, Comments, and Total. The row for Monday, May 19, 2014, is highlighted in green and contains the following data: Date: Mon 05/19, Pay Code: Clock, Hours: 10:30 am, Clock Location: 128.193.16.183, Comments: (empty), Total: 0.00. Red circles highlight the 'Save' button, the 'Submit' button, and the 'Work In/Out' dropdown menu for Monday, May 19, 2014. A red arrow points from the 'Submit' button to the 'Total' column of the same row.

Date	Pay Code	Hours	Leave Case	Clock Location	Comments	Total
Fri 05/16	Select Pay Code					
Sat 05/17	Select Pay Code					0.00
Sun 05/18	Select Pay Code					
Mon 05/19	Clock	10:30 am		128.193.16.183		0.00
Tue 05/20	Select Pay Code					
Wed 05/21	Select Pay Code					
Thu 05/22	Select Pay Code					
Fri 05/23	Select Pay Code					
Sat 05/24	Select Pay Code					0.00
Sun 05/25	Select Pay Code					
Mon 05/26	Select Pay Code					
Tue 05/27	Select Pay Code					
Wed 05/28	Select Pay Code					
Thu 05/29	Select Pay Code					
Fri 05/30	Select Pay Code					
Sat 05/31	Select Pay Code					0.00
Sun 06/01	Select Pay Code					
Mon 06/02	Select Pay Code					
Tue 06/03	Select Pay Code					
Wed 06/04	Select Pay Code					
Thu 06/05	Select Pay Code					
Fri 06/06	Select Pay Code					

3. Review your time sheet before submitting your timesheet by the **15th of each month**. (after your last shift of that day)

Also, you can visit mytime.oregonstate.edu/empcenter-training for more information and helpful tutorials.

Oregon Labor Laws

This is **RECOMMENDED** of you:

1. We encourage you to take at least a **15** minute break every **4** hours you work.

This is **REQUIRED** of you:

1. By Oregon law, if you are working more than **6** hours, you must take at least a **30** minute break between the **2**nd and **5**th hour.
2. If working more than **8** hours, take a **15** minute break every **4** hours.

Note: It is rare that you should ever need to work over 8 hours at a time. But if this should happen, be sure that your supervisor is aware of it.

Oregon State University Labor Rules

You cannot work over **20** hours per week for any campus job(s). Even if you have two campus jobs, the total hours cannot exceed 20 each week.

Certifications

First Aid, CPR/AED for the Healthcare Provider and DRS Bloodborne Pathogens certifications will be required before employment begins.

You can get certified through **First Aid, CPR/AED classes** offered by the **Safety Program** at Recreational Sports. Dixon offers three different course formats: **Program Classes, Private/Semi-private Lessons, and Group Contract Classes**. Fees include course materials and instruction. Visit oregonstate.edu/recsports/safety-classes for more information about class schedule and price. Certifications last **two** years. The third year is considered a grace period in which you are no longer certified to respond, but can take a recertification class.

DRS Bloodborne Pathogens can be completed on BlackBoard. Go to my.oregonstate.edu, and log in with your ONID information. Next, look for [RecSports \(org_159901_YEAR2999\)](#). Now, you can study and take the test for Bloodborne Pathogens. The test is multiple choices and you can take it multiple times.

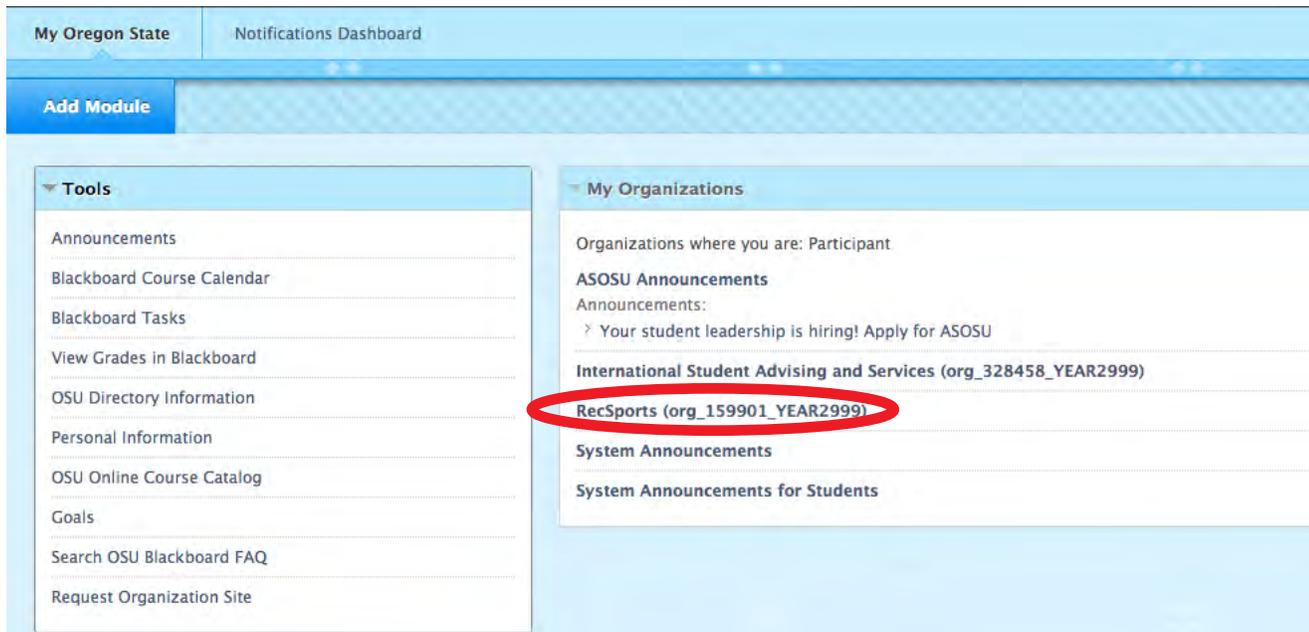


Photo Release Form

Sometimes you will need to photograph events, film events, or even facilitate photoshoots at Recreational Sports. When you take photos, videos, or quotes of RecSports participants, you must have them sign our Photo/Video/Quotation Release form. By signing this form, participants authorize Recreational Sports to use their photo, video, or quote. It is unlikely that there would be any future discrepancies, but this form will protect Recreational Sports should there be any disagreements.

Hard copies of Photo Release Forms can be found in the Graphic Design/Outreach mail station. The digital file can be found by following this path: *graphic design (new system) > forms > Photo Release*

Office Hours

Each designer is allotted 13 total hours to work each week. The 13 hours comprises of 12 hours for work and 1 hour for a weekly team meeting. It is each designer's responsibility to manage their time and stay within their office hours.

Since we are housed in the administration office, we also try to operate within the hours of 8:00am-5:00pm, Monday through Friday. With each academic term, you choose your office hours around your school schedule. This is generally your set schedule for the term, but we understand that special situations may come up (class field trips, doctor/dentist appointment etc) and your office hours may need to change occasionally. Always notify Wendy and/or the Outreach student supervisor 48 hours prior if you need to adjust your office hours.

What if...?

...I'm not able to reach a project deadline?

Don't panic. Just let Wendy know if you anticipate being unable to reach a project deadline. The deadline may be flexible, or your project can be completed by one of the other designers. Your team is here to support you if you need help. We often shuffle projects around if needed.

...A staff member requests a project to me but it's not in my design request folder?

All of our marketing requests at Recreational Sports begin with our Marketing Coordinator, Wendy Little. Our administrative staff is aware of this. Kindly remind them that they will first need to fill out a Design Request Form and submit it to Wendy. Your projects should come directly from Wendy through Wunderlist and/or your personal design request folder.

...I need to change my office hours?

We understand that due to class fluctuations or personal events in your life, there may be times when you need to adjust your office

hours. Let Wendy and the Outreach student supervisor know about any office hour changes. Give them at least a 48 hour notice, unless it is an emergency.

...the weather prohibits me from safely arriving to work?

If you feel that it is unsafe for you to attempt to travel to work, do not risk it--stay home. There have been situations in the past when it has snowed heavily overnight but campus is still technically operating. If something like this should happen and you feel it is unsafe to travel, call or email Wendy and/or the Outreach student supervisor and let them know that you will not be able to come in.

...campus is closed due to an extreme weather situation?

During campus closures, "non-essential staff" at Recreational Sports are not required to report to work. In this instance, Graphic Design and Outreach staff are considered non-essential staff because we are not necessary to operate the building.

...you are not feeling good about your work load and are a little bit overwhelmed?

Ask for help from your teammates. If there is another person with the ability and time to help, ask and they would be happy to pursue the project (or help you out with it). It is OK to ask for help. Remember you are working with a team and you are there to support one another. Likewise, if you notice that someone might have a heavy work-load, offer to help if they need the help to complete a project or an aspect of a project.

...you do not know how to use a program to complete a task?

Google is your best friend for finding tutorials on how to use certain computer programs. If it is a project that you are pressed for time to complete, then communicate with Wendy to see if you can extend the deadline or if it is possible to learn the new skill, in a reasonable timeframe, to complete the project.

...you do not know how to use a program to complete a task?

If you are troubleshooting a program, again, Google is your best friend. Seek and you will find. Be specific about the issue, but keep it simple when searching for a solution through Google. Again, ask for help from your teammates if you are unable to find a solution.

If it is an Outlook, Creative Cloud, RecSports drive or iMac inquiry, email Andrew Struthers at Andrew.struthers@oregonstate.edu. He will help with technical inquiries that you might have about any of these areas.

...you are unsure about how to approach a project or you are not sure what you are designing about?

Visit the person who made the request. Talk with them about their needs and vision for the entire thing, how they think the audience is going to interact with it, etc. Maybe what they requested isn't what they need and you can come up with a better solution while meeting with them instead. Either way, this will help you gain a better understanding of what you are designing from the visionary who is making the request. You can work together to come-up with an idea to design.

...there is a problem with the printer in the office supply room?

Talk to the Administration Office front desk attendees about the issue. They are in charge of managing the office supply room and can take care of fixing the printer. If you need the print as soon as possible, try printing on the other printer (there are 2, RICOH and Brother).

If they are both out of service and it is absolutely imperative that you need to have it printed that same day, email the XpressS-top to print the file and charge the prints to the Marketing account. Please keep in mind that you need to have a minimum order of \$5.00 to print from Printing and Mailing. They are more than happy to open a running tab for Recreational Sports if you consistently print small orders from them, but only do this if it is absolutely necessary.

...you want to reserve a room for a meeting?

If you want to reserve a room for a meeting, think first about the amount of people who are attending. If the number is no greater than three, then it might not be necessary to reserve a room for the meeting. You could either meet in a Dixon common area (Dixon Café, 2nd story skylight area).

In to reserve a room within Dixon, talk to Kerry Tipton. You can talk with her to reserve the room in person or email her at Kerry.tipton@oregonstate.edu. Talking would be best, though, our offices are so close together.

If you need to reserve a room off of campus, visit the website of the building that you want to reserve a room in. Then, call the main number and ask what the reservation procedure is. The attendant will be able to direct you to the proper location to reserve a room. Most common reservations are through the OSU Scheduling Desk at 541.737.4331.

...you are waiting for someone to get back to you on a draft...and it's been more than enough time to hear back?

Talk to them in person or email them a quick question asking what the status of their review is. You can do this by email, or by dropping by their office or where they might be working. It is ok to quick pop-in to ask what the status of the project feedback. Recreational Sports has an open-door culture so you can inquire to any of the administrative staff is appropriate.

If email is the only method of communication, check to see if your initial email went through first. Then you can simply wait for their feedback and send a check-in email to them. If you do not receive any response from that, it is ok to keep the project on hold. If they are not reciprocating, then it is ok to wait for their response. You can only go as far as the feedback that the client provides in this situation.

Office Supplies

Always use the office supplies for work purposes only. You have access to a variety of materials in the supply room. This is a privilege, please do not abuse it. If you use the last of an item, notify Dani Warren and/or an office assistant and they will take care of ordering.

Also, it is professional etiquette to use the office computers for work purposes only. Although you may be clocked out, please refrain from checking personal accounts or surfing the internet with the office computers.

OSU Contacts

Gabriel Merrell *OSU, Disability Access Services*

Gabriel.Merrell@oregonstate.edu

541.737.3671

Kent Sumner *OSU, Memorial Union (MU)*

kent.sumner@oregonstate.edu

541.737.8511

Colleen Schlonga *OSU, Student Health Services (SHS)*

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Account Information

Below are some of our passwords. Our password document can be found by following this path:

Printing & Mailing E-Access

USERNAME:

PASSWORD:

Photobucket

USERNAME:

PASSWORD:

EMAIL ACCOUNT:

REACH Plasma Screens

USERNAME:

PASSWORD:

ALI Flickr

USERNAME:

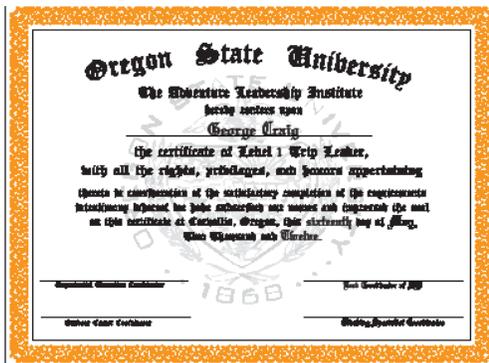
PASSWORD:

ALI Certificates

The ALI certificates are given to people who complete the different stages of either the trip leader track or the facilitator track. People can receive certificates from one or both. The certificates are broken down into levels (1, 2, 3). The recipient's name, the certificate track, date, and level will be provided in a request.

Instructions

To locate "ALI Certificates", follow this path: Completed projects > ALI > Professional certifications > ALI Certificates. Within ALI Certificates will be a "Templates" folder. In Adobe Illustrator, open either the ALI Certificate Template (Facilitator).pdf file or the ALI Certificate Template (Trip Leader).pdf file depending on which kind of certificate you are making.



Most of the text is outlined, except for the parts that you need to edit. Update with correct information, but when doing so, use the direct select tool to select the line of outlined text so you can move it left or right to make space and to make it centered when finished. Use guides to help you. It is also helpful to use the align tool to keep all the outlined text centered. Look over all the info and make sure its accurate, spelled correctly, spaced nicely, and centered. Then save your .pdf as another name for example "RecSports ALI Certificates (Facilitator) (Jayna Lack).pdf". The .pdf should already be set up with bleeds and crop marks, so no need to select those.

Printing

Send file to P&M and request this paper: 80# starwhite hi-tech cover, tiara white (material #8512).

Making

When you receive the final print, cut the borders to leave a TINY amount of white beyond the orange border. According to the track, use the correct embosser to emboss over one of the gold stickers on the sheet. Place a gold sticker in the center area between all the blank signature spaces. Put the finished certificate in Josh Norris' mail box. Don't worry about the signatures, as Josh or Mark will handle that.

06 | DESIGN SPECIALTIES & GROWTH OPPORTUNITIES

Here at Recreational Sports we really value student growth and development. We recognize that a career in Graphic Design can lead to a variety of different specializations and niches in the industry. To facilitate this, we offer a variety of ways to learn, realize your potential, and develop your skillset:

Adobe Creative Cloud

At Recreational Sports we have the Adobe Creative Cloud. This gives you access to the latest creative software and technology for design, web, animation, video, you name it! You have access to every Adobe creative tool and service, along with a growing library of video tutorials to help you explore new tools and ramp up fast. If you've ever wanted to branch out and create websites, apps, video, and more, now you can!

Information Design

When designing content-heavy or data information, use a guide on how to layout this information. Edward Tufte is the standard in information design and he has written book on how to successfully communicate data-heavy information. Please always keep in mind the end-user and how they might perceive the information.

Edward Tufte's guidelines can be found at:

<http://www.sealthreinhold.com/tuftes-rules/>

Digital Photography

For photography purposes, our marketing department has the Nikon 3200. This 2012 model is a powerful entry level DSLR with a 24.2 megapixel capability and an impressive ISO range of 100 to 6400. We also have the latest photo editing and photo management software: Adobe Lightroom, Adobe Photoshop, and Adobe Bridge. As a part of our Marketing Team, you have access to this

technology and have the opportunity to expand your skills and our photo library, especially if digital photography is of interest to you.

For more information on the Nikon D3200, please visit imaging.nikon.com/lineup/dslr/d3200/spec.htm

Web Design

If web design is of interest to you, you have the opportunity to learn more about it at Recreational Sports. We encourage you to begin with CS 195 INTRODUCTION TO WEB AUTHORING and/or attend a Drupal workshop. At Oregon State University, our websites are all run by Drupal. If you would like to learn more about Drupal, Recreational Sports will pay for your time at a Drupal workshop to facilitate your professional development. Drupal workshops are typically three hours.

For more information on Drupal workshops, please visit oregonstate.edu/training/course_list.php?cat_id=14

Video Production

We have the opportunity to capture full HD video (1080p) with our Nikon D3200. We also have the Canon HD Vixia HG20 camcorder. For video editing software, we have Adobe Premiere Pro and iMovie. We also have Adobe After Effects for Animation. The possibilities are endless! You can be a *master* videographer in no time.

For more information on the **Nikon D3200** video capabilities, visit www.imaging-resource.com/PRODS/nikon-d3200/nikon-d3200VIDEO.HTM

For more information on the **Canon HD Vixia**, please visit www.cnet.com/products/canon-vixia-hg2x/

Internship Course Credit

While working as a graphic designer at Recreational Sports, you are eligible receive course credit for your time. Here are a few options that are available to you, all of these options are administered through the School of Design and Human Environment:

Option A: DHE 300. FIELD EXPERIENCE ORIENTATION AND DEVELOPMENT (1-2)

Exploration of career choices, goals, and field experience opportunities; preparation in planning, obtaining, and completing an internship. Graded P/N. Section 1: Apparel Design. Section 2: Interior Design and Housing Studies. Section 3: Merchandising Management. Section 4: Graphic Design. This course is repeatable for a maximum of 3 credits. Email Sandy Burnett with questions: Sandy Burnett: Sandy.Burnett@oregonstate.edu

Option B: DHE 409. PRACTICUM (1-16)

After having taken DHE 300, you may enroll in however many credits you would like to have for up to 16 credits. Keep in mind, however, that this course requires bi-weekly assignments and a larger project due at the end of the term. Email Sandy Burnett below with questions: Sandy Burnett: Sandy.Burnett@oregonstate.edu.

Option C: DHE 406. PROJECTS (1-16)

This course is administered by Christine Gallagher. You can take this course for up to 16 credits. This course is the simplest of the three. You talk with Christine about the expectations of the course during registration for the following term and she will provide an override for you to participate in the class. Email Christine Gallagher with questions: Christine.Gallagher@oregonstate.edu.

For each of these courses, you will be asked to notify your supervisor of you taking the course. Your professor will disclose an evaluation form for your supervisor to complete by the end of the term to be turned in during week 9.

Field trips and Informational Tours

While working at Recreational Sports, you have the opportunity to explore all the possibilities and grow into better designers. Field trips and Informational Tours can be very helpful. These experiences and knowledge will not only give you the confidence for working at Recreational Sports, but also allow you to become a well-rounded designer. Here are possible places you can visit based on the teams' schedule:

1. ON CAMPUS (~1HR)

Printing and Mailing: digital.printing@oregonstate.edu

Student Multimedia Services: sms.production@oregonstate.edu

University Marketing: Amy Charron, amy.charron@oregonstate.edu

2. OFF CAMPUS (~1.5HR)

Element Graphics: Katy Krupp, katy@element-graphics.com

NW Graphic Imaging: Matthew Holzapfel, signs@nwwgi.com

Les & Bob's: Jay Faxon, jay@lesandbobs.com

Lynx Group, INC: www.lynxgroup.com/contactUs.php

3. PORTLAND (FRIDAY)

Portland State University:

Visit past designers and their work space

If you like to tour any studios or design firms, please don't hesitate to ask. Here is some steps for coordinating a field trip:

1. **find a date and time** (do this at least three weeks in advanced. Weekly meeting time or friday seem work the best)
2. **send out an email to request** (email templates can be found at Graphic Design Resources- Designer Email Templates. Sent a check-in email if they don't reply with one or two weeks)
3. for Portland field trips, arrange carpooling, print out direction, bring giveaway items(optional)
4. **send THANK YOU email/cards** (cards can be found in the office supply room)

Designer Facebook

Stay in touch! We are the team and love to connect with past designers, if you like to bridge with the past designers and build your network, please join the secret group:

RecGraphics@groups.facebook.com

<https://www.facebook.com/groups/RecGraphics/>

