Content Standards
Overall Guidelines

● Always check page layout on mobile device (mobile-first)
  ○ Large blocks of content are hard to read on mobile
● 3 - 5 sections of content on page looks best on mobile
We are thrilled that you're interested in attending Rowan University. With 82,000+ alumni and over 90 years of history, you are in good company in your choice to join the Rowan family. With a streamlined application process, affordable tuition, strong academic programs and vibrant campus life, your decision to apply to Rowan is a wise one.
Overall Guidelines

- Stick to Rowan brand fonts and colors (brand standards)
  - Brown: on-screen: R90, G20, B0
  - Gold: on-screen: R249, G196, B0
Overall Guidelines

- Use consistent voice, grammar and layout
- Write out single-digit numbers
  - One, two, nine, 10, 12, 100
- Use periods in degrees
  - Ph.D. M.A. B.A.
Overall Guidelines

- Oxford comma for clarity **only**
  - Ex. The flag is red, white and blue.
  - Ex. Choose your courses from more than 80 bachelor’s and 60 master’s degree programs, five doctoral programs and two professional programs.
  - Ex. Rowan's proximity to biotech companies, the healthcare industry, museums, and conservation or environmental facilities fuels opportunities for internships and collaborative research.
Overall Guidelines

- Time and date format
  - Month and Year: January 2018
  - Month and Day: Jan. 14
  - Month, Day and Year: Jan. 14, 2018
  - Numbers Only: M/d/yy
  - Time: 4 p.m.

- Phone number format: xxx-xxx-xxxx

- State abbreviations - all capitals, no periods
  - (NJ, PA)
Web Accessibility Compliance

● Our sites are ADA compliant, which provides all users equal access to information.

● Screen readers, a form of assistive technology for the visually-impaired, read the alternative text we include on a page, then read aloud the text and descriptions of photos, graphics, etc.

● Add “Accessible View” option to all infographics/text-heavy images.

● All videos MUST have closed-captioning (CC) and/or transcripts available.
Web Accessibility Compliance

Landing Page

- **Banner**
  - Image File: mullica-banner-spam
  - Residential Learning and University Housing...
  - Alternative Text: Rowan University Freshman Housing

Caption

Options for formatting and inserting content.
Use Active Voice

- Active voice is a direct, relatable, concise writing style.
- **Active voice:** The subject performs the action.
  - The students used the notebook.
  - The science committee approved the student’s research.
- **Passive voice:** The subject is acted upon - or the subject receives the action. The subject is NOT the do-er.
  - The notebooks were used by the students.
  - The student’s research was approved by the science committee.
Written Content

● Brevity
  ○ 5 sentences, max
  ○ Break up content with visuals

● Speak directly to audience
  ○ Use personal pronouns
    ■ “you” “we” “us”
Photo Content

- In focus
- Not distorted, pixelated or grainy
- Good lighting
  - Not too dark or too bright
- Correct proportions
  - Do not stretch images!
Photo Content

● Incorporate Rowan branding (at least 50% of the time)
● Avoid apparent logo branding, especially other colleges, as well as “statement” apparel
● Safety equipment and/or appropriate clothing required
  ○ Ex. Medical/clinical students need white coats
  ○ Ex. Labs need students with lab coats, goggles and gloves
● Represent all audiences
  ○ Demographics and diversity
Online Photo Editor

- **https://www.fotor.com/**
- Username: **somcontent@rowan.edu**
- Password: **RowanIs#1**
- Basic editing, cropping and resizing
Overexposure vs. Proper Exposure
Stretched vs. Cropped
Photo Content

Be mindful of distracting elements, messy backgrounds or items that will need to be edited.

Sign has stain, should be edited.
Both students are wearing: Goggles, coats and gloves

Photo is composed correctly, but: Person is not wearing goggles or gloves
Photo Content

● Include a mix of staged and candid photos
● Avoid stock photography
  ○ We have a database of tagged photos for your use: www.flickr.com/rowanstudentaffairs https://www.flickr.com/photos/rowansom
● Be mindful of changes to community members to ensure photos are current.
Staged Photos
Candid Photos
Stock vs Original
Thank you for all of your work!