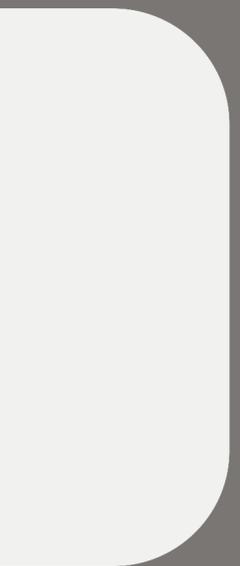
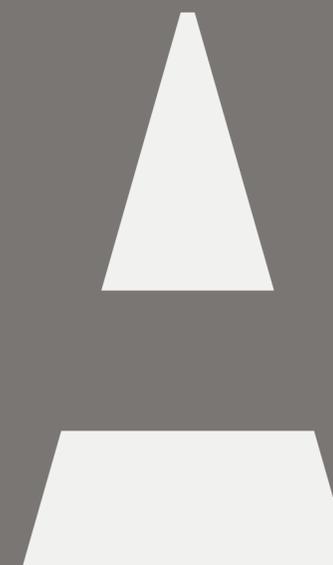


MINNEAPOLIS
COLLEGE of ART and DESIGN

TEMPLATE HOW TO

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TEMPLATE HOW TO

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TEMPLATE HOW TO

LET'S BEGIN

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What Are You Looking at?

+ Each template contains four color versions, plus two examples to refer to at the bottom.

+ Each template contains versions of our image shape masks in order to invite playfulness and diversity in our feeds.

How Should You Begin?

- + Save the template as a copy or new file. This helps you always have a unedited copy of the template in case you need to go back.
- + Choose one color to move forward.
- + Look at the provided examples in each template for guidance.
- + Keep this guide on your computer in case you have questions!

COLOR KEY

The Templates Sections are Color Coded Under the Layers Tab



Header & Subhead

Supplementary Information

Copy

MCAD Branding

Image

Background Color

**DO
EDIT**



Header & Subhead



Supplementary Information



Copy



Image

**DO
NOT
EDIT**



MCAD Branding



Background Color

COLORS

Each Template Uses Colors Determined by Our Brand



+ Use one of the four colors provided in each template. Do not add deviate from these four colors.

+ Use the provided text colors and background colors (black or white) that are already built into each template.

+ Opacities on colors are already set, and shouldn't be adjusted.

IMAGES

What Kind of Images Should You Use?

+ Use images that correspond with your event or department, such as student and/or artist works or artist portraits.

+ Choose a template that shares a corresponding color with image used.

+ Don't use images already in Template.

+ Credit the artwork using MCAD's caption template.

Example: Derek Jarman '87 "*Blue*" 1993

How to Add Images?

+ Each templates uses shapes to mask your images within.

+ To add an image, hit CMD + D on the mask shape. This shape will have a dark blue outline with an X inside.

+ You may need to resize your image to fit the template. If so, double click image and hold shift while you drag to expand. Make sure image fills entirety of shape.

Image Shapes

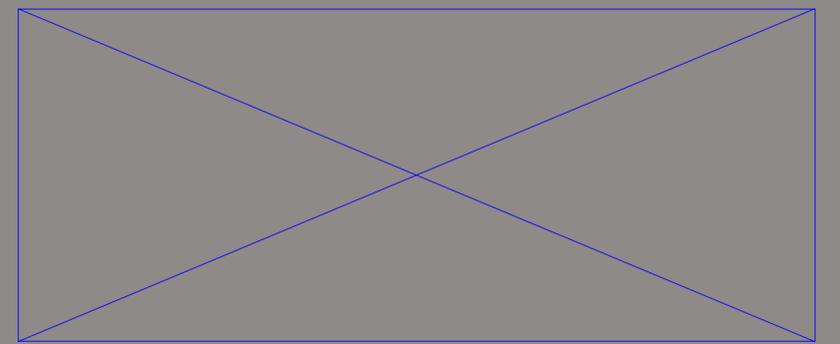
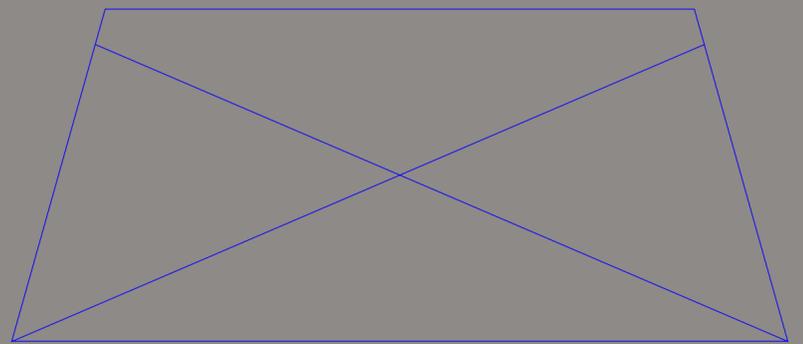
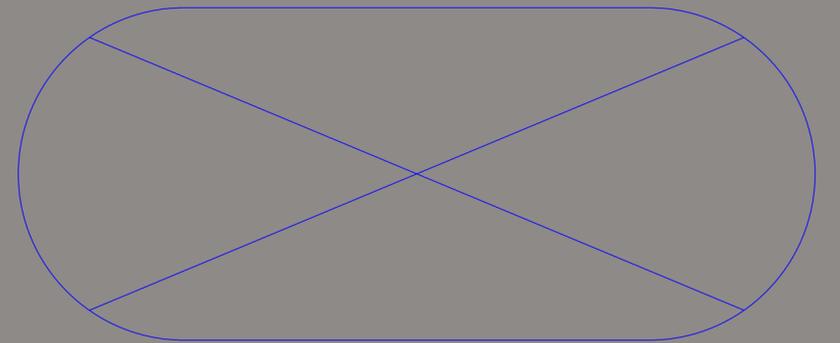
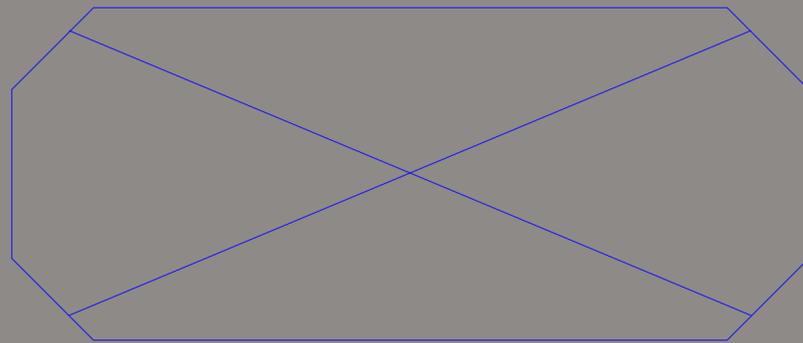
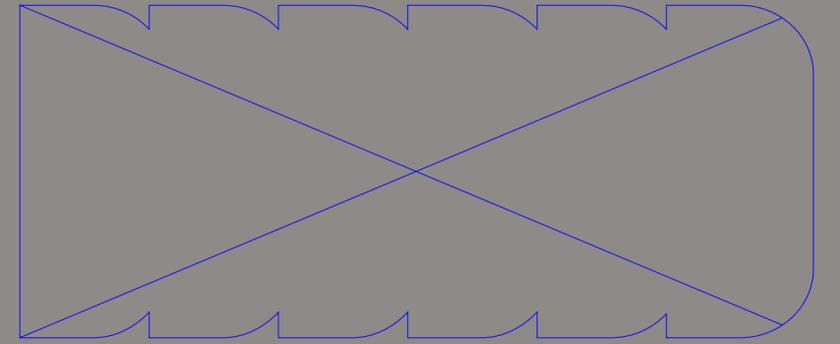
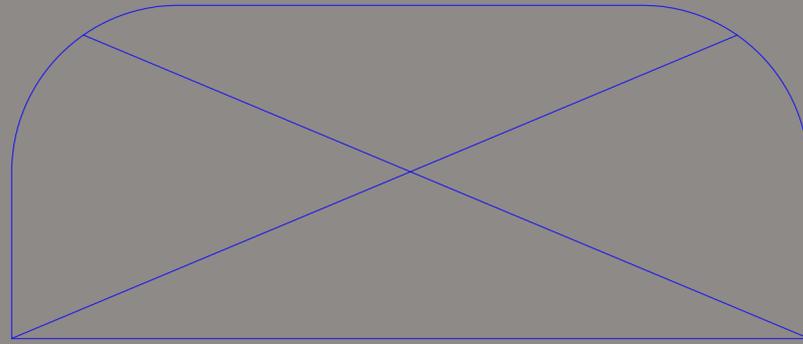
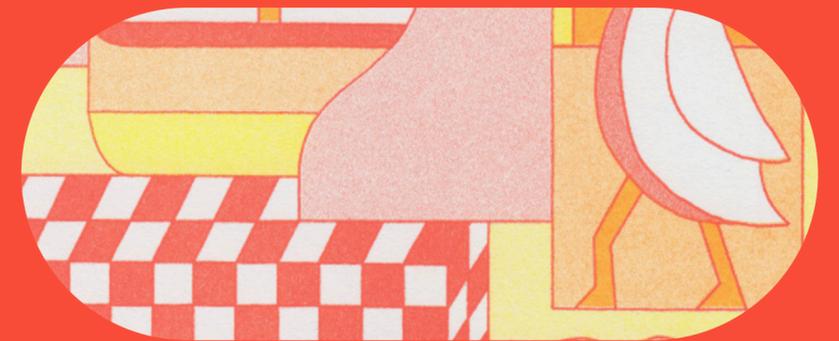


Image Shapes

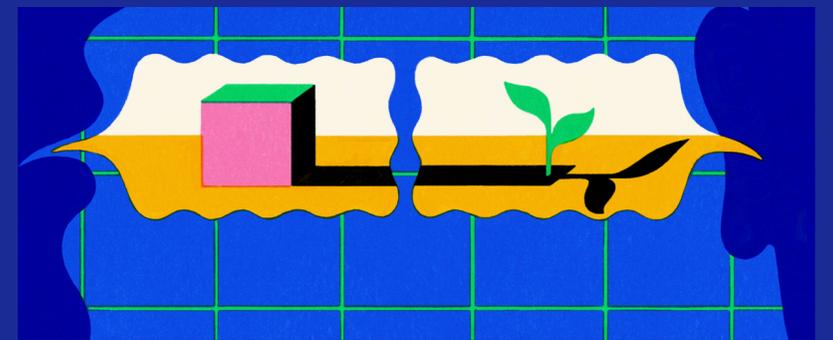
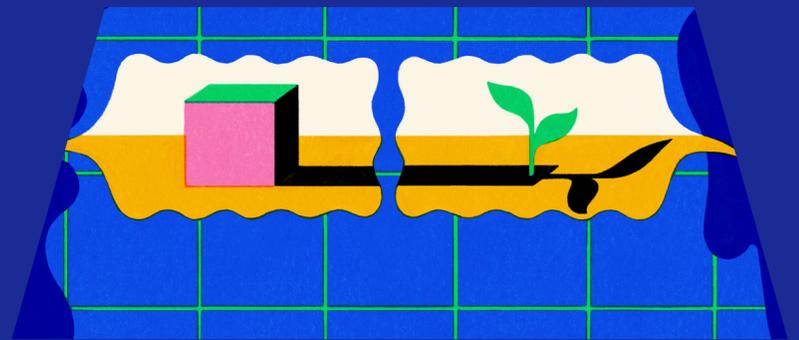
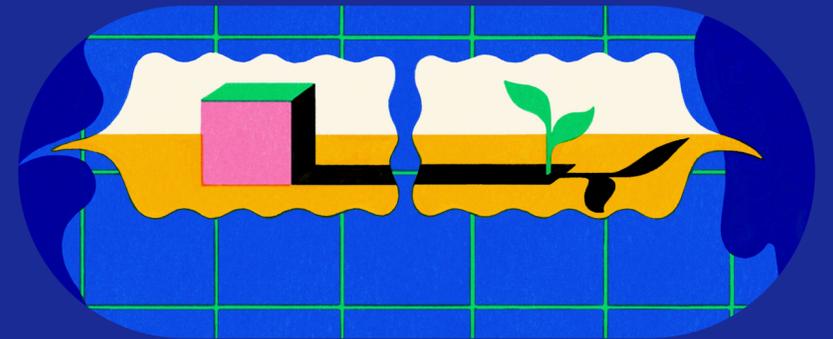
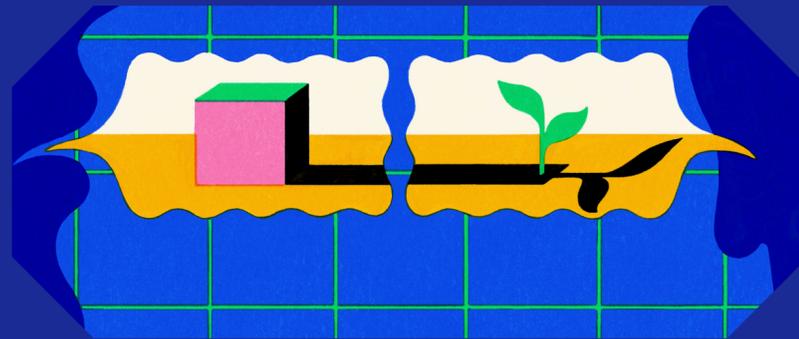
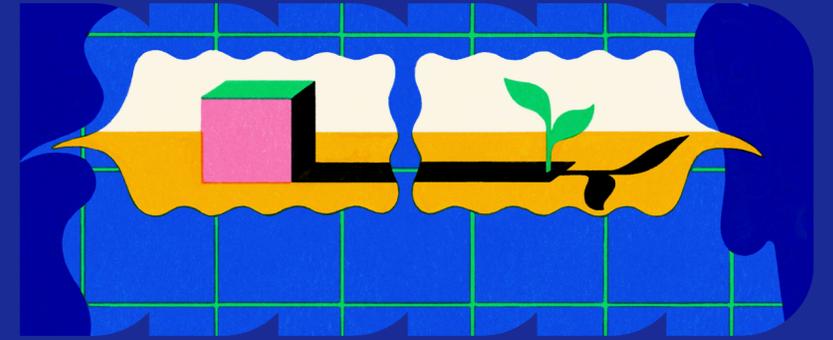
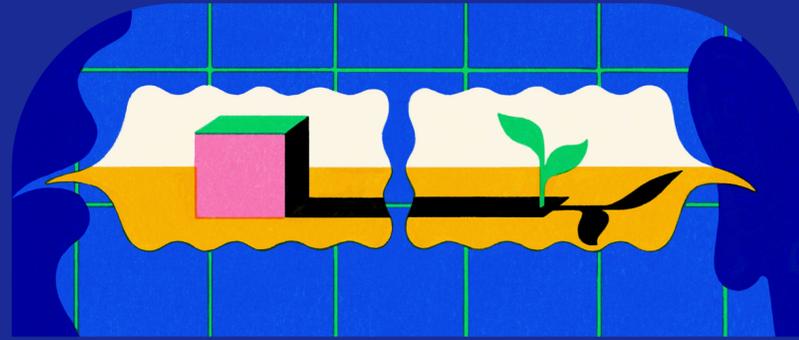
+ Each shape is taken from our branding. As time goes on, more shapes will be added. Please do not add or modify your own shapes, as this pulls from the brand.

TEMPLATE HOW TO



Keep Images With Similar Hues

Keep Images With Similar Hues



TEMPLATE HOW TO

COPY

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Each Template Has Specified Sizes for Headers, Subheads, and Copy

- + Do not change the size or location of the headers, subheads, or copy.
- + Do not add or change the typeface. You should always be using MCAD's Akkurat.

TEMPLATE HOW TO

HOW TO EXPORT

Option 01

+ Look at the page number tab, and see what page number your design is on. From here, go to File > Export and pick the file type (JPG or PNG). Clicking 'Save' will bring you to another option tab, and from here click 'Range' and choose the page number you're exporting. Choose your exporting options (Maximum, Baseline, 300, and RGB (digital) or CMYK (print). And now you're ready to export.

Option 02

+ Look at the page number tab, and delete all other pages from the file. From here, go to File > Export and pick the file type (JPG or PNG). Clicking 'Save' will bring you to another option tab. Choose your exporting options (Maximum, Baseline, 300, and RGB (digital) or CMYK (print). And now you're ready to export.

Any Questions?

Please email designworks@gmail.com for help!