

On Show 2021 Website Content Preparation Guidelines

The following instructions are designed to help you prepare your content for publication on the IADT On Show 2021 website. Adhering to these guidelines will empower you to showcase your work in the best possible way and help you make full use of the website features on offer.

This year's website allows you the choice of two profile types and additional layout variations within each of these options. Please consider which is most appropriate for your work and be cognizant of the following guidelines. They will support the best possible presentation of your work.



1

Visual Profile

This profile type will suit students with a visual output. This profile type will facilitate the upload of images and videos in any combination. All images can have caption text. The option to add up to twelve images (JPG, PNG, animated GIF) or videos (YouTube, Vimeo). The option to add MP3 audio. The option to add PDF files for supporting documentation.



2

Text Profile

This profile type will suit students with a text-focused output. Students will be able write longer form text under editable headings such as 'Project Description' and 'Project Findings'. This profile will also facilitate the option to add up to three images or videos. The option to add MP3 audio. The option to add PDF files for supporting documentation.

01

02

Contact Details

Both profile types share the same basic details. You will be asked to add your public email address, social media handles and link to your personal website, as well as a profile picture (all optional).



03

Profile Picture

You will be asked to supply a profile image (optional). The image should be a head-and-shoulders portrait cropped to 300px by 300px, supplied in JPG, PNG or GIF format. Note that the image will be displayed in black and white and cropped into a circle.



04

Word counts

Each profile type has a series of text entry fields. Both Visual and Text profiles share 'Biography' and 'Overview' text. The Text profile also allows for longer form text under headings 'Project Description' and 'Project Findings'. These headings are editable. Additional text may be added to your profile using the long-caption text feature.



Heading	Profile Type	Max. Words
Biography	Visual + Text	100
Project Overview	Visual + Text	150
Project Description	Text	250
Project Findings	Text	250

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The following instructions explain how to prepare images and video content for the On Show website. There is great deal of flexibility in the options below but you should bear in mind that the key to a well presented profile is consistency of image and video content.

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Image Guidelines

Images can be in landscape, square or portrait format. Images provided should be consistent in size. Use the specifications below to size your images correctly:

- A Landscape
- B Portrait
- C Square



Image Spec

Images should be supplied in **JPG, PNG or GIF** format

Maximum file size per image **3MB**

Images in another size or format may not display correctly

06

Animated GIF Images

Animated GIF images will be supported. These files should be 1500px on their longest side. We suggest the online tool ezgif.com to manipulate and optimise your GIF files.



07

Aspect Ratio

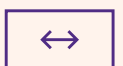
Images on the website will appear in 4:3 ratio. Where aspect ratio is important to the composition of your work we recommend you inset your image in its native format on a white background inside the bounds of the one of image sizes recommended above.



08

Widescreen Images

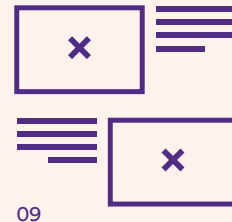
By default wider images will be cropped to the formats specified, only the centre portion of the image will be visible. However it is possible to upload images in different formats. Widescreen landscape images will display in their full size when clicked + magnified by a user. See also the instructions above about Aspect Ratio.



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Captions

The website will allow long form captions on images. Adding long captions between 100 and 350 characters will create an alternating magazine style layout, allowing you to tell the story of your project. This feature is optional. Captions below 100 characters will also be accepted and will display under your image.



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PDF + Audio Attachments

Optional file attachments may be added to the bottom of your profile. These attachments should be used to provide supporting documents in PDF format or MP3 audio files.



File Type	Profile Type	Max. Upload
PDF	Visual + Text	10mb
MP3	Visual + Text	10mb

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Video Content

All video content must be uploaded to the student's own YouTube/Vimeo account or to an IADT approved course YouTube/Vimeo account. Videos should be uploaded in 1080P in at 16:9 ratio. Raw video files such as MP4, MOV etc. will not be accepted.



12

Image Production Guidelines

Photographic imagery of physical work should be composed in a consistent manner. 3D work should be photographed on a suitable plinth against a plain white/grey backdrop. Art courses may facilitate the photography of work in IADT gallery spaces.



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Preview + Publish

The page editor will allow you to save and preview your work, empowering you to test the features described above before submitting your profile for review



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Next Steps

Closer to the time of your submission we will circulate a link to the admin area of the On Show 2021 website.

The editor will give you full control over your profile.

There you will be able to select your profile type, add text, images and rich media as described in this document.

Please note the following key dates.

Date	Task
From 30 April	All students upload bio, profile pic + social handles
4–17 May	Students photograph work on campus
24 May	Online submissions open
4 June	Online submissions close
Mid-June	Site launch
	If you have any questions please contact your course coordinator.