

# On Show 2023 Website Content Preparation Guidelines

The following instructions are to help you prepare your content for publication on the IADT On Show 2023 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.

## Introduction

In the coming weeks you will receive an email with login details to the On Show 2023 online platform (below). Once logged in you will have access to the tools described in this document. Your profile will remain fully editable until May 12th.

Visit the On Show 2022 site to see how previous graduates have displayed their work.  
[onshow.iadt.ie](https://onshow.iadt.ie)

## Profile Editor

The screenshot shows the 'On Show 2023 Website Profile Editor' interface. At the top, there's a header with the title 'On Show 2023 Website Profile Editor' and a message: 'It's time to build your On Show 2023 profile! The profile editor is open from now until Friday 12th May at 5pm. Follow the notes below to complete all 3 tabs. Make sure to save your work regularly.' To the right of the message is the user's name 'Sinéad Callanan Photography' and a 'Content Guidelines' button.

The main content area is divided into three tabs: 'Your Profile', 'Your Work', and 'Your Consent'. The 'Your Profile' tab is active and shows three sections:

- Profile Type:** Two options are shown: 'Text Profile' (represented by a document icon) and 'Visual Profile' (represented by a document with a pencil icon). The 'Visual Profile' option is selected with a radio button.
- Colour Mode:** Three options are shown: 'Light' (white circle), 'Dark' (dark grey circle), and 'Grey' (light grey circle). The 'Grey' option is selected with a radio button.
- Image Layout:** Two options are shown: 'Column' (represented by a grid of images) and 'Slideshow' (represented by a sequence of images). The 'Column' option is selected with a radio button.

Below each section, there is a small note: 'Choose the profile type that best suits your work. Text is better suited to courses where the product outcomes are more research based.' for Profile Type; 'You may choose between a Light or Dark background for your profile. Use the preview function to select the colour mode that best suits the work.' for Colour Mode; and 'Choose between a standard single Column image layout or the image Slideshow mode. Use the preview function.' for Image Layout.

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## Your profile

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### Option A: Visual Profile

The visual profile type suits courses with a primarily visual output. It allows the upload of up to 12 images/videos in any combination, supporting documentation and attachments such as MP3 audio and PDF files.



### Option B: Text Profile

The text profile type suits courses with text-focused output. It allows for long-form text under editable headings, images + video (max 5) and attachments such as MP3 audio and PDF files.



You may choose a Light, Dark or Grey background for your profile.



The Visual Profile allows a choice of standard Single Column based image layout or the Image Slideshow mode.

## Text

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### Contact Details

You may add as many contact details as you like to your profile such as public email address, social media handles and links to your personal websites.



### Profile Image

Your profile image (optional) should be a head-and-shoulders portrait, cropped to 300px by 300px, in JPG, PNG or GIF format. The image will be displayed in black & white, cropped into a circle.



### Word Counts

You may add a 'Biography' and 'Overview' text to your profile. The 'Text Profile' option allows for longer form text under the editable headings 'Project Description' and 'Project Findings'.



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

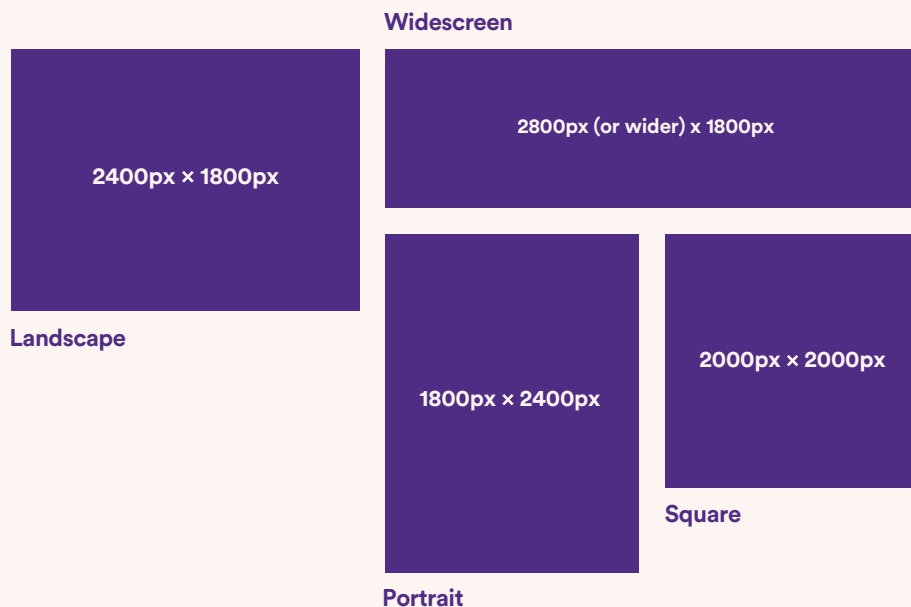
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## Images

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### File Sizes

Upload in **JPG, PNG or GIF** format.  
Maximum file size per image **3MB**.  
Images in another size or format  
may not display correctly. Larger  
images will be cropped and centered  
within the closest matching size.



### Animated GIF Images

Animated GIF images are supported. GIF files should be 1500px on their longest side. We suggest the online tool [ezgif.com](https://ezgif.com) to manipulate and optimise your GIF files.



### Aspect Ratio

Images on the website appear in 4:3 ratio (except Square and Widescreen images described below). Where a different aspect ratio is important to the composition of your work, we recommend you inset your image on a background of your choosing inside the bounds of the Landscape, Portrait or Square sizes specified above.



### Widescreen Images

Images wider than the standard Landscape size above will be displayed as full width widescreen images. The aspect ratio of widescreen images will vary depending on the view device.



### Long Captions

Add long form captions to your images if necessary. Captions between 100 and 350 characters will allow you to create an alternating magazine style layout to tell the story of your project.



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## Attachments

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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        |

### Video Content

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



### Image Production Guidelines

Photographic imagery of physical work should be composed in a consistent manner. 3D work should ideally be photographed on a suitable plinth against a plain white/grey backdrop.



## Promotion

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### Print Quality Image

In addition to the images shown on your profile you will be asked to submit one high resolution image of your work. These images may feature in promotions, press releases, the chapel wall and other events throughout the year. Upload 1 high resolution **JPG**. The image should be larger than 2000px on its shortest side. Maximum file size per image **5MB**. Recommended size: **3500px by 2500px or A4 @ 300 dpi**.

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## Preview + Publish

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The page editor will allow you to save and preview your work, enabling you to test the features described above before submitting your profile for review. Your profile will be reviewed and approved by your course lecturer before going live.



## Next steps

### Key dates

On April 11th we will circulate a link to the profile editor for the On Show 2023 website. You will have until May 12th to complete and submit your profile for review. Once submitted your profile will be reviewed by a team of IADT lecturers who will recommend any updates or changes needed to your profile before it is published on the live website.

| Date            | Task  |
|-----------------|---|
| From April 11th | All students check log in details, upload bio, profile pic + social handles |
| April 11th      | Online submissions open   |
| May 12th        | Online submissions close  |
| May 25th        | Site launch date  |