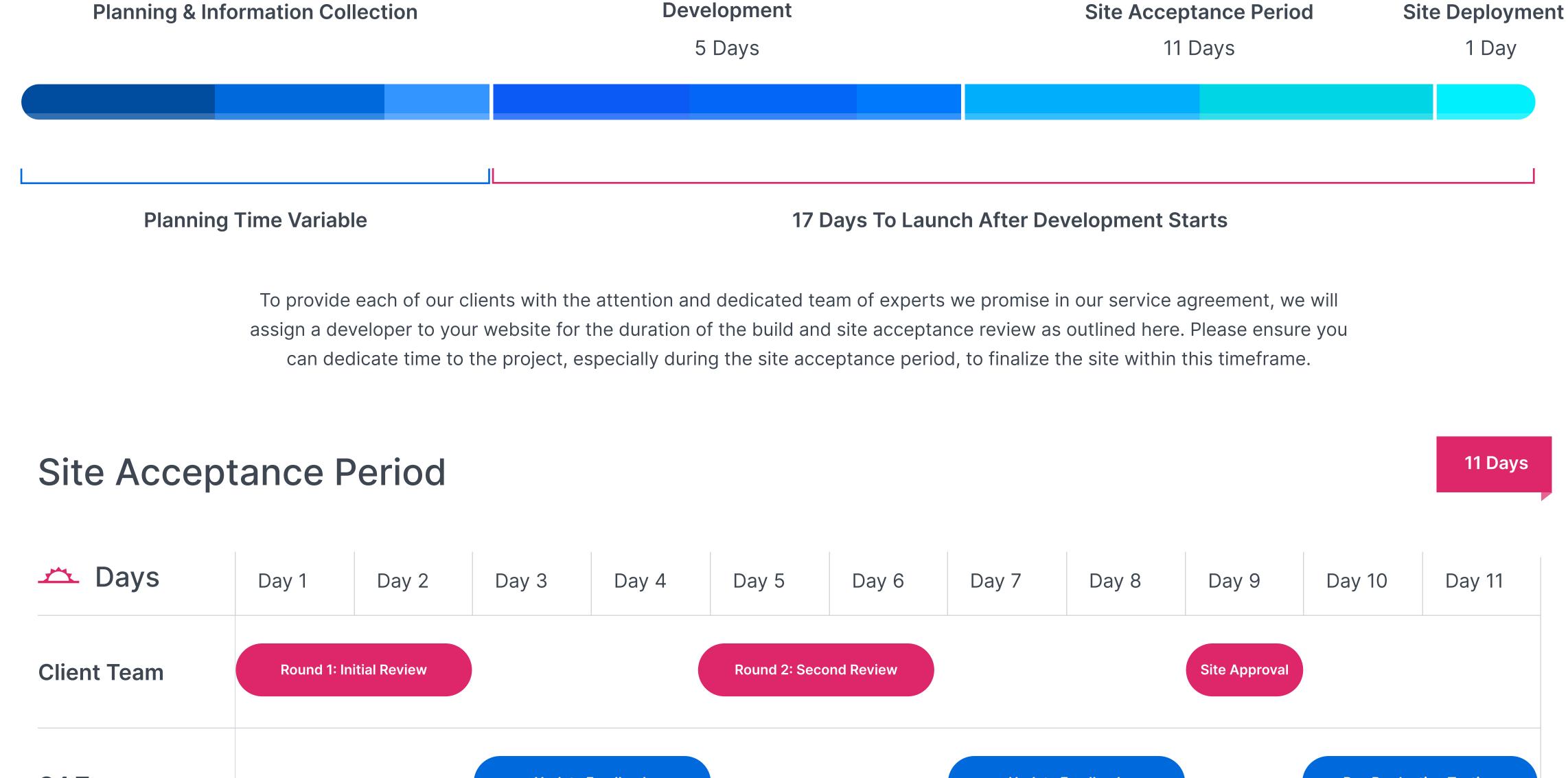
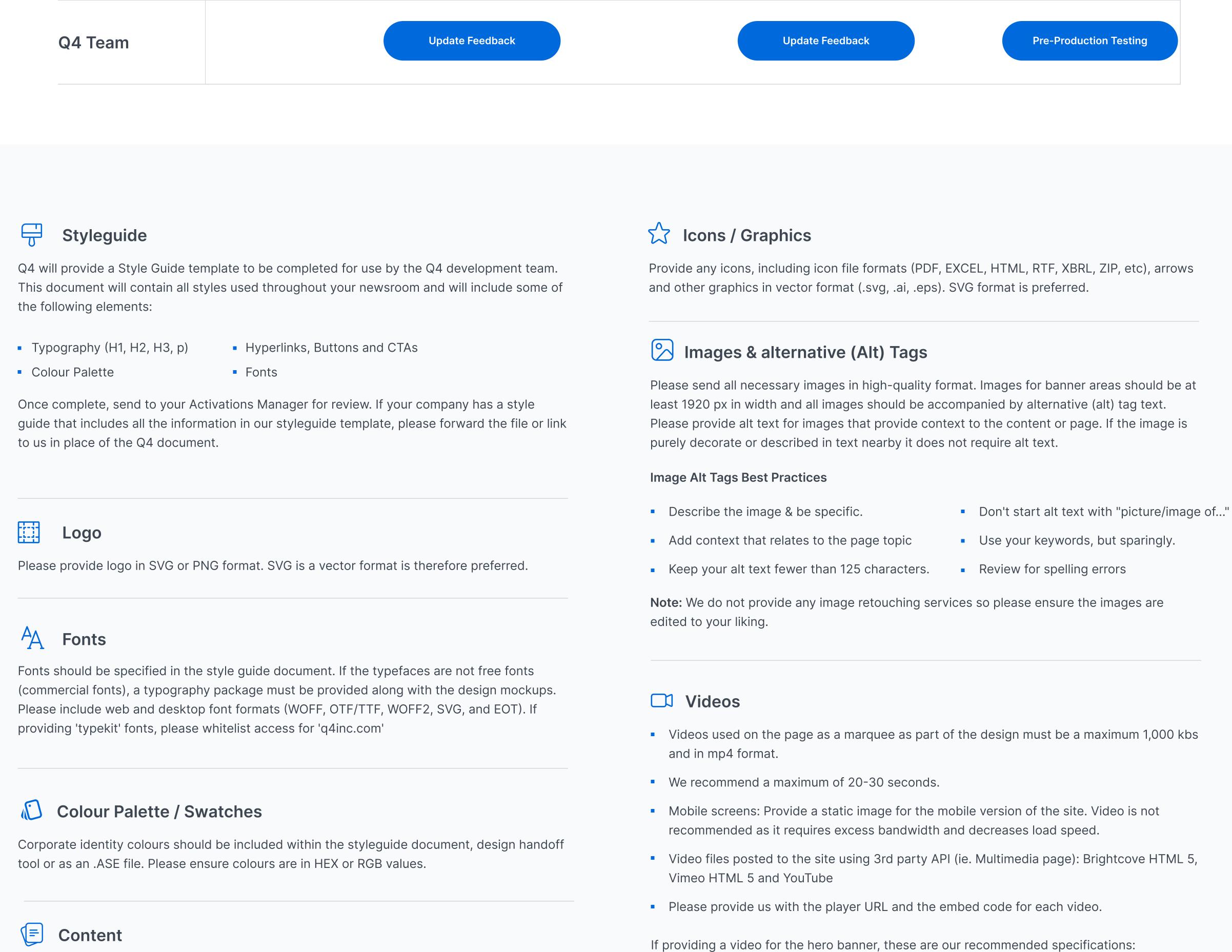
04 ACTIVATIONS

Newsroom Requirements

In order to align the design of your new Studio One website with your company's brand, we will require these assets to develop the site.

Timeline Overview





Theme Image Specifications

Time

Dimensions

00:08 seconds

1200px x 558px

Please provide a style guide for web assets, not print materials.

>>> Frame Rate

Size

23.98 frames/second

Mobile View

Total file size of 651 KB

Please provide content for all site pages in an editable format (Word, Excel, Google Doc).

Please include interactions in your styleguide or web prototype.

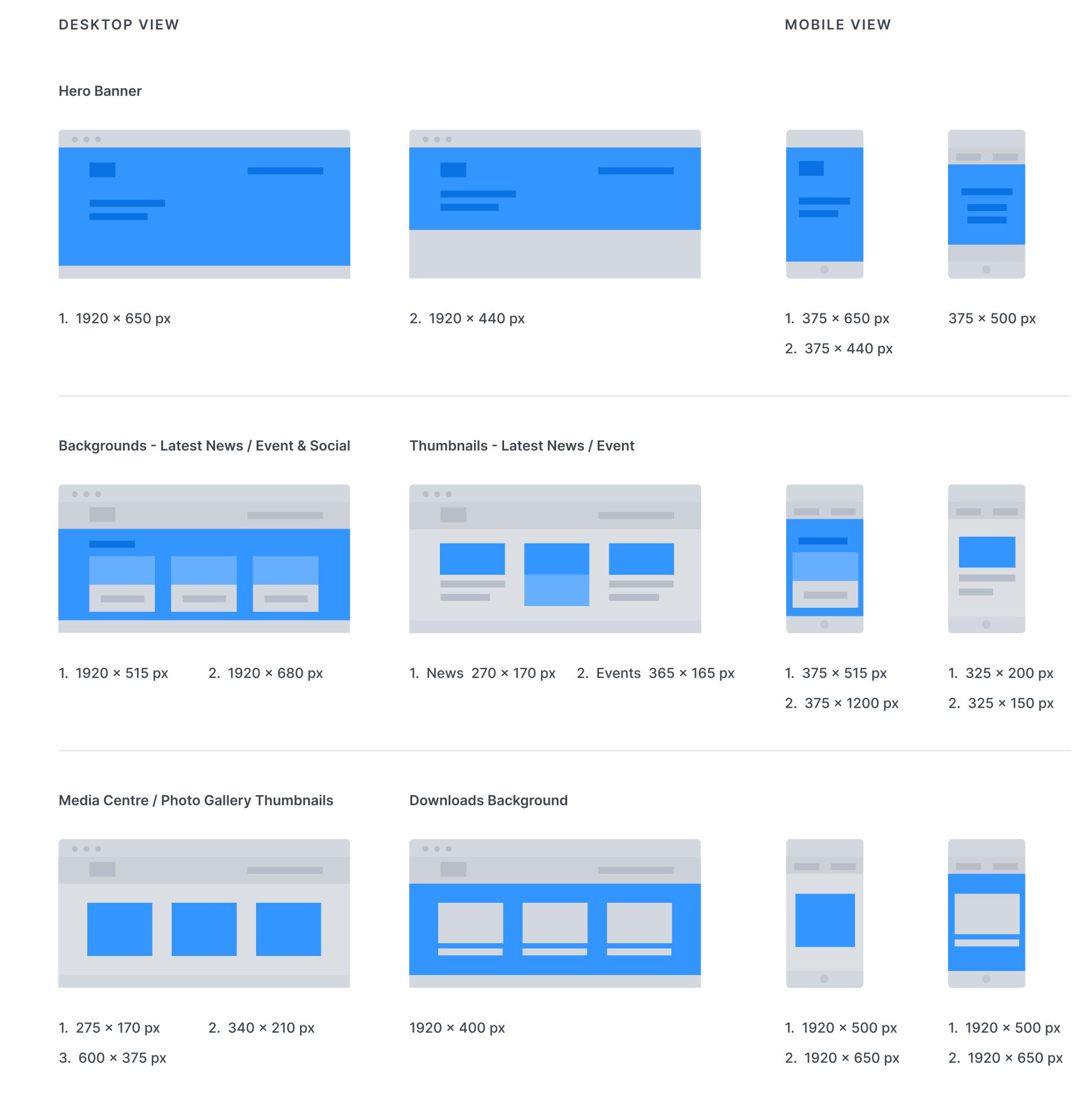
states, dropdowns, active search, etc.

You can also create a duplicate artboard where you show hover

Requirements

provide images cropped at different breakpoints (as outlined below).

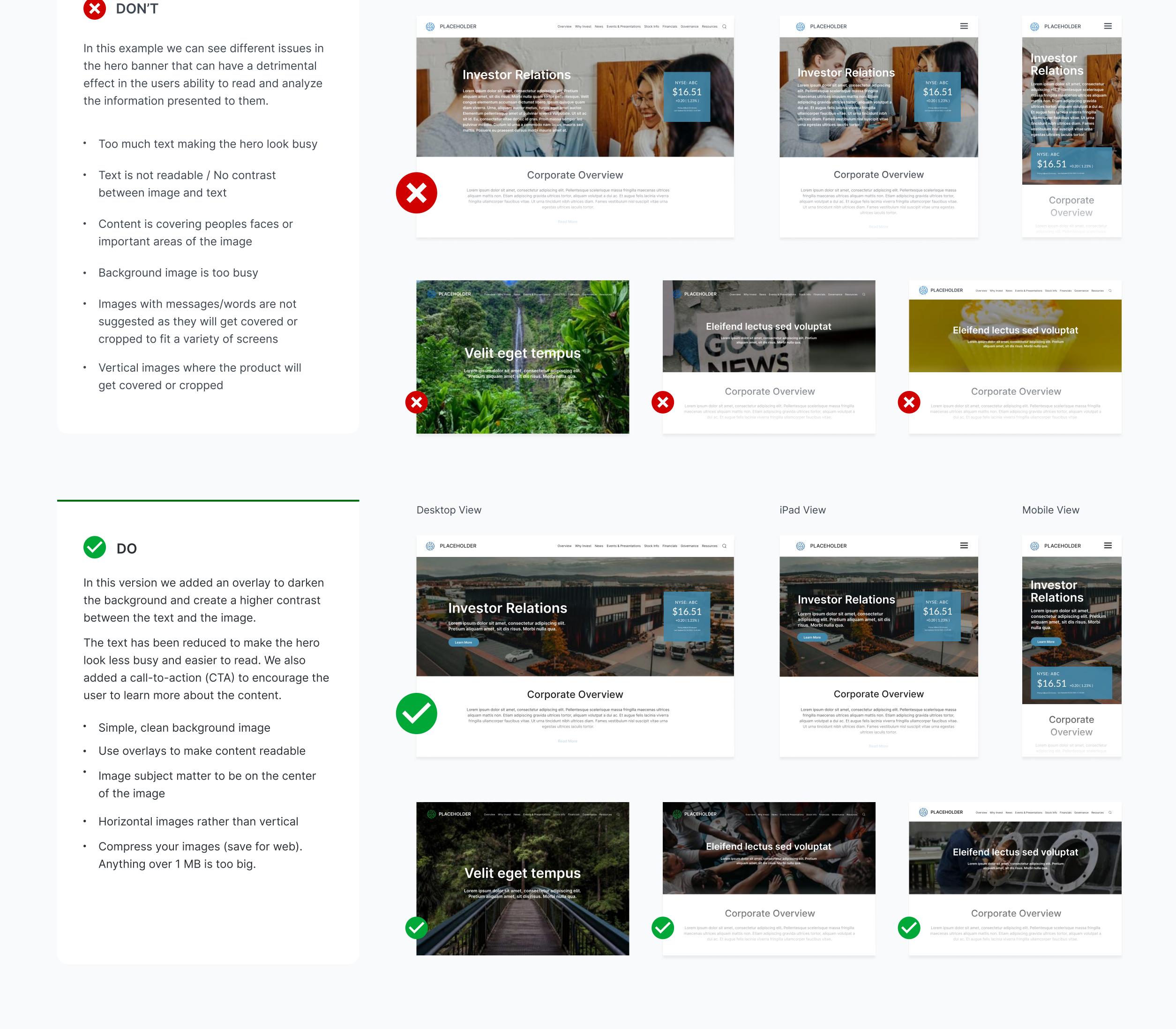
These are the image specifications for each of the different modules on our themes. If you require specific focus-spots,



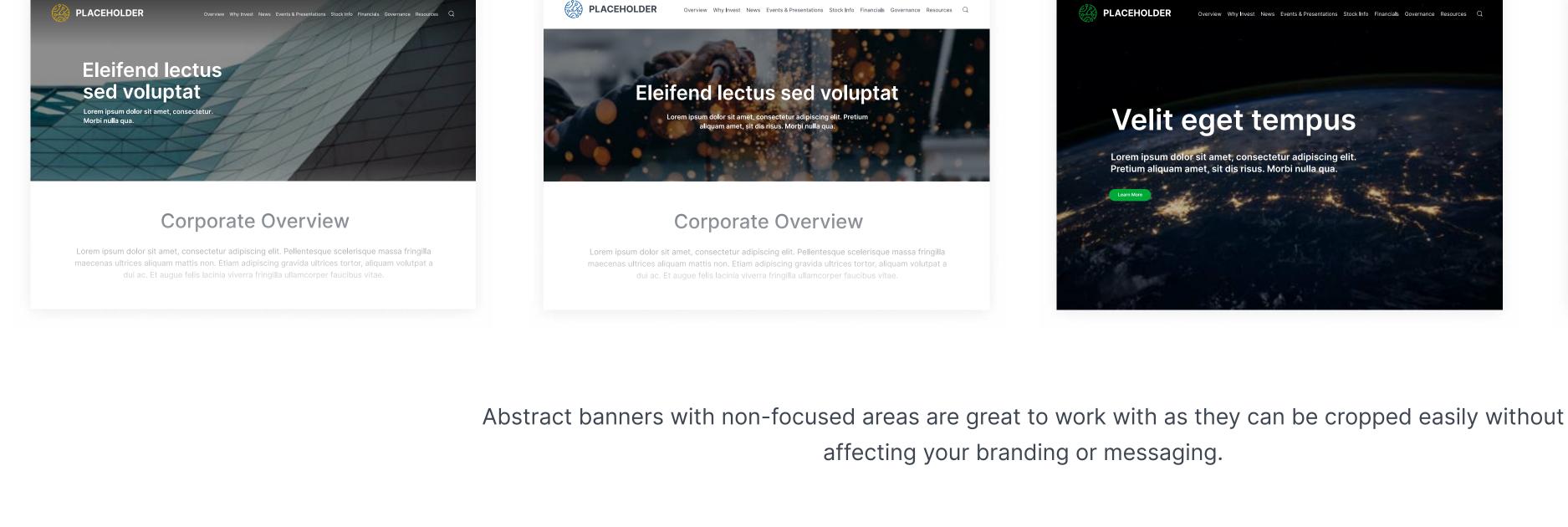
Hero Images Do's and Don'ts Generally speaking, the hero image is the very first thing that catches the eye of a user when they land on a web page. If the hero image is doing its job properly and effectively, it will capture the attention of users, communicating the

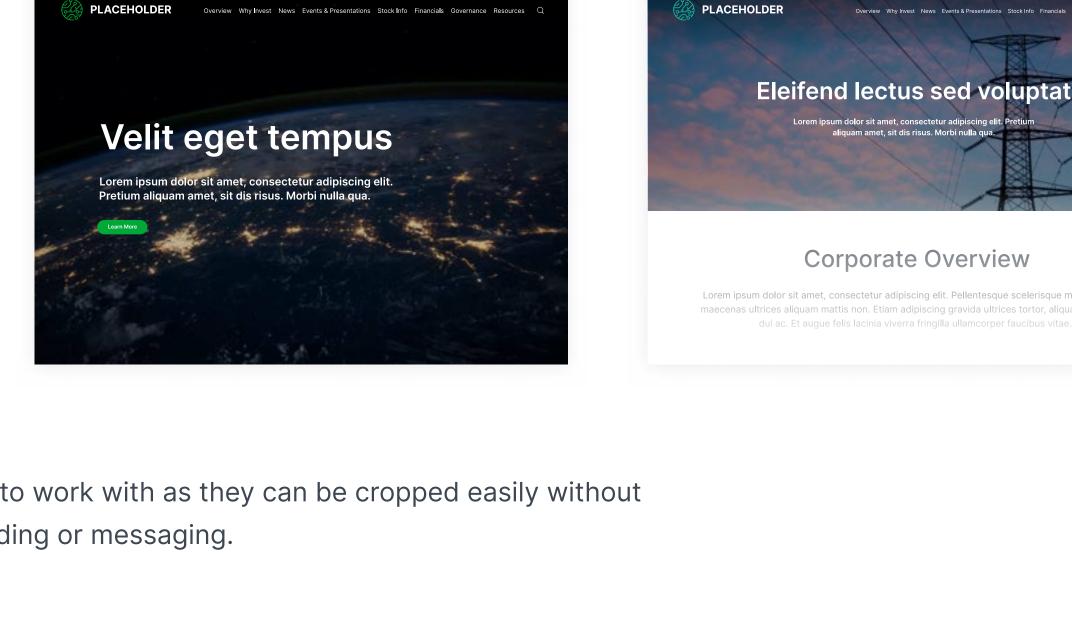
essential idea or message that your business wants to convey.

Desktop View iPad View

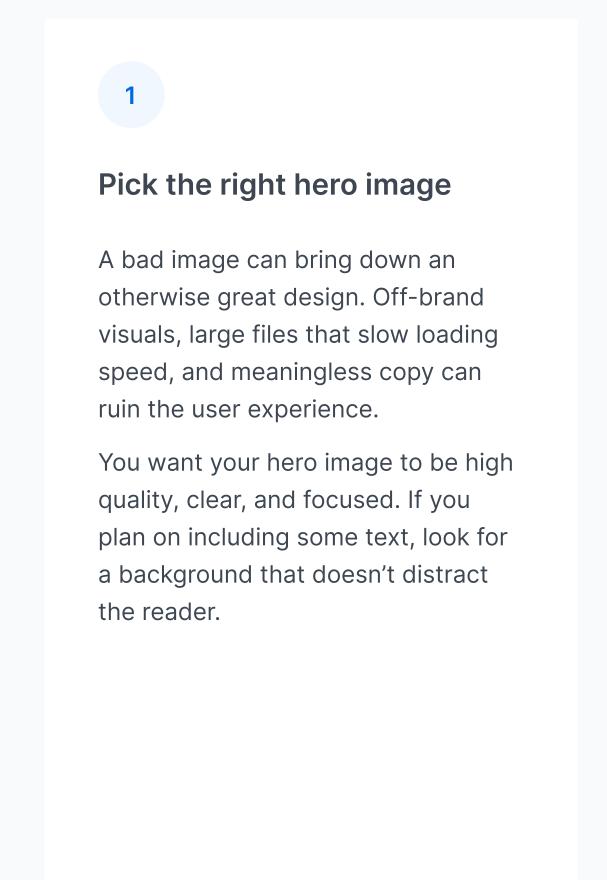


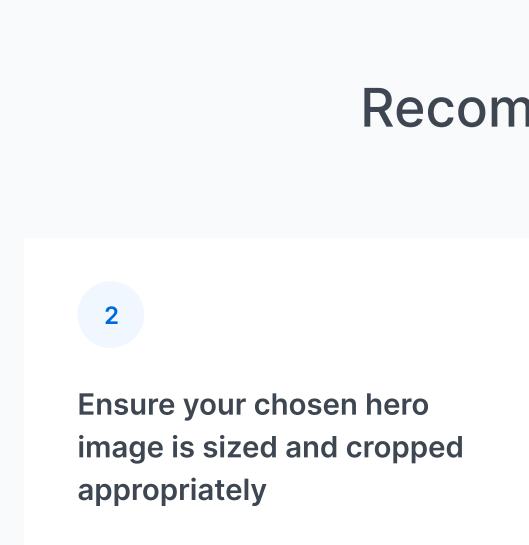
More Examples





Recommendations





to cover the hero area. Users will

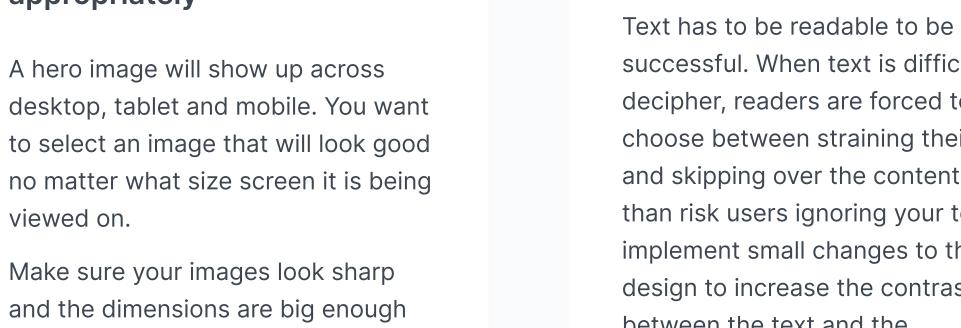
cropped or low-resolution image.

scales to fit a variety of screens.

notice if you have a pixelated, badly

Please be aware that some cropping

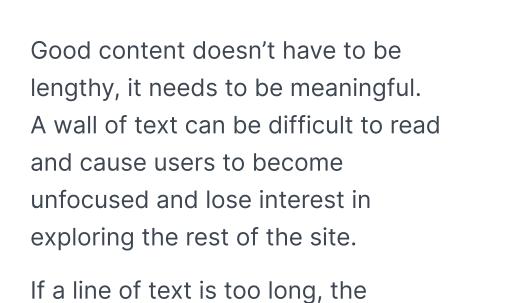
is bound to occur as your hero image



successful. When text is difficult to decipher, readers are forced to choose between straining their eyes and skipping over the content. Rather than risk users ignoring your text, implement small changes to the design to increase the contrast between the text and the background.

Ensure high contrast for text

over images



reader's eyes will have a hard time

focusing on the text. If the lines are

the reader searches for the start of

each line.

too long, the content loses rhythm as

The title and/or content is too

long and text heavy

A very large font is perfect for a short sentence. If the headline is long, use a smaller size font. It will be easy to read and leave plenty of space for all other design elements on the page.

04 ACTIVATIONS

Digital Accessibility

The concept of accessible web design and development ensures easy access online-be it unassisted or through assistive technologies-for people of all abilities. Whether someone has a cognitive disability that requires simple content and navigation, or a visually impaired user utilizing a screen reader to read a wed page, there are many reasons to make /our website accessible.



Why It Matters

Inclusive design

With inclusive design, your website is effective for all users, all the time, without adaptation. Regular accessibility checks can provide you with the information you need to create and maintain an inclusive web presence.

Better user experience

An accessible digital presence means people of all abilities can use your website as intended. With special attention to navigation, ease of use, text clarity, and more, accessibility best practices benefit all users.

Compliance

As a growing amount of legislation around the world requires organizations to follow a unified set of Web Content Accessibility Guidelines (WCAG 2.0), we provide the resources you need to create an inclusive digital presence.

4 Principles of WCAG guidelines: POUR



Perceive

Ensure information and user interface
 components are presented in ways the user
 can perceive. If they can't be perceived,
 they do not exist. If the user doesn't know it
 is there, they will not be able to access it.



Operable

- Ensure all user interface component
 navigation is operable. Not everyone uses a
 mouse or keyboard.
- Make sure it is accessible for users with other types of input devices.
- Users should have access to all of the content, be able to navigate in it, within it, through it and out again.



Understandable

- Meaning of the content and functionality of the site must be understandable.
- Content must be clear, must be predictable and when interactive, it must provide the user with sufficient information so the user can take proper action.
- Can I read it? Do I understand it? Can I predict how it will behave?



Robust

- Ensure content is created in a way that communicates with all technology a user uses.
- Try to maximize technological compatibility to future proof your product.

Structure, Hierarchy & CTAs

Creating and maintaining a consistent hierarchy in your site will help users leveraging keyboard navigation to access your content. These users require headers and links to navigate webpages. Use clear and descriptive headings and titles, so users can understand the structure and how the content relates to one another.

Call to action (CTAs) should not be buried and need to be big, bold, powerful, and clearly stand out as the action your visitors should take next. Only 47% of websites have a CTA button that can be spotted in less than three seconds. So there's a coin flip chance that you fall into the group that takes longer. That's not the category you want to be in. You can't properly drive users without an effective CTA button.

CONSISTENT HEADING HIERARCHY

H1 Heading

H2 Heading

H3 Heading

H4 Heading

View All News

INFORMATIVE CTA

HEADINGS OUT OF ORDER

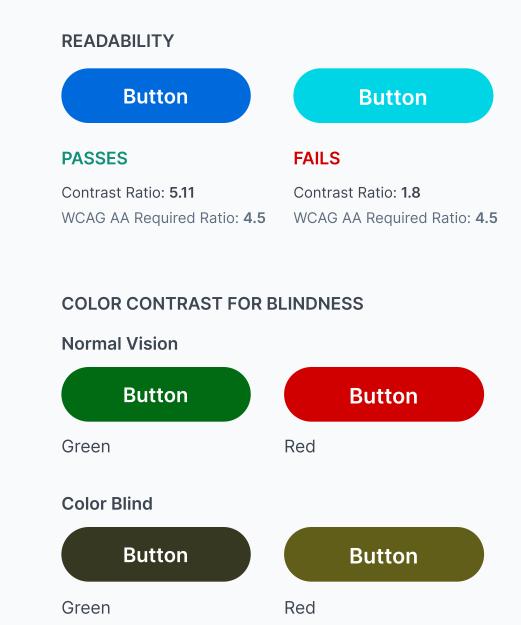
H2 Heading

H1 Heading

H4 Heading

H3 Heading

Learn More



Color Contrast

Use contrasting colors: People with visual impairments find it difficult to discern text from a background colour if there isn't enough contrast.

Use more than color to communicate visual cues: You can use text labels or patterns so those with visual challenges can discern information. Other visual cues, like bold or underlined text or using shapes and different sizes, can also be effective ways to deliver your content.

Use contrasting Images: An image MUST NOT include informative text if an equivalent visual presentation of the text can be rendered using real text (unless the text is essential — such as a logo — or the font, size, color, and background are customizable.) Please make sure your background images provide high enough contrast if text will be overlayed on top.

Levels of Conformance



If your digital product doesn't meet single A Level of conformance, you are excluding users with disabilities from accessing your content. They are effectively blocked.



If AA Level is not met, users will likely experience frustration, difficulty or inefficiency accessing your content.



Level AAA conformance tends to be for specialist websites due to strict criteria. Although specific to these types of sites, meeting AAA level conformance is still recommended and helpful to companies who understand the requirements.

