UTAH STATE TODAY
Specification Sheet

UTAH STATE TODAY is designed to tell the stories of the university. It is a reflection of the stories taking place at USU and a tool for communicating the university's brand. The following guidelines are designed to assist with providing the highest quality materials to best represent the university.

Content Standards

When submitting stories, please include the following:
Required:
  • Headline/title (required), 100 characters or fewer

Note: Because headlines will be in the URL for each story (enhancing SEO), those headlines should not be changed once published. Otherwise, a new link to the story will be created and any existing usage of the original link will discontinue.

  • Introduction (required): 250 characters maximum
  • Story body (not required if the story is a video story)
  • Story primary media (required): One image and captions, or one video and homepage placeholder image.
  • A writer or a contact must be listed:
    » Writer info (name, title, email, phone). Name and email are required if a writer is listed.
    » Contact (name, title, email, phone). This can be used as a media contact or general information contact. Name and email are required if a contact is listed.

Optional:
  • Teaser (when appropriate), 450 characters or less.
  • To enhance SEO within stories, look for opportunities to hyperlink words and phrases. Links could direct readers to college or department websites, USU's degree finder, or other university pages.
  • PDF: a PDF can be attached to a story (ex: a report).
  • Topic tags at the bottom of stories (if appropriate).

Story Multimedia (Video and Images) Standards

1) General requirements:
  • Do not embed text or logo on the picture as they do not scale well and become unreadable on mobile devices.
  • Do not use images of brochures or print materials (magazine cover) as an image. The text will not scale well, and the image may be difficult to make accessible. Consider submitting the images used to create those supplemental materials.
  • Check for color correction and white balance before submission.
  • Submit at least one image (in the rare case where it is not possible, a default image of campus will be provided)
  • Videos should be streamed from a university YouTube account.

2) Primary Image:

Requirements:
  • Size: 1600px by 900px
  • JPEG format

Recommendation(s):
  • Avoid vertical images as the primary image. Vertical images can be used as a secondary image. If horizontal images are not available, the minimum height for a vertical image is 900px. It will be altered to place it on a grey background to create a 1600x900px image.

- **Exceptions:** A complex image such as a poster can be used as a primary image when it is relevant to the story. For example, the image of a poster that won a contest would work as a primary image (requirements defined previously still apply).

3) Video:

Requirements:
- If the video is part of a playlist and the playlist is not relevant to the story, send a link to the video, not to the entire playlist.
- If the video is used as the primary multimedia asset, a primary image is needed to create the story card. It's often easier to extract a good image from the video, but any other image will work (following the requirements defined previously for primary images).

4) Secondary Image:
Requirements:
- Size: 800px minimum width for horizontal or vertical images, 1600px width preferred
- JPEG format

Anatomy of a Utah State Today post

- **Story:** Story elements that create a story page include a headline/title, introduction, teaser, story body, writer, story contact, additional resources (links), and media (primary image, primary video, secondary images or videos).

- **Story card:** This is the format used to display/announce a story on various pages (example: **www.usu.edu/today**). A story card is made of the story primary image, the story title and the story introduction.

- **Story multimedia:** Story media are images and/or videos used in a story.

- **Primary multimedia:** Main image or video used in a story. The primary media is published at the top of the story page.

- **Secondary multimedia:** Additional images or video published on the right column of a story page.

- **Video story:** a story where the primary media is a video. The video is published in place of the primary image on the story page. Ex: **https://www.usu.edu/today/story/usu-students-provide-food-to-aid-area-food-pantries**. Video stories use a primary image when the story is published in a story card. Video stories may or may not have an actual story body.

Homepage
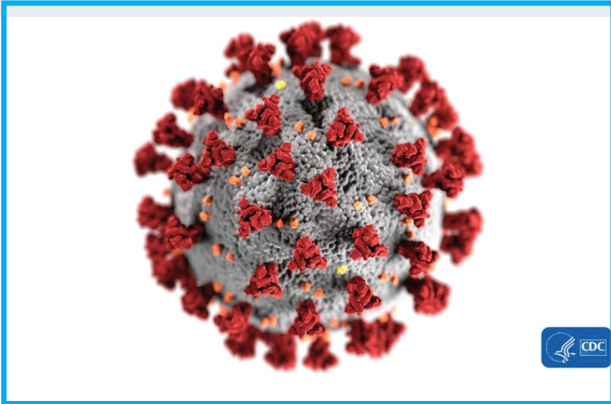
HEALTH & WELLNESS

May 15, 2020   👁 70749

Update for USU Community on Coronavirus

Utah State University officials continue to work with local health departments to monitor federal and state guidelines concerning the coronavirus (COVID-19).

HEALTH & WELLNESS

May 22, 2020   👁 51

Aggies Lead Relief Supply Drive Efforts for Navajo Nation

TEACHING & LEARNING

May 22, 2020   👁 32

Multi-Year Elementary School Study Moves to Online Delivery

UNIVERSITY AFFAIRS

May 21, 2020   👁 759

Lisa Berreau Named Vice President for Research

HEALTH & WELLNESS

May 21, 2020   👁 342

USU Extension Offers Courses for Fathers

Introduction

Primary or "Placeholder" multimedia image

Headline/Title

Story Cards

UtahStateUniversity®

Story Page

Multi-Year Elementary School Study Moves to Online Delivery

By Allyson Myers | May 27, 2020

Story Multimedia

Primary Multimedia

Utah State University Emma Eccles Jones College of Education and Human Resources professors Ron and Sandi Gillam, along with their colleagues at the University of Texas at Austin, were conducting a $3 million, multi-year trial funded by the U.S. Department of Education (USDE) when elementary schools were closed across both states due to the coronavirus pandemic.

The study evaluates an instructional program to improve oral and written language skills in at-risk children in grades 1-4, and the school closures presented a significant challenge for the research team. After consultation with their project officer in the USDE and the chair of the USU Institutional Review Board, they decided to flip their assessment and instruction to online delivery and continue the project using distance learning technology.
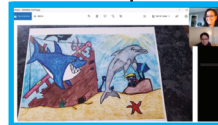
WRITER

Allyson Myers
Public Relations and Marketing Assistant

Secondary Multimedia

Story

UtahStateUniversity

Video Story Page

Arts & Humanities

Nora Eccles Harrison Museum of Art Invites All for Virtual Tours from Home

By Phillip Brown | May 20, 2020

▶ NEHMA's New Virtual Tour   ⏱ Watch later   ↗ Share

NEHMA'S NEW VIRTUAL TOUR
PHYSICALLY CLOSED, BUT VIRTUALLY OPEN

Although NEHMA is physically closed, it is virtually open, offering virtual tours exhibitions as a way to invite the public in, even at a distance.

Like many organizations and businesses, the Nora Eccles Harrison Museum of Art (NEHMA) at Utah State University had to get creative to stay connected with the public during this time of closures and a directive to "stay safe, stay home." Though NEHMA is physically closed, it is virtually open, offering virtual tours of the exhibitions as a way to invite the public in, even at a distance.

NEHMA brought in Johnny Perez from local company Youngblood Real Estate to capture the interior of the museum with the same virtual tour technology he uses on homes for sale. The resulting tours allow people to move through the galleries, zooming in and out on specific artworks. With a VR headset, one can even view the space in virtual reality.

Katie Lee-Koven, executive director and chief curator at NEHMA, got the idea to use a real estate agency when preparing to sell her own home.

WRITER

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Story Multimedia (Video story is primary image is secondary)

Additional resources are hyperlinked within this story

Story Contact

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