

# OCAD University Submission Guidelines: Web Content and Editorial

## Headlines, Campus Life, Profiles and Features

OCAD University delivers news to its internal and external audience via a number of website channels: headlines, campus life, profiles and features.

The Marketing & Communications department at OCAD U welcomes your contributions. In fact, since we don't have the resources to be everywhere all the time, we actually encourage members of the community to be the eyes and ears of OCAD U.

Unlike the Headlines section of the website, which is a compilation of short and factual news items that are generically written, or our Features, which tend to run longer and delve deeper, stories in the Campus Life and Profiles sections of the website are also often bylined. This gives interested contributors the opportunity to write for the site as well. Take a look at some recent material before submitting to see if your work is in keeping with the section's mandate. Please also refer to the descriptions below, and to the OCAD University Web Style Guide: Editorial.

Headlines are the easiest way to communicate news of awards and accomplishments to the OCAD U community, and are usually reserved for shorter institutional news items, as well as faculty and student accomplishments. Headlines are typically two to three brief paragraphs long and may link to appropriate external websites.

Campus Life stories focus on events and initiatives that happen on campus or have a direct connection to the OCAD U community of students, faculty and staff. Submissions of between 450 and 700 words should include images.

Profiles present a snapshot of members of the community — usually students, faculty and alumni — either by assuming a rather wide-angle view that looks in broader strokes at an individual career, or by focusing on a current project or aspect of the subject's practice or research. Submissions of between 450 and 700 words should include images.

Features tend to run longer and delve deeper, and are typically produced by the Marketing & Communications department at OCAD U.

**Your query.** If you're interested in writing something for the Campus Life and/or Profiles section of the site, please query us first to get a sense of our publishing schedule, and of any next steps you should take before submitting. Queries should be sent to the Managing Editor in Marketing & Communications.

In almost all cases, we don't require you to send us a query regarding material for the Headlines section of the site. Draft text communicating information appropriate to this section should be sent directly to the Media & Communications Officer, Marketing & Communications.

**Your submission.** All Campus Life and Profile submissions must include your full name and title (if a faculty or staff member) or year and program (if a student). Submissions of between 450 and 700 words with not more than 4 accompanying images should be sent to the Marketing & Communications Coordinator, who will direct them to the appropriate person.

**Your images.** All images should be submitted as JPEGs that are 72 dpi with a minimum of 500 pixels wide — these will still be emailable — and must be accompanied by a short caption identifying by name any work and/or people photographed, as well as a photo credit if applicable.

**Our review.** Once we receive your submission, we will review it with an eye to its suitability, and to how well it fits into scheduled content. If we commit to publishing your work, it will likely be edited. Minor style and spelling changes will be made to ensure that it conforms to house standards, but it will not be changed substantially without consultation.

Exhibitions are not communicated via these channels. However, we do welcome your exhibition listings for the OCAD U Events Calendar. OCAD U events may also be promoted through an events e-newsletter. Submissions are welcome at any time and should include all relevant information: exhibition title, a brief description, duration dates, opening reception date if applicable, venue and address as well as a low-resolution JPG image (see "Submitting images," above). Submissions for the Events Calendar can be sent to the Marketing & Communications Coordinator.