

**CISAT**

## Creative Services News

### Director's Note

Thank you for taking the time to read the Fall CISAT Creative Services newsletter. Inside you will find highlighted services, tips for keeping your website up to date and helpful questions and answers. Please remember to check our website regularly to see our portfolio and view our current list of projects.

This fall, our staff will be dedicating much time and energy to the overhaul of the College of Integrated Science and Technology's web presence

Last year, a blog was started, open forums were held, surveys were sent out and committees met. We took all of the feedback we received, and have developed a new layout and information architecture for both department and program level sites. This fall, we are planning on launching the Nursing and ISAT websites, so stay tuned! You can read a bit more

about this process on our design blog: <http://creative.cisat.jmu.edu/designblog/>

In addition to our focus on the college-wide web project, our staff is still available to assist with your other project needs – brochures, logos, posters, websites and digital video. Please don't hesitate to contact me personally (phone (X82763) or email ([letskyce@jmu.edu](mailto:letskyce@jmu.edu))) with any questions you might have about our services.

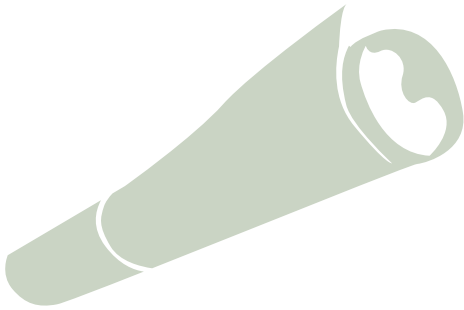
Christine Letsky-Anderson  
Director, CISAT Creative Services

### Request a Project

CISAT Creative Services has an online form for the submission of project requests. [http://creative.cisat.jmu.edu/project\\_request/index.aspx](http://creative.cisat.jmu.edu/project_request/index.aspx). We are here to assist with a wide variety of projects – everything from brochure design to logo creation to web programming. Our services are limited to projects that fall within the College of Integrated Science and Technology.

If you would like to discuss a project before filling out the form, please don't hesitate to contact director, Christine Letsky-Anderson, by phone (X82763) or email ([letskyce@jmu.edu](mailto:letskyce@jmu.edu))

# Highlighted Services



## Poster Design

Just like we do for Faculty Research Day, we are available to design large format research posters for professional conferences you may be attending throughout the year. You can send us your poster content, and we'll take care of the entire design process. Contact [creative@cisat.jmu.edu](mailto:creative@cisat.jmu.edu) for details about this service. And, for do-it-yourself poster designers we have a tutorial for how to use PowerPoint 2007 for large format posters: <http://creative.cisat.jmu.edu/faqs/buildaposter2007.html>



## Headshots

Do you need a new photograph for your faculty web page? Do you need a high resolution headshot to go along with a journal article? Let CISAT Creative Services take the photograph for you. We offer this service on an appointment basis. Blocks of times will be set aside for photo appointments each semester. During your session, we will take several shots of you. Afterwards, we will provide digital proofs for you to select from.



## Student Assistance

Have you assigned your students a special project that involves web programming or graphic design? Your students are welcome to work on their graphic design and web projects in our facility. Because of limited staff resources, we can not provide extensive training on software, but we're happy to get them started and point them in the direction of some excellent online resources. For an appointment just send an email to [creative@cisat.jmu.edu](mailto:creative@cisat.jmu.edu).

## Planning Ahead for Your Poster Presentation

If you are going to present a research poster at a conference or event, sometimes planning the content is the most challenging part. Creative Services has developed many posters over the years, and is able to help streamline the planning process.

We can help you determine how much text can fit, what graphs and charts will work well, and if your photos are large enough to print clearly.

We have added an FAQ to help people organize and plan content for their research posters. If you have a need for a poster design, please check out this new information on our website:

<http://creative.cisat.jmu.edu/faqs/posterprep.html>

## Content Liaisons

Each academic department within CISAT has a faculty or staff member who has been appointed to be the web content person for their department. If you have a request for an update to your departmental website, please run it by your liaison before sending it to us.

If your department has new or additional liaisons, please email Christine with the updates.

<b>CSD</b> .....	Charles Runyan
<b>CS</b> .....	David Bernstein
<b>Grad Psyc</b> .....	Christine Harmes
<b>Health Sciences</b> .....	TBD
<b>ISAT</b> .....	Morgan Benton
<b>Kinesiology</b> .....	Chris Womack
<b>Nursing</b> .....	Merle Mast
<b>Psychology</b> .....	Michael Stoloff
<b>Social Work</b> .....	Gerri Rigney or Ann Myers

## Tips for Web Content Updates:



Are you in charge of updating a site for your department or program? We have a few simple tips to make the process go more smoothly.

Tip One: When you're sending us your changes, send them to the email address [creative@cisat.jmu.edu](mailto:creative@cisat.jmu.edu). This email is received by all members of our team and ensures that we are able to address your needs even more quickly. Typically web updates are made the same day they are requested.

Tip Two: When you send web updates to us, it's always preferred that they be sent in MS Word format. One easy way for you to do this is to copy and paste the content from the website into MS Word. Then go under Word's "REVIEW" menu and choose "TRACK CHANGES". (If you are using older versions of Word, track changes is under the TOOLS menu) When you send your updates to us the changes, additions and deletions will all be clearly marked and color-coded. Please feel free to contact us if you have any questions about this technique.

## We're Looking for News Leads

Our staff is always looking for newsworthy people and events within the College to feature on the CISAT website. If you have an idea for a story, announcement or event to photograph, please take a moment to let us know about it. We have a convenient online form for the submission of ideas: [http://www.cisat.jmu.edu/stories/story\\_ideas.aspx](http://www.cisat.jmu.edu/stories/story_ideas.aspx)

For photography requests, please give us at least two weeks advance notice so we can make sure we have staff available to attend the event.



# Some Frequently Asked Questions About Our Services

## ***Does Creative Services loan digital video and still cameras to faculty and staff within the college?***

We have only a couple professional quality pieces of equipment and are unable to loan them out. Media Resources, located in the library, does have an equipment loan program to make camera equipment available to the public.

## ***Does Creative Services offer video production?***

We don't offer video filming and production as a regular service. This type of work is considered a "special project" and requires extensive advance notice and planning. We do not have permanent staff with expertise in video production. If you would like to do a video project, we will need to hire video experts for your specific needs. Please contact Christine Letsky-Anderson, by phone (X82763) or email (letskyce@jmu.edu) if you have an idea for a video project.

## ***What printing services do you offer?***

CISAT Creative Services doesn't actually do any printing. We work closely with the CISAT Copy Center and several outside professional printers to make sure your project is 'print-ready' when completed.

## Check Out Our Website!

<http://creative.cisat.jmu.edu>

We keep our website up-to-date with all the information you'll need about our services.

See some of our recent work in the portfolio section:

<http://creative.cisat.jmu.edu/portfolio.html>

Get a brief overview of all services we offer:

<http://creative.cisat.jmu.edu/services.html>

See a list of our equipment and software:

<http://creative.cisat.jmu.edu/facilities.html>

Find the CISAT Photo Gallery:

<http://www.flickr.com/photos/cisat/sets/>

