

Multimedia Product Specifications–Get Connected Series

To assist you in creating your multimedia presentation, we've put together some guidelines to help you produce a targeted, informative message for students.

As you are working on getting these materials to Hobsons, be sure to send us your school colors, unique photos, and tailored content. This will help you personalize the message you send to students.

Content Information.

Suggested topics for you to consider covering in your presentation:

Overview – Guiding principles, mission statement, history, what you are known for

Academics – Majors/degree programs, student/faculty ratio

Admissions – Requirements, deadlines, scholarship and financial aid information

Location – setting, city highlights

Testimonials – Student, parent and alumni quotes, student work samples

Extracurricular Activities – clubs, organizations, athletics

Resident Life – student housing, meal plans, amenities

Get Connected – Contact information, apply link, campus tour information

Presentation configurations.

- 2 screens—Animated intro, 2 photos, 2 videos
- 3 screens—Animated intro, 3 photos, 3 videos
- 4 screens—Animated intro, 4 photos, 4 videos
- 5 screens—Animated intro, 5 photos, 5 videos

[CLICK HERE FOR MORE INFORMATION ON CONTENT DEVELOPMENT.](#)

TO VIEW EXAMPLES [CLICK HERE.](#)



Personalize the look of your multimedia presentation.

Your school colors, logo, photos, and audio and video enable you to make your presentation unique. Therefore, you will need to submit the following:

School Colors

- Please submit your PMS (Pantone Matching System) colors and RGB equivalents.
For example, red = PMS 201, R=178, G=8, B=56.
- If applicable, provide both primary and secondary colors.

Logo

- Minimum size: Either the height or width must be a minimum of 600 pixels* (unless file is an EPS)
- File format: vector art in EPS preferred; TIFF and JPEG are accepted

Photos

- Subjects for photos could include: students, activities, athletics, dorm rooms, computer labs, or other unique campus features.
- Minimum size: 1200x1200 pixels*
- File format: TIFF or JPEG

**These measurements apply no matter what the dpi/resolution of the photo/logo may be. Do not crop or resize photos or logos.*

[CLICK HERE FOR MORE INFORMATION ON PHOTOS.](#)

Audio/Video

- Identify the source of each clip (include in/out times if pulling from a longer piece)
- Provide a description of each clip
- Indicate if you would like the clips to autoplay inside the presentation

[CLICK HERE FOR MORE INFORMATION ON AUDIO AND VIDEO.](#)

Links

Web links can be strategically placed throughout your presentation to drive students to your Web site. For example you can provide links to the following sections of your Web site:

- Admissions application
- Schedule a campus visit
- Catalog or view book
- VIP page or other student data collection form

Packaging.

Hobsons will create packaging and CD-ROM label artwork that coordinate with your presentation design and based on the following:

- Provide Hobsons with the materials you would like on your packaging; photos, logo, copy, etc.
- Send your school indicia (if applicable) as received from the U.S. Postal Service.
- Your name and address appears on the back of the CD packaging and functions as a return or reply address. Please list your information exactly as you would like it to appear in the upper left-hand corner on the back of your packaging.

[CLICK HERE FOR MORE INFORMATION ON PACKAGING.](#)



Materials Submission.

Please submit materials in the following format:
e-mail, CD, DVD, or FTP site in zipped or stuffed files.

Send packages to:

Hobsons Attn: (your production manager's name)
50 E-Business Way, Suite 300
Cincinnati, OH 45241
Phone: (800) 927-8439
Fax: (513) 985-4198

FTP instructions:

PC Users:

You may use either Mozilla Firefox or Internet Explorer as your Web browser.

- Go to: <ftp://transfer.collegeview.com>
- You may be automatically prompted to enter in the login information. (For Internet Explorer users you may have to go to File – click Login As...)
- Type in User ID: hobsons, Password: hob639 [For Internet Explorer 7 users you will need to select the page menu (top right) and go to "Open FTP site in Windows Explorer"]
- Place materials in the Incoming folder (it is helpful if you "zip" or "stuff" the files before uploading)
- Supply the names of the files to your production team member once uploaded

Mac Users:

You will need an FTP client. You can download a free 15-day trial version at <http://fetchsoftworks.com>

- Go to: (host name): [transfer.collegeview.com](ftp://transfer.collegeview.com)
- Type in User ID: hobsons, Password: hob639
- Place materials in the Incoming folder (it is helpful if you "zip" or "stuff" the files before uploading)
- Supply the names of the files to your production team member once uploaded