

EDITOR-IN-CHIEF

GUIDEBOOK



2020-2021



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Kaylee

✨ Hi there!!!

Welcome to your position! This guidebook will provide you the guidelines for your editor-in-chief responsibilities. As an editor, you are responsible for the org's aesthetic (with confirmation from the co-presidents). The examples come from the 2020-2021 year style, but feel free to discuss with your co-editor if you want to stay with the same style or revise it into a new one. I *encourage* you to bring new ideas to our org's designs!

◆ Some things to expect as an editor ◆ :

- Active position: most likely be working on a design every week
- For infographics, you will be revising text to make it more concise
- Infographics also take about 2-4 hrs to create

◆ Splitting responsibilities ◆

I know there are a lot of designs you are responsible for, but communicating w/ your co-editor and splitting up the responsibilities will lighten the workload.

While you don't have to follow what we did, here is how Lluvia and I split the designs:

- Flyers: Alternating & split evenly
- Banners: In charge of the corresponding banner to the flyer; Alternating & split evenly
- Infographics
 - Research & Speaker: Kaylee
 - Event: Lluvia
- Bingo: Lluvia
- IG Photos: Kaylee

For your year, I would recommend splitting the infographics evenly/alternating (or just the research ones) and the IG photo editing, so both of you get experience with them. It might lighten the workload as well. But, it is up to y'all to decide!

◆ Advice ◆

- Be flexible w/ changes (such as revisions or design requests)
- Stay organized: you'll be creating a lot of designs so be neat w/ your google folder
- Don't work on the infographic the day it is due since they do take a while to create (based on personal experience hehe)
- Have fun w/ designing: experiment with creating new styles!

Lluvia

◆ Things to expect ◆ :

- This is a very time consuming position so you have to be willing to work several hours a week making flyers etc.
- Infographics can be very time consuming and can take from 2-4 hours as mentioned by Kaylee
- You will often have to go back and make revisions for your flyers etc.

◆ Advice ◆ :

- To save time reuse the template you used for previous flyers, banners, etc. and just make revisions to it with the new info.
- Make sure to communicate with the other editors if you have any questions or to split up work.
- Work on your assigned flyer/etc a few days ahead of the deadline as they tend to accumulate and can be overwhelming.
- If you use Canva to create your flyers or banners, etc. you can search up templates pertaining to the topic of your work and you can just redesign it.

GENERAL STYLE GUIDE

Logo Guidelines



Font: Hussar Bold w/ 274 tracking
(space between letters)

Color HEX code: #B3C7C7

[Logo Files](#)

General We (Skin)care Org Style

Minimal, clean, soft colors, and square white box

Design Examples



FLYERS

Flyer Guidelines | [examples](#)



Size: 8.5 x 11 inch

Logo: Present somewhere on flyer

Socials: IG - @weskincareatuci
FB - WeSkincare at UCI
Web - weskincareatuci.com

White Border (optional): Drop shadow usually used

Guest speaker: include their photo if there is one

Export: Save as .png for higher resolution

BANNERS

Banner Guidelines | [examples](#)

For FB Event Page

Size: 1920 x 1005 pixels
(always changing so double check at time)

Logo: Present somewhere on banner

White Border (optional): Drop shadow usually used

Guest speaker: include their photo if there is one

Export: Save as .png for higher resolution



Infographic Guidelines




Applies for research, Speaker Spotlight, and event infographics

Size: 1080 x 1080 pixels

Logo & IG @: Present on cover page

Export: Save as .png

Types of Infographics

Research	Speaker Spotlight	Event
<p>You will be getting info from research committee</p> <p>Sources should be included on each page</p>	<p>Guest speaker recap</p> <p>Info can be found in Historian's notes</p> <p>Include page with pic of speaker & bio</p>	<p>Brief info on upcoming events</p>
 <p style="color: blue; text-decoration: underline;">Examples</p>	 <p style="color: blue; text-decoration: underline;">Examples</p>	 <p style="color: blue; text-decoration: underline;">Example</p>

Research Infographic Tips

- When revising research committees' info, be **concise** as possible while still having the important info
 - **DON'T** put too much text on one page, it can be overwhelming for the reader



Fundraiser Bingo Guidelines

Size: 1080 x 1920 pixels (size of IG story)

Bingo Slots: Usually 6 spaces so basically a 3x3 box

Instructions Page: Steps on how to donate

Logo & Socials: IG - @weskincreatuci | FB - WeSkincare at UCI |
Web - weskincreatuci.com

Venmo/Paypal: Venmo (weskin-care-atUCI) | Paypal: paypal.me/weskincreatuci

Export: Save as .png

Examples

WE SKIN CARE We are an organization passionate about sharing the importance of skincare and self-care.

A TOPIC ON DERMATITIS
Bingo

CUSTOM AMOUNT	\$2	CUSTOM AMOUNT
\$2	\$2	\$2
CUSTOM AMOUNT	\$2	CUSTOM AMOUNT

If you're a general member, you get points for donating!

Venmo: weskin-care-atUCI
PayPal: http://paypal.me/weskincreatuci

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HOW TO DONATE

STEP 1:
Choose the amount you wish to donate

STEP 2:
Venmo: @weskin-care-atUCI
PayPal: http://paypal.me/weskincreatuci

STEP 3:
Send us a screenshot of your payment

All funds will go towards hygiene kits for the unhoused and for our club
80% kits - 20% club

WE SKIN CARE We are an organization passionate about sharing the importance of skincare and self-care.

HELP US GET A
Bingo

\$1	\$1	\$1	\$1	\$1
\$2	\$5	\$2	\$5	\$2
\$10	\$10	\$15	\$10	\$10
\$5	\$2	\$5	\$2	\$5
\$1	\$5	\$1	\$5	\$1

Venmo: weskin-care-atUCI
PayPal: http://paypal.me/weskincreatuci

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IG Photos Guidelines

Size: Square cropping

Style: Bright, clear

Export: Save as .jpeg

Before:



Process: Editing

Lightroom Mobile (any editing program works, but this is the process for what I used)

1. Light Tab: Curve
 - a. For most pics I use an S-curve which brightens up the pic (at 3 points)
2. Light Tab
 - a. Increase exposure slightly & play around w/ light settings
3. Color Tab
 - a. Increase saturation very slightly (range of 0-6)
 - b. If image is yellow/warm tone:
 - i. Decrease temp to blue side
 - ii. Decrease saturation of warm colors in color mix



Photoshop

- If there are speckles in the pic or scratches on the bottle, I sometimes use the stamp and clone tool to remove them

After:



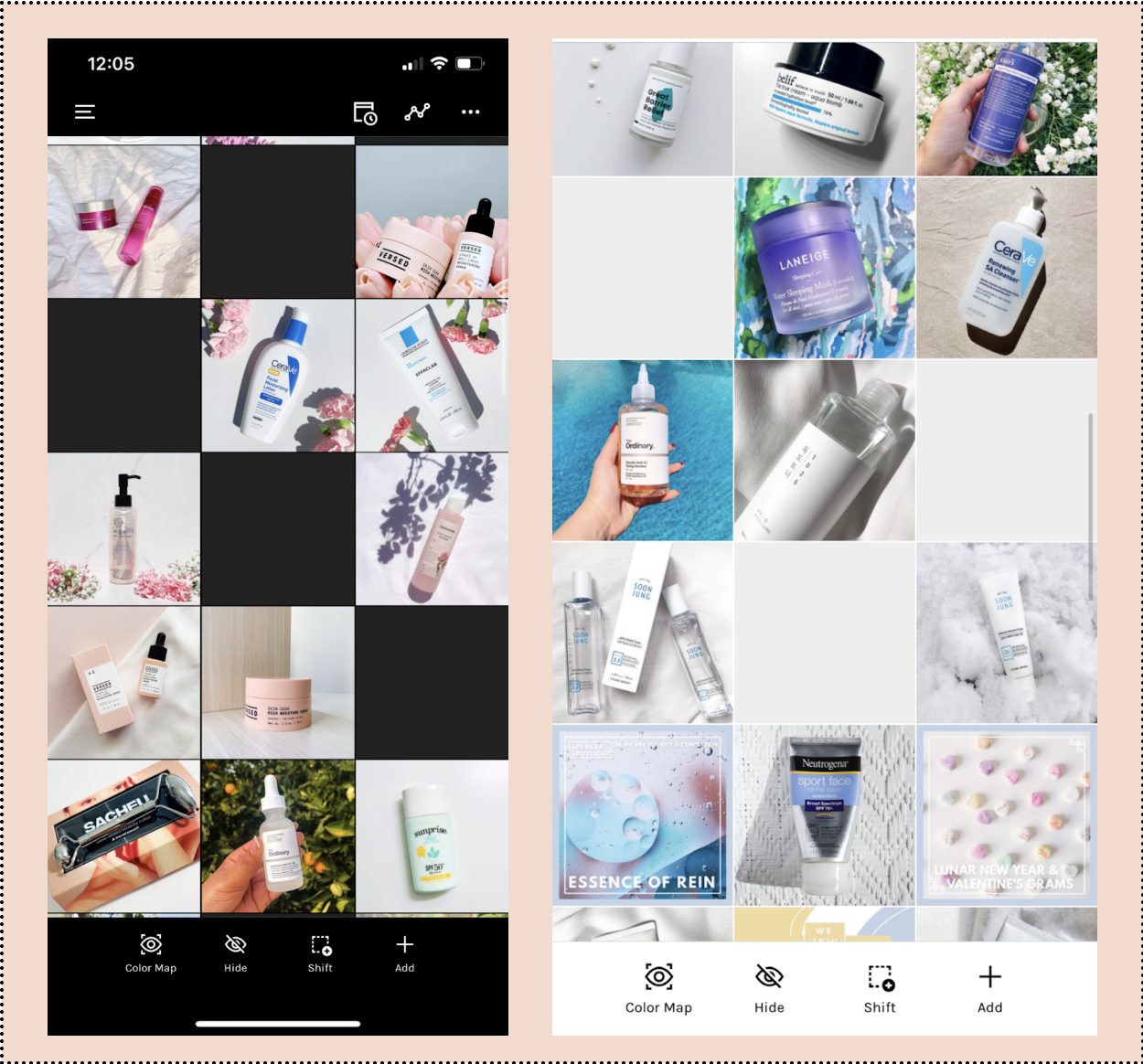
Process: Organizing Feed

UNUM

- [Feed organizer app](#)
- Upload the IG photos to this app
- Organize based on the aesthetic you decide on
- Use placeholders for planning out infographics

Previous themes

- Transitions into different color themes



RESOURCES

Here are some resources that might be useful!

Free Design Software

- [Year of Canva Pro](#) (GitHub Education)
- [Adobe Creative Cloud from UCI](#)

Helpful Websites

- [Freepik](#)
 - I use this to find illustrations/ideas for flyers and banners
 - Has free Illustrator files
- [Pexels](#) & [Unsplash](#)
 - Photography sites that offer free to use photos
 - I used this to find photos for research infographic covers
- [Colorspace](#)
 - Creates color palettes from the HEX color code you put in

Other

- Procreate
 - If you don't mind paying for the app and you have an Ipad, you can use this app to draw/create designs (not necessary for creating designs but if you'd like)