Creative

- Creating images for the JFP website
- CONTENT Writing Norms - Drafting, Editing and Revisions
- CONTENT Gathering Norms - Pursuing Leads + Research, Interviewing, Citations
- Content Gathering Workflow - Mktg Stories
- Creative & Content Content Development Team - Workflows
- Creating Folders & Naming Google Docs (GBMS Writers)

Creating images for the JFP website

Image File Types and Optimization:

- Most images should be saved as **JPG** files to ensure detailed colors and smaller file sizes.
- For images requiring a transparent background, save them as **PNG** files.
- Always "optimize for web" when saving any image.

Aspect Ratios and Sizing:

- **General Horizontal Images:** A 16:9 aspect ratio is preferred for most horizontal images, matching our movie clips. You can verify your cropping at https://aspectratiocalculator.com/16-9.html.
  - **Full-length "Hero" banner image (main page):** Typically 1920 x 1080 pixels. The web team can overlay text and darken the opacity of the image as needed.
  - **Other horizontal images on webpages:** Usually 700 x 394 pixels.
- **DevCard Image (main page):** Typically 393 x 516 pixels (portrait layout). This image will need to be darkened to ensure text copy is visible.
- **Blog Post Images:** Currently 1200 x 627 pixels.
- **Leader Portrait Images** (see "Team" page)**:** 1240 x 1560 pixels.

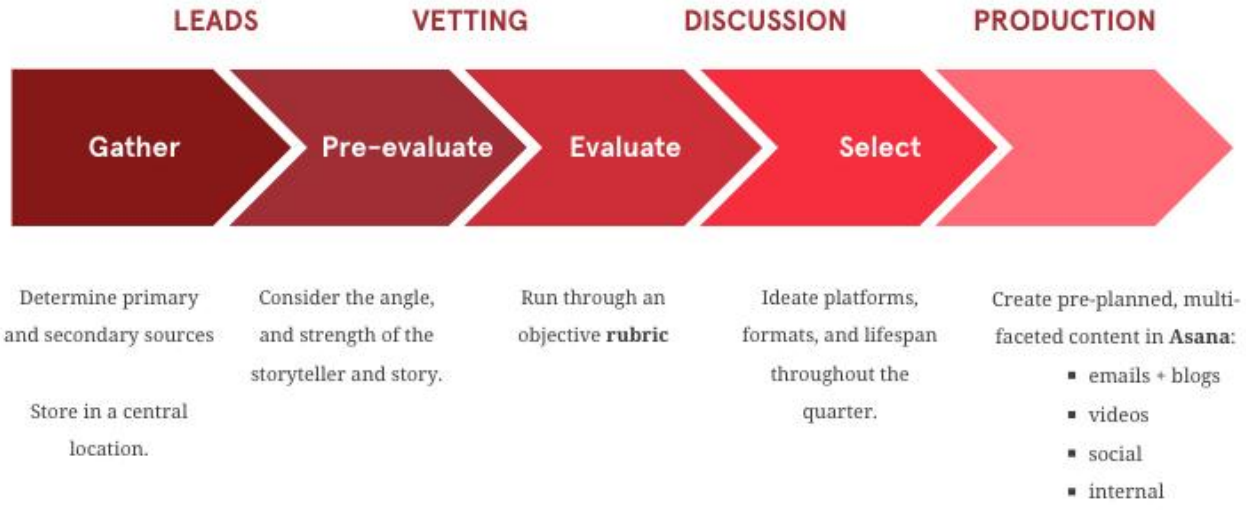
CONTENT Writing Norms - Drafting, Editing and Revisions

See attachments section for linked guide.

CONTENT Gathering Norms - Pursuing Leads + Research, Interviewing, Citations

See attachments section for linked guide.

Content Gathering Workflow - Mktg Stories



Marketing STORY Process [Full Canva Presentation]

ALL Slides in PDF format - see attachments section

Creative & Content Content Development Team - Workflows

View diagrams in Canva Presentation.

PDF - all workflows in attachments section.

Included workflows:

- Copywriter Process
- Copywriter Task Types
- Creative Team Interactions
- Sr. Content Manager vs. Sr. Campaign Manager (Reviewer Interactions)
- How to address questions/concerns stemming from review.
- Template - Team collaboration diagram

Creating Folders & Naming Google Docs (GBMS Writers)

See attached PDF and linked file for GBMS Writers folder naming convention.