GUIDELINES for CREATING EFFECTIVE MEDIA

EMORY HEALTHCARE

Kathleen Maher, Director
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EFFECTIVE MEDIA

- Gets your point across
- Aids retention of information
- Frames ideas
- Changes the pace
- Increases audience participation
ORGANIZE

Allow enough time

- Know your audience
- Establish logical sequence
  - Create rhythm
- Streamline
  - Divide content
- Use key words or phrases
- Use parallel punctuation

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EMORY HEALTHCARE

Identity program & type

- Emory Healthcare logo
- Typefaces
  - Times New Roman and Univers
  - Serif & Sans Serif
  - Limit use of decorative typefaces
  - Business and science visuals vs. the “look of advertising”
LEGIBILITY
Avoid the wall of tiny type

- Thirty-five words or less per visual
- Titles 24 point or larger
  - Six words in title
- Body text 18 point or larger
  - Eight or less lines of text
- AVOID ALL CAPS in body text
- Style attributes
  - Bold, *Italics*, and **color**
COLOR

Establish consistent palette

- Limit to 3 colors per visual
- Provide “rests” with blank space
- Create contrast on background
  - Light type on dark
  - Frame/contain dark type on light
- Use color to create sections
GRAPHICS

“Every word was once a picture . . .”

Visuals can*

- Attract attention
- Illustrate ideas
- Aid retention
- Synthesize your main points
- Provide audience a cue/icon to follow

*Know your audience.

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GRAPHICS

Examples

- Digital or scanned images
- Illustration - strong/bold lines
- Human face - most compelling image
- Useful analogies
- Visual literacy - see IVL website
COLLECT IMAGES
Copyright – “Fair Use Act”

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STATISTICS
Simplify

- Plan graphs rather than tables of data
  - Bar graph to compare volumes
  - Pie graph to show parts making up whole
  - Line graph to show trends or changing relationships
  - Sans serif labels
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GUIDELINES for UTILIZING EIMS
EdMedia Intranet

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RESERVATIONS

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R25 ONLINE REQUEST
5000+ confirmed annually

- R25 Account ID and Password
- Classroom Calendar on EHC Intranet
- See Policy & Procedure at top of page
- Request Tech Support
- After-Hours
  - Fees and protocols
- Confirmed Reservation assigns support
- Send agenda and presentation files to: EduInfo.MediaServices@EmoryHealthcare.org
- Video conference
  - Requires simultaneous techs
- Podium “Tip Sheet”

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“SELF-SERVE” TRAINING

Exception - EUHM Auditorium

- Sign “How To” sheet, assume responsibility for operation and shutdown procedures
- Typically for programs scheduled before and after-hours
- Urgent calls may be placed to “covering” technician for telephone assistance
DISTANCE LEARNING

See DL Surgery Guidelines

- OR cases require consent on patient chart
- Distant coordinates require testing a few days in advance for time to respond to technical difficulties
- Audience-specific and IS-compatible signal formatting
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EUH - LRC
Next to 2E Auditorium
- 8:00am – 4:30pm
- Staff – ID card access
- 8 Networked workstations
- Patient & family utilization
  - See Online Invite!

EHM - LRC
Across from Glenn Auditorium
- 8:00am – 4:30pm
- 10 Networked workstations
- Staff – ID card access

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MEDIA DESIGN & DEVELOPMENT

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EDUCATIONAL MEDIA

- Designated coordinator, approved budget
- See request guidelines
- Approved objectives, script
- Staff schedules
- Timeline
  - Drafts, rough edits, final edit
- Distribution
  - VDT/IS format compatibility
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EDUCATIONAL EXHIBITS

- Requires 3 weeks to produce
- Edit abstract rigorously
- Follow scientific method layout
- Provide text and dx images online
- Drafts, edits, final proof
CLOSED CIRCUIT TV
Programming digital, however, NOT “On-demand”

- Approximately 72 patient education programs scheduled to support patient care plan
- Secure staff educational programming to support organizational initiatives
- Schedules updated regularly online
MEDICAL PHOTOGRAPHY
Confidential

- All patients must sign a release
  - See Care Transformation Video Library
- Photography / video production scheduled to support patient care plan
LIBRARY SERVICES

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CLINICAL INFORMATIONIST

Librarian embedded in meetings

- Mediated lit searches
- Resident blog
- Online access to resources
  - See WHSCL Icon in VDT
- EUH Library – First Floor – H140
  - Staff ID card access after 5:00p
- EUM Library – Fifth Floor MOT -
  - Staff ID card access
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