



## Midwinter Virtual Conference 2022

### **Questions from Session 2: Critical Pivot: Shifting from In-Person to Online Promotions, by Kari Chrenka and Lisa Wilczak (Central Michigan University Libraries)**

**Q1. Curious if you had a chance to work with faculty teaching undergraduates, on what content in the presentation would help their students in finding what they need for class work and library related research.**

We have not worked with Librarians for presentations for their courses or teaching tools. We do collaborate regularly for general promotion of library services and collection features. We also work closely with our Librarians on special projects and events.

**Q2. Were the documents that you created in Adobe Express accessible? If so, was it difficult to create accessible content using Adobe Express?**

There are great strengths and limitations to all multi-media tools available. Our presentation for this conference highlighted a case study in which the tool we used was Adobe Express. It is available to us, and we are exploring its possibilities, but also gaining an understanding of its challenges. Adobe Express does not use ALT TEXT when images are used. Therefore, we need to be sure that the live text that is included in the presentation could stand alone and be understood without any images. It is possible to do this, but it is not ideal, and we need to be mindful of the decisions that are being made when constructing the information.

As an Adobe Creative Campus, we have been meeting with Adobe representatives to discuss feedback and we have provided this and other topics about Adobe Express. We have also noticed that feedback on how to enhance accessibility is a top item on Adobe forums about Express.

**Q3. Is the Knowledge Central website still available to the public?**

Yes, it can be viewed here:

<https://express.adobe.com/page/YOc4r0LKWAFej/>

**Q4. How much time do you think this took you to put together?**

It took about a week of coordination with our collaborative partners, and I made the presentation in about 2 days.

**Q5. Is there an assessment tool in Adobe Express?**

There is a counter of unique views that is offered in the Adobe Express dashboard. We use this to reference other measurements we get through other channels and compare them to get an overview of the effectiveness of our efforts.

Adobe has also integrated the ability to leverage Google Analytics to measure the Express projects, but we have not engaged that yet.

**Q6. While building your presentations, how did you balance accessibility against creating visually pleasing marketing that captures user's attentions? We have found the two things often clash.**

It is difficult to find a balance. Adobe Express can make fine looking presentations, but to a designer, there are some things that can be quite challenging. For example, you can only format text to a certain point, Images do not react the same in different media formats, etc. For these purposes, I prefer to have more control over the design, but that is not the best way when it comes to accessibility.

My best advice is make it simple and make it organized. Make sure your information stands for itself and can be understood without the imagery. We have found that simple, clean, and easy to understand design is always best while remaining mindful of accessibility best practices.

**Q7. What led you to use Adobe Express and what was it that made it so much more engaging than web pages? Is your final product able to viewed by the public? (I'd love to see it!)**

We became an Adobe Creative Campus, and the tools are readily available to us. I am an Adobe user for my position, and dove in to see if we could leverage anything new. There are other software platforms that offer similar programs, but Express was ready for us to explore.

We also wonder why it is more engaging. Features include how it forces the user to scroll down the page offering an ideal format for step-by-step instructions and information. The buttons that point the user to our website allows them to choose their own path as they interact with the presentation. Lastly, it works well on devices, and it is easy to share.

**Q8. How does Adobe Express differ from a standard webpage? Are there additional features, or is the difference in how the content is created?**

It is more like putting together a step-by-step PowerPoint presentation in a ready-made template that you can populate with your own information and content. It is very basic and used by Adobe as a gateway tool to other more intermediate or

expert programs. The engaging quality comes from how the presentation is set up, and it is easy to populate and follow.

**Q9. I read Katherine's question about "accessibility" meaning for screen readers, not sharing links. Does it have that capability?**

If we do not make the whole presentation images with text on them, it should be able to be read with a screen reader. The images do not have ALT TEXT on them per the program capabilities. That is something that should be added to enhance the accessibility of the software.

**Q10. Kari, it is wonderful you have a background in graphic design. Do you have suggestions for best places to find useful graphics/design tips for those of us that don't? Also, how is accessibility addressed in what you do?**

Not to plug Adobe, but they have an encyclopedia of tools around software and design basics. Canva and other template-based resources are also good.

Simplicity is the most important. We have complicated content and if we can make it easy to understand and fast, we are ahead of the game. People like simple, clean, and organized information.

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**Shared Link:**

<http://library.cmich.edu/explore>