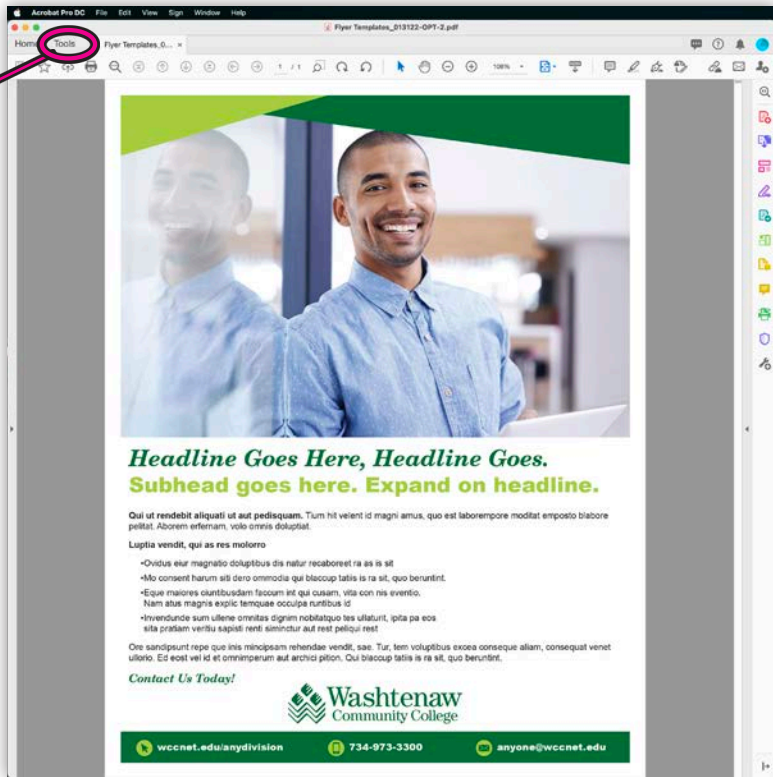# WCC Marketing Templates

Simple Instructions
You do not need to have prior Adobe Acrobat Pro working knowledge to use these templates.
The instructions provide all the relevant information needed to use the templates.

This is a sample template

1. Open the template you download-ed in Adobe Acrobat Pro.

2. Click on the "Tools" tab at the top of the screen.

3. Click on Edit PDF. Your template will automatically pop back up. See next step.
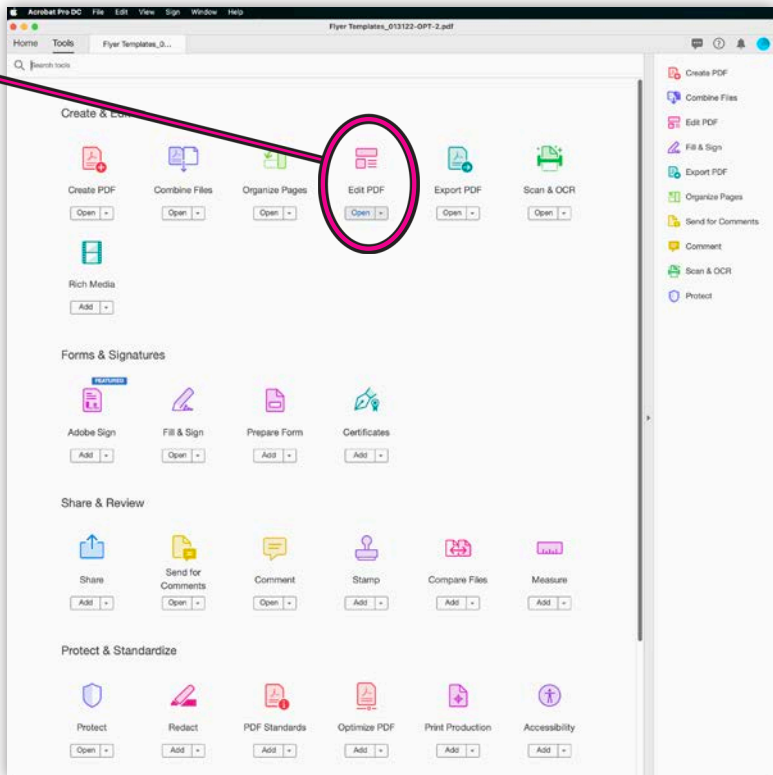
4. Now you are in editing mode.

   Anything that is editable will have a dashed outline around it. These arrows point to only two examples on this template.

   Photos: if your template has a photo, you may choose to keep it or replace it. If you choose to keep it, do nothing. If you choose to replace it, simply right-click (or Ctrl + click), directly on the the photo.
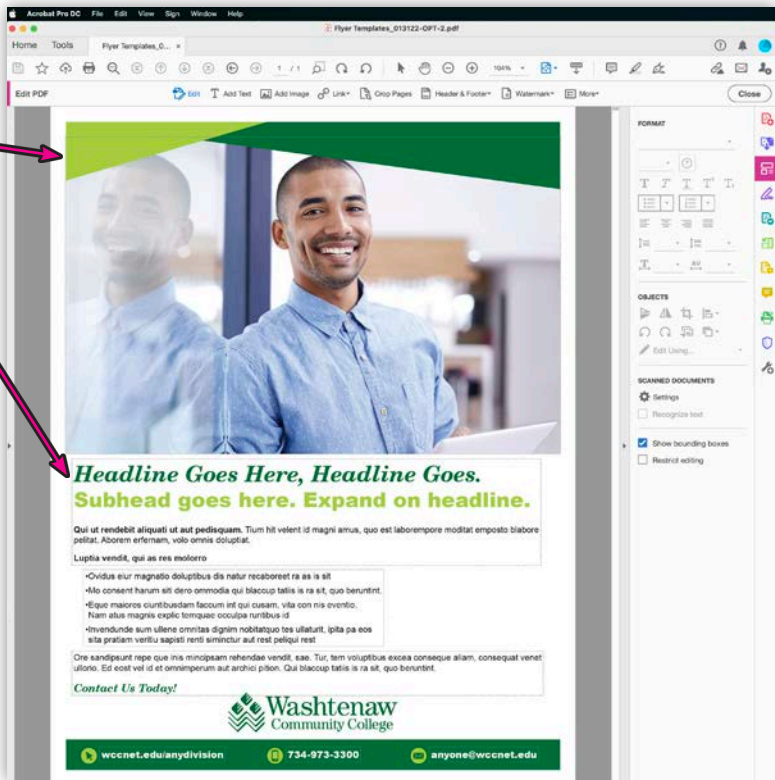
When the menu pops up, select "Replace Image". A window will come up for you to navigate to where the replacement image is located on your computer (see note below about replacement images). Select the new image and move on to the next step.
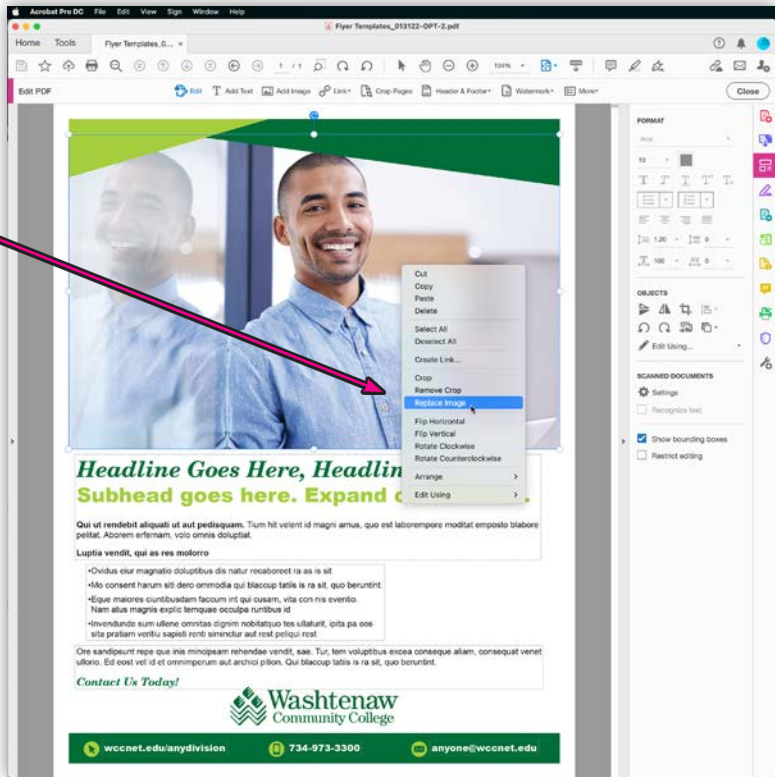

NOTE ABOUT REPLACEMENT IMAGES

Keep in mind that any images you choose, should be at least 300dpi and should fit the space you're placing them in without having to be enlarged further. If you enlarge beyond 100%, you will start to lose image quality and your photo will not reproduce well.

5. Your new photo will populate in the image box automatically.

   Most of the time, the photo will need to be stretched to fit the space, or even shrunk in order to fit better. If the photo needs to be strectched, you'll see the magenta color underneath. You'll want to adjust the photo so that no magenta shows through.
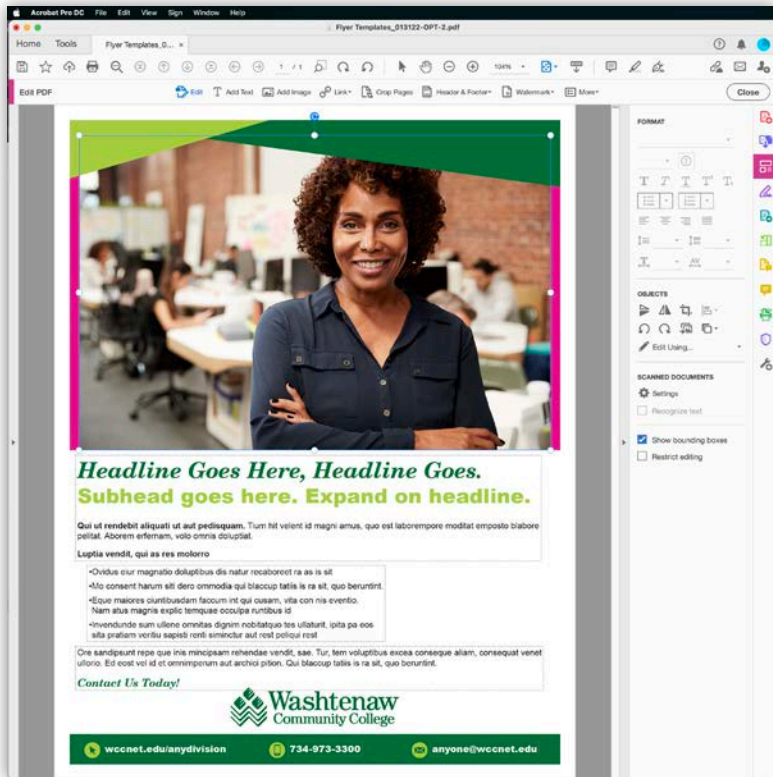
To size up or down, you'll want to grab one of the corner handles as circled in yellow in the image below. Pull away from the photo to stretch out, or toward the inner center of the photo to shrink.

NOTE: Only use the corner handles to readjust the photo size. do not use the top, bottom or side handles (yellow x's) as doing so will change the aspect ratio of the photo your image will be disporportionate.
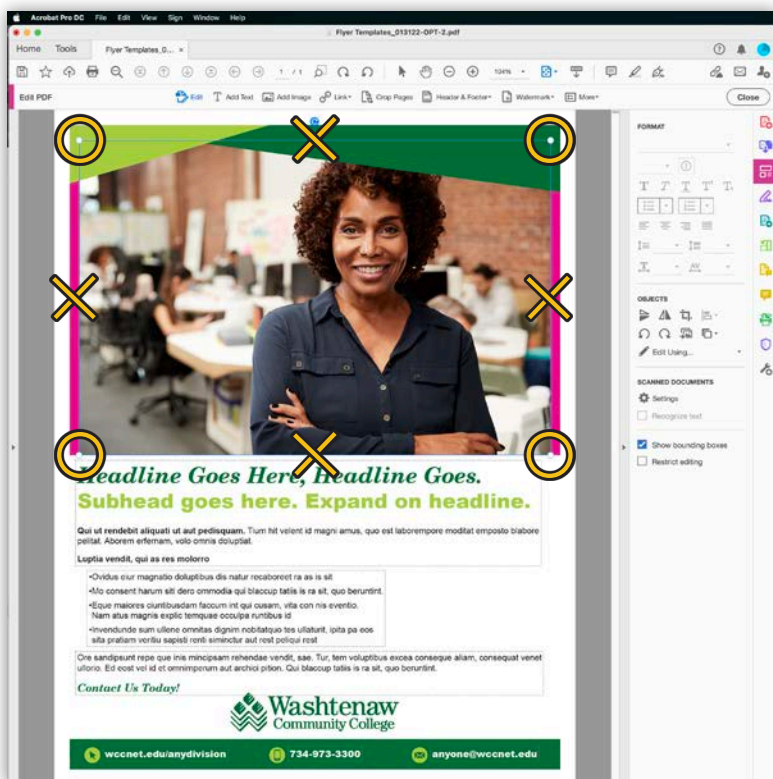
Fig. 1

6. Once your photo has been stretched to fit the space (Fig. 1), you may want to additionally adjust the positioning within the space to get a pleasing result. To do so, click and hold down your mouse button anywhere on the photo and move the photo in the desired direction. A blue box overlay will appear that indicates the edges of your photo (Fig. 2). This allows you to see how much space you have in either direction, before you 'run out of photo'.

You may alternate between positioning and sizing (up or down), as often as needed to get the right placement.
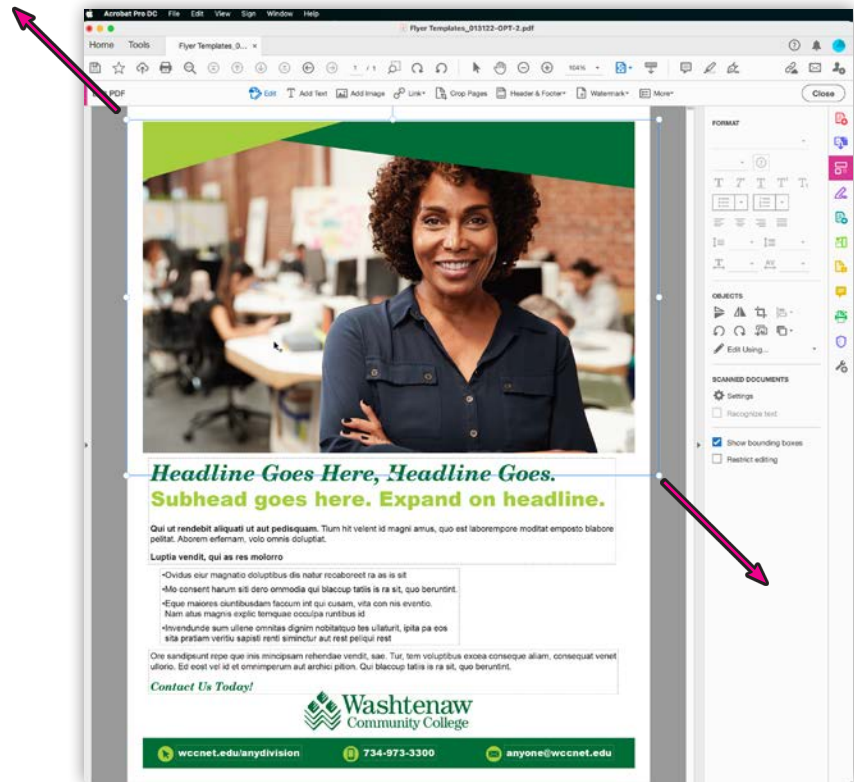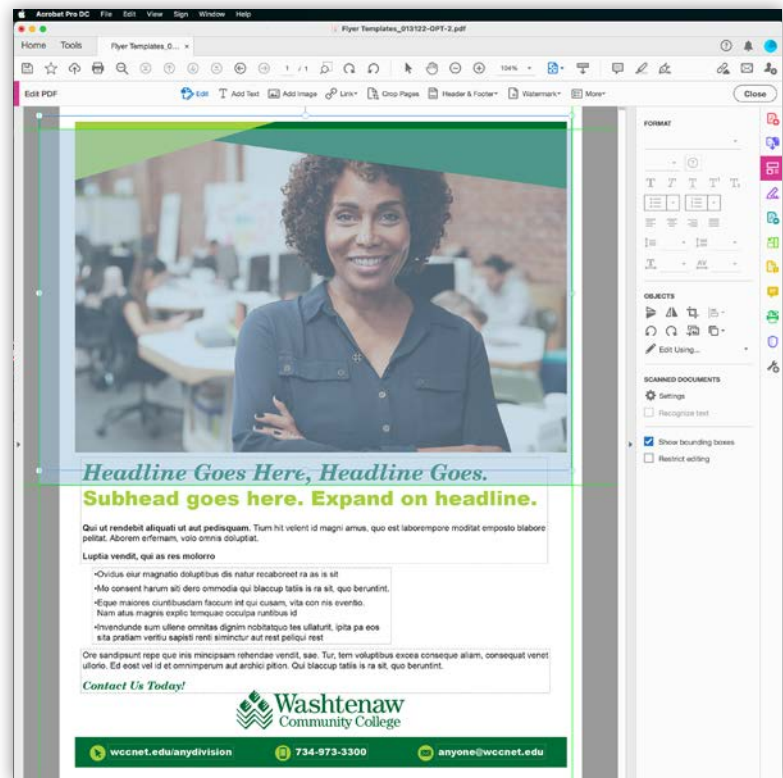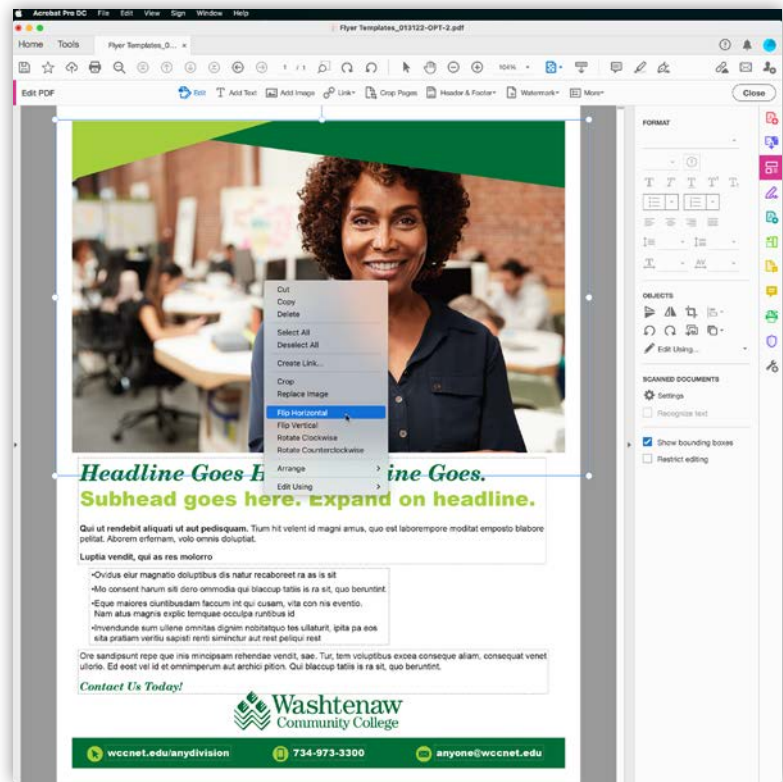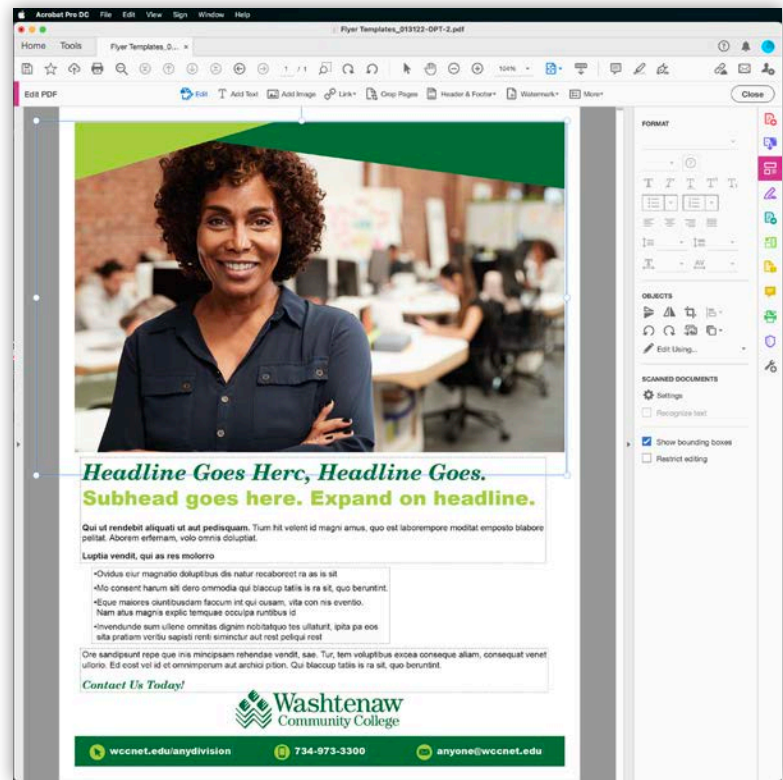

Fig. 2

7. If you decide your photo might look better flipped, you can easily do so by right-clicking (or Ctrl + click) and selecting "Flip Horizontal" from the pop-up menu.

Once flipped, you may again adjust the positioning/size in the same manner as before.

Once you have your image as you want it, click anywhere outside of the photo to set it. You are now ready to move on!

8. To change/add your own copy, click in any of the outlined text boxes, select each style of copy as shown (Fig. 3), then type your own to replace it (Fig. 4). The type will retain it's formatting, color, size, etc., when done this way.
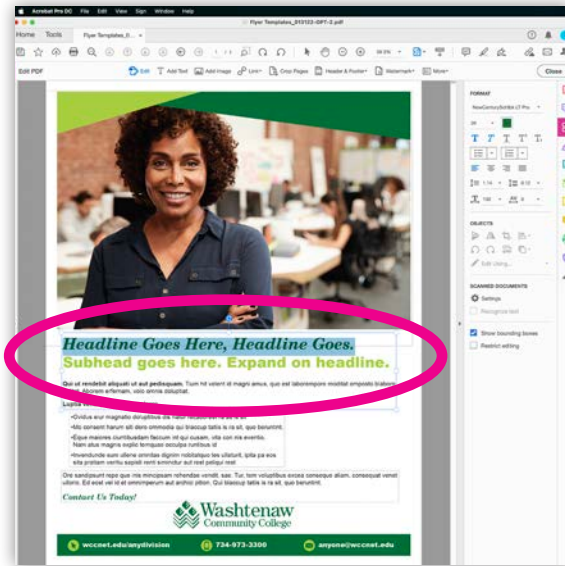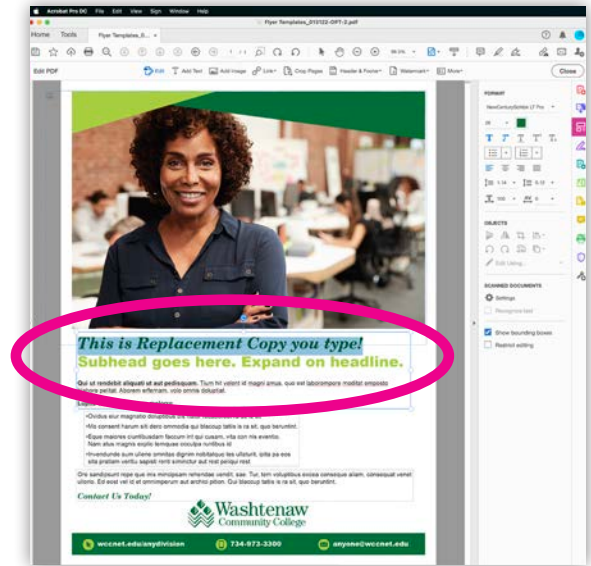
Fig. 3

Fig. 4

NOTE: Do **not** select the entire text box at once (Fig. 5) if there is more than one style of text inside it. Doing so will strip the formatting altogether (Fig. 6). If this happens, just undo and start back at the beginning of Step 8.
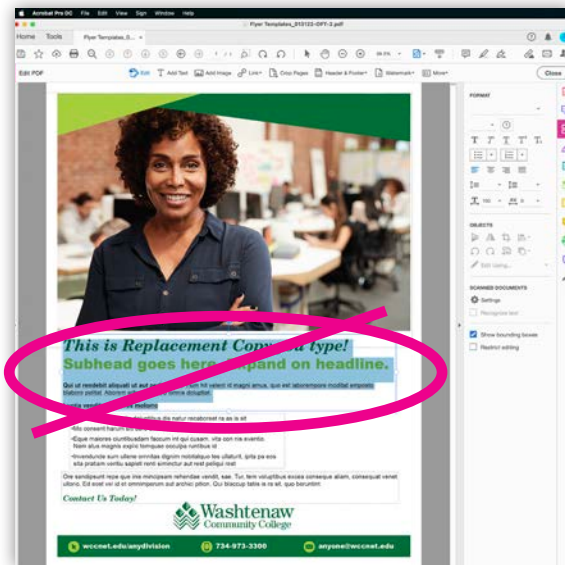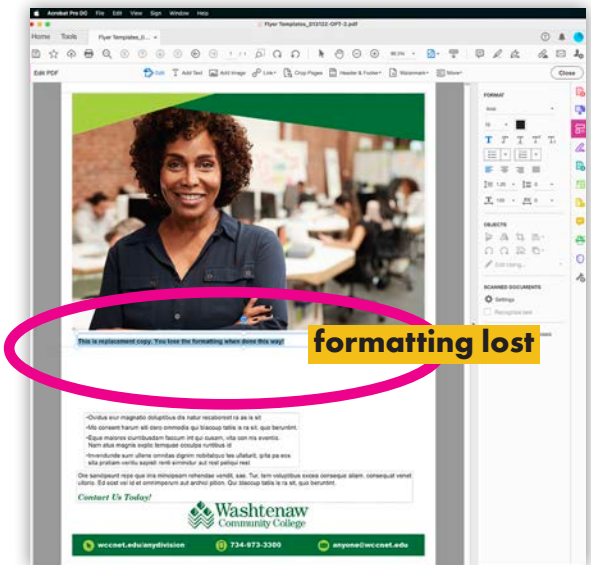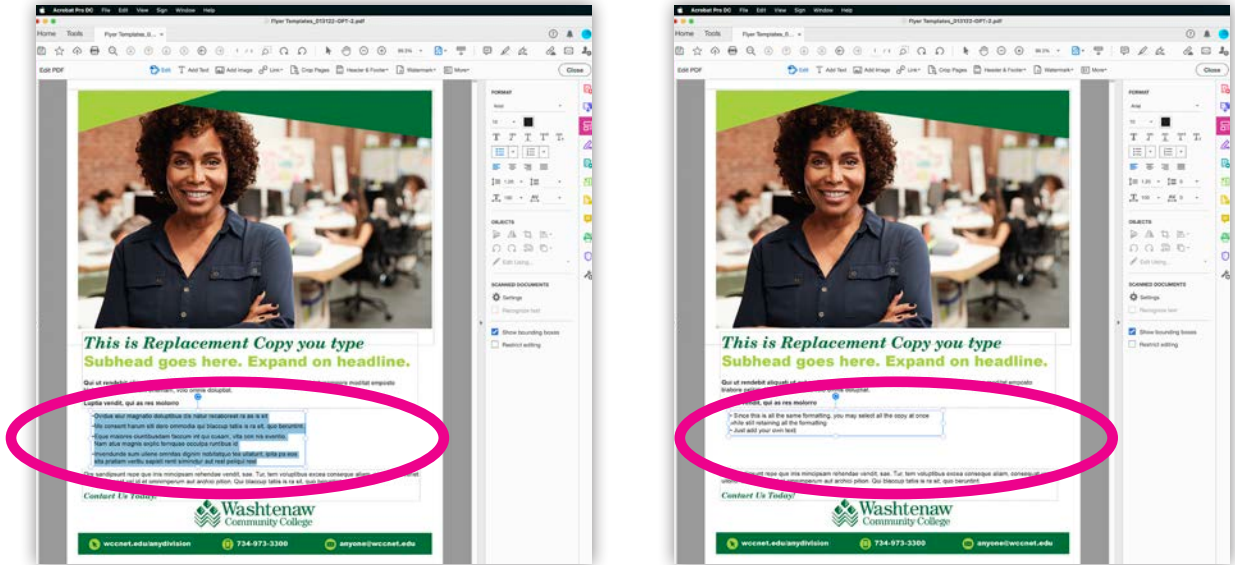
Fig. 5

Fig. 6

NOTE: It **is** ok to select the entire box of text if, and only if, all of the formatting within the box is the same, such as with the bullets box in the example (left below). This will still retain formatting even with next text you add (right below).

9. Notice in the example above, the newly entered text is not as long as the previously set text in the template. If this happens, you'll want fill the newly created empty space by moving all the other elements below it, up. To do so, you'll want to select the box below it, then position your cursor over one of the bondaries of that box until your cursor displays the Move Pointer (the move pointer looks like a cross with four arrows around it) Fig. 7 below.

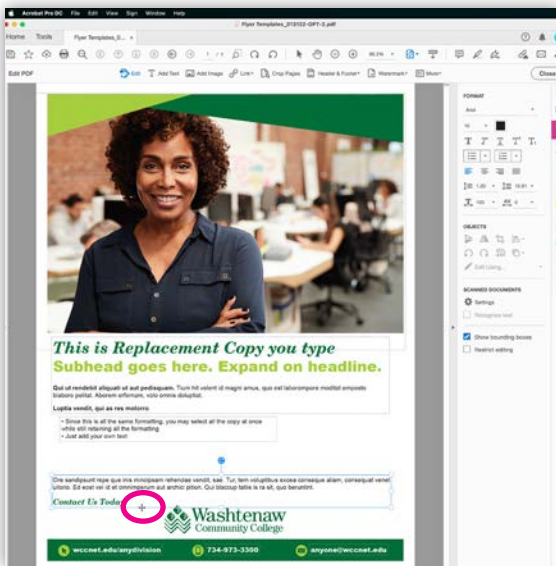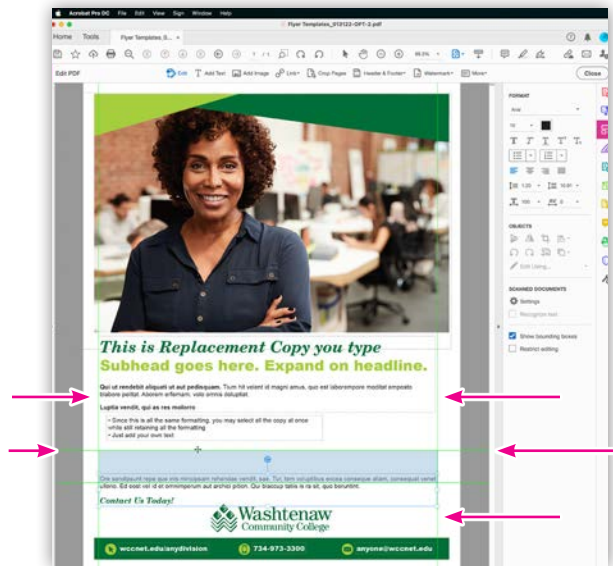Fig. 7   Fig. 8

Once you have the move pointer, simply hold down your mouse button and move your box up. You'll notice as soon as you start to move the box, green cross-hair lines will appear on screen (Fig. 8). These are helpful in making sure you keep the box you're moving, aligned with the other elements on the page. When you get your box to the position you want, just let go of the mouse button. You can reposition as many times as needed.

10. Once you have all your copy in, and elements where you need them, you are ready to save your design. Save as you would any other file.
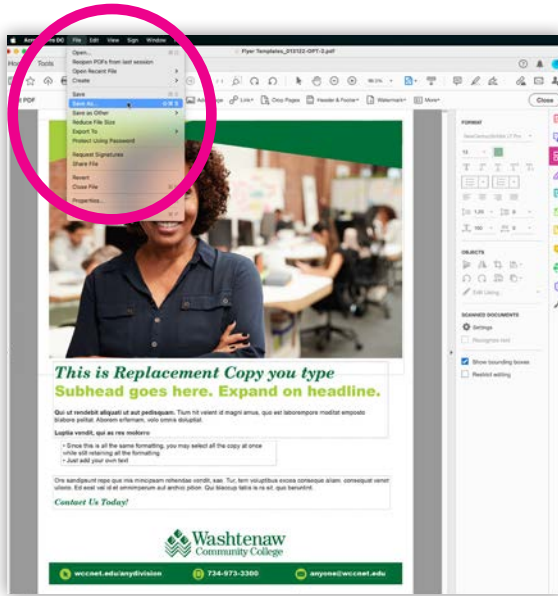
11. Send your final file to marketingxxxxx@wccnet.edu for review and final proof by the Marketing team. Once approved, you are free to reproduce as you wish.

A NOTE ABOUT POSTCARDS

Postcard templates have two options for the back of the postcard. Because of this, the postcard templates contain three pages. The front, and two back options. Choose the back option that suits the message you need to communicate. You'll of course need to delete the extra option you choose not to use. This can be done by following the simple directions below.
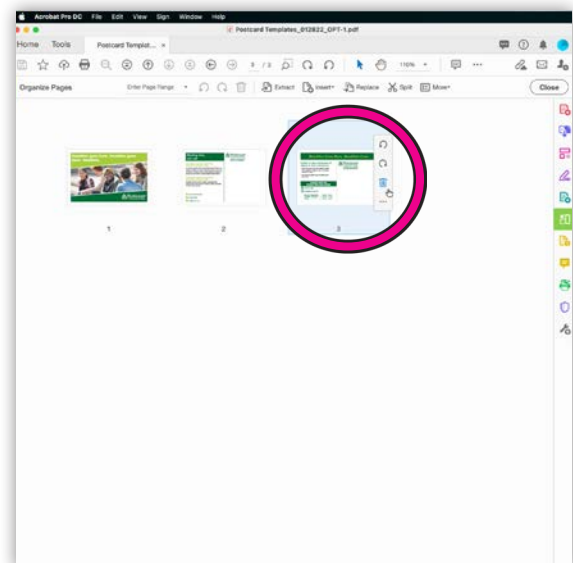
1

Open your template and choose the "Tools" tab at the top of the screen

2
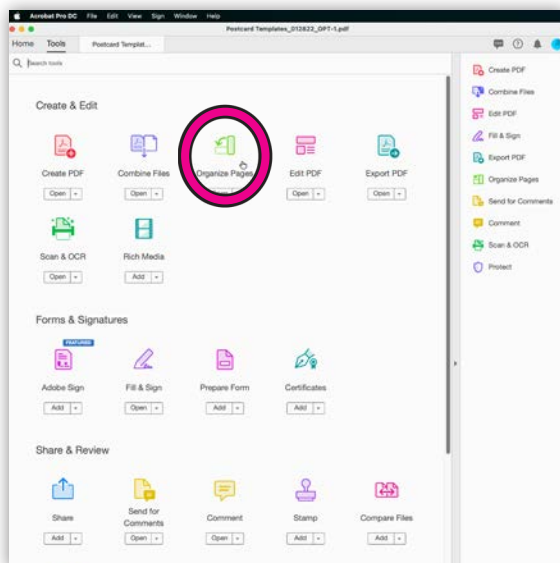
From the "Tools" tab, select Organize Pages.

3

On this screen, select the page you DO NOT want and click the trash can icon that appears above it when you click on it.

That's it! You can now edit your template as normal.

A NOTE ABOUT EMAIL HEADERS

Edit your email header as you would any other template. Save your final pdf and keep of copy of this for future editing, should you need it. Now you will need to convert your final pdf to a jpg for email use. To do so, follow the instructions below.
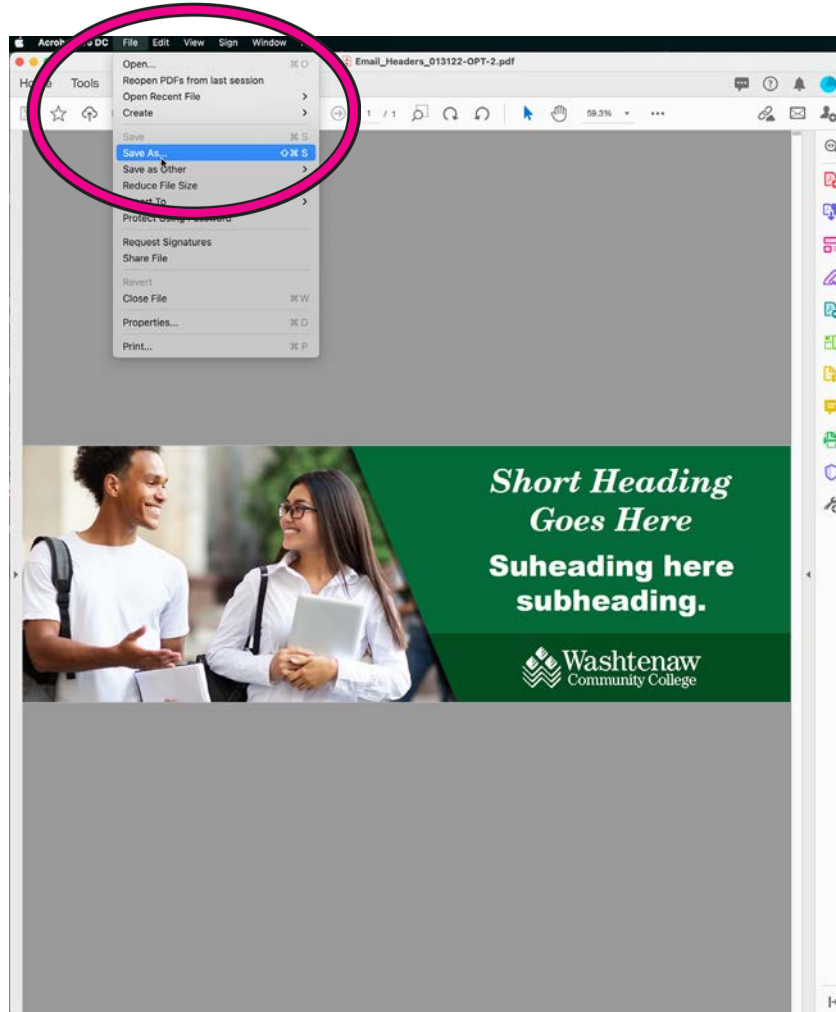
From the File menu at the top of the screen, choose "Save As". Follow standard procedure for saving files except be sure to select "jpeg" from the drop down menu that will appear, as the file format you wish to save to. You may now use your jpg for email purposes.