



**DOG DOCTORS
OUTREACH**

HANDOFF

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About

We at the **New Media Institute** have enjoyed working on the Dog Doctors program this semester! We've learned so much about how to translate in-person experiences into a virtual format that retains its integrity.. and a lot about dogs, too!

To ensure that the next wave of Dog Doctors will be able to keep the program up and running, we've compiled a list of everything that you may need. We hope that these materials will allow your team to maintain and run the site and utilize brand assets!

WordPress Website

Utilizing WordPress, we built a website to act as a hub for all things Dog Doctors. Our goal of the website was to allow easy access and navigation for Dr. Carmichael and her graduate assistants participating in the program. With a booking form feature on the Dog Doctors website to enable prospective teachers to have more control in scheduling a Dog Doctors outreach event with the team.



Login Information

WordPress site log-in link:

<http://dogdoctorsoutreach.com/wp-admin>



Renewing Your Subscription

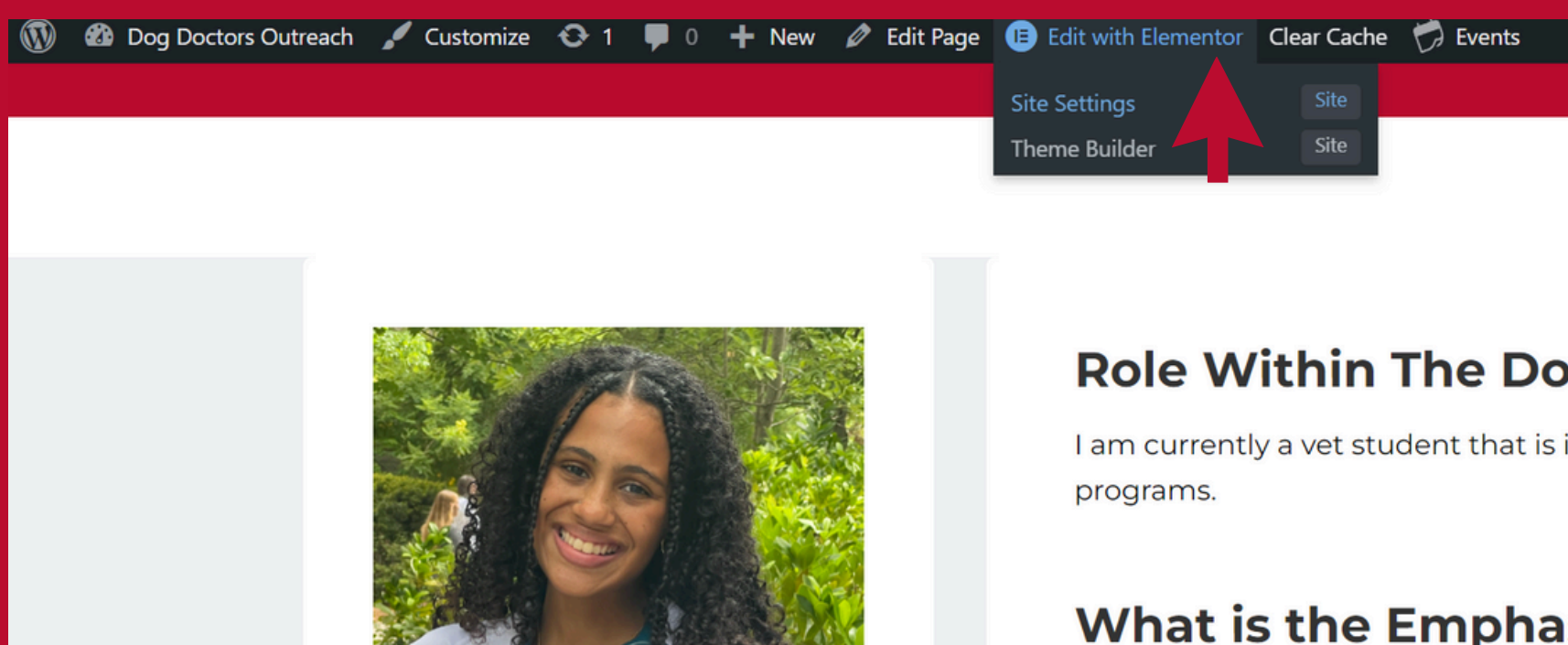
Mark **April 9th** on your calendar every year and keep an eye out for an email from **easywp.com**. This email will contain step-by-step instructions for renewing your subscription. Missing this deadline means restarting the entire process, so it's crucial to stay vigilant and ensure timely renewal to avoid any interruptions in your subscription.

WordPress Website

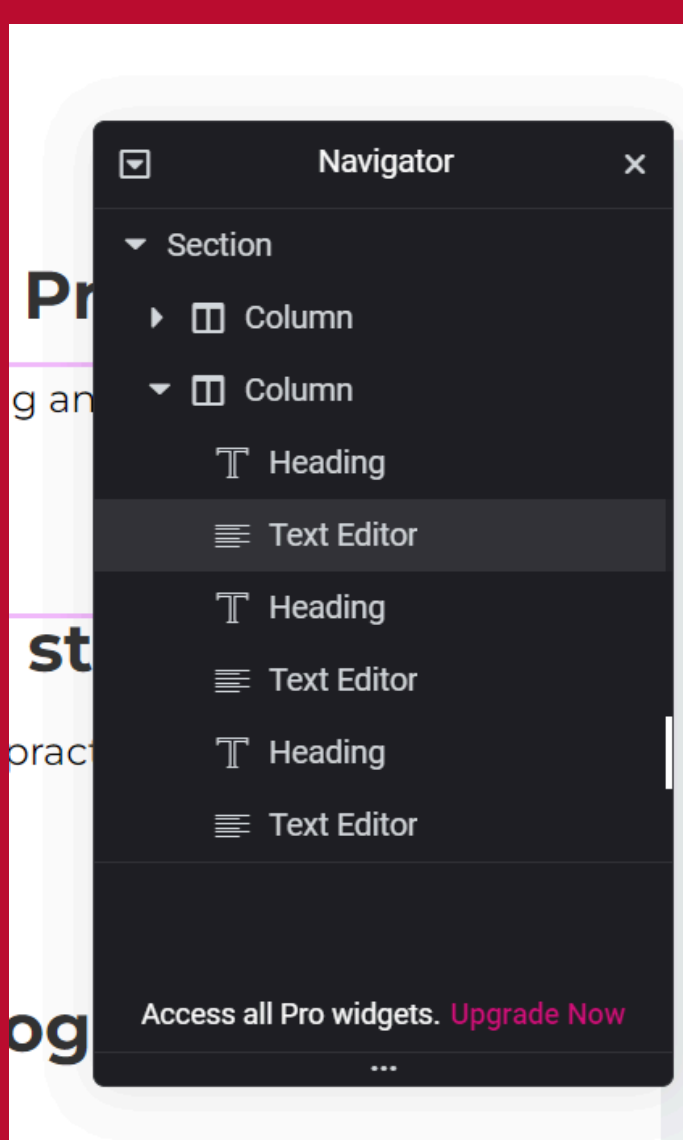
Updating Team Members

When new Dog Doctors members are added to the team, here is how you can replace the outdated team content:

1. Select the page of the team member you'd like to update and go to **“Edit Elementor”**.



2. Select the **“Navigation”** feature through the bottom-left edit bar, or by clicking on any section of the page.



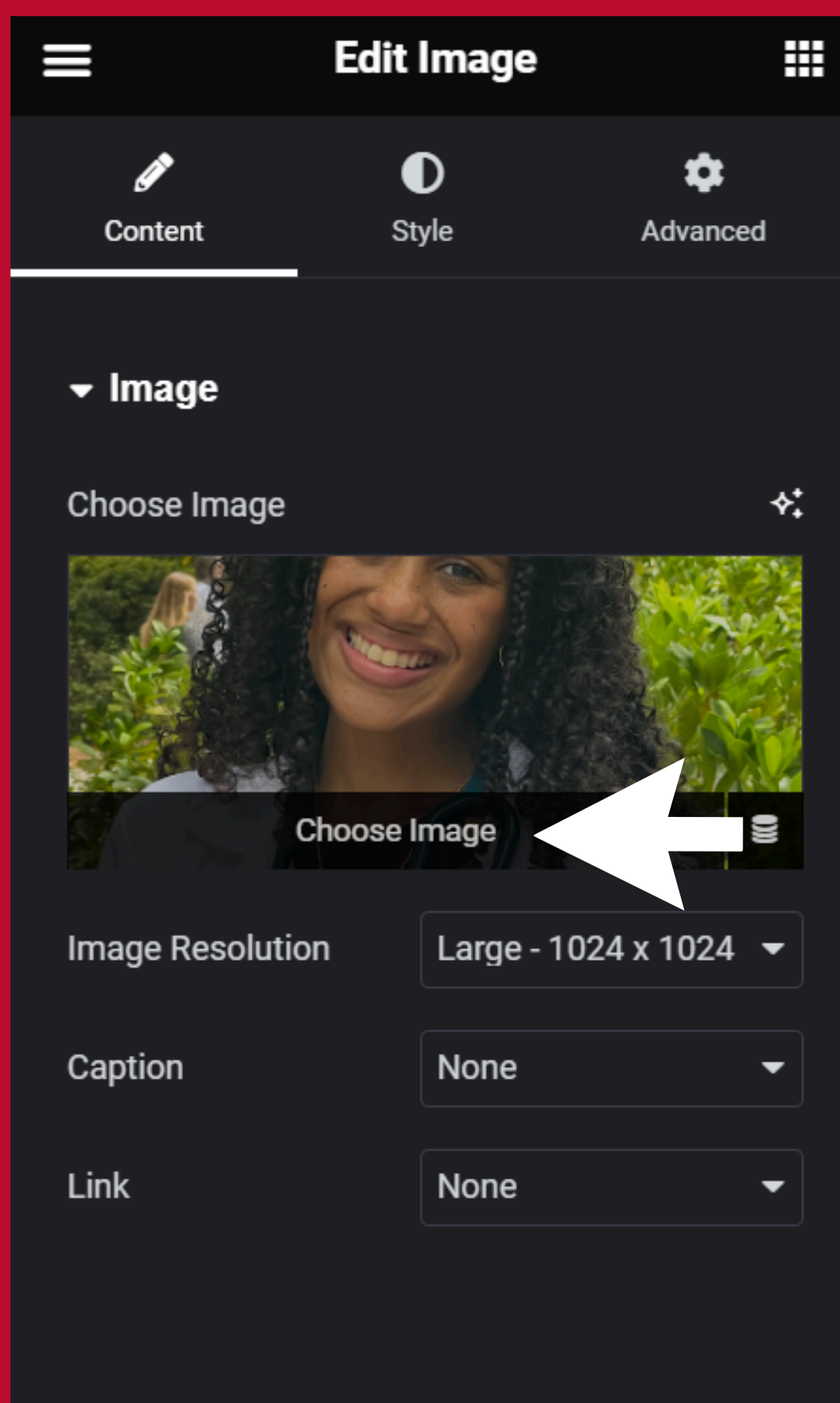
Once these features are selected, the heading and paragraph boxes will be highlighted to allow you to replace the content.

WordPress Website

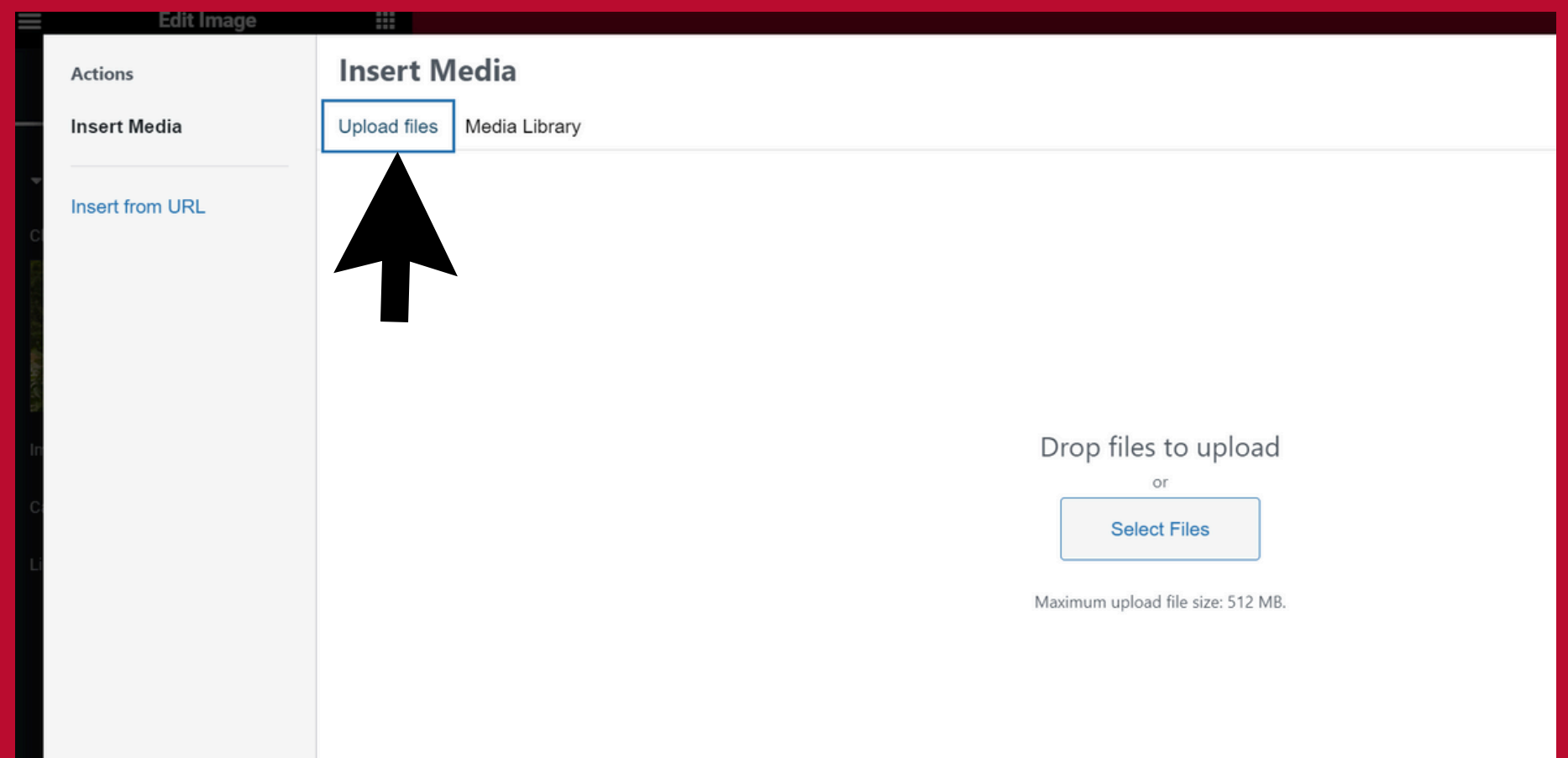
Updating Team Members (cont.)

3. To change the team member picture, select the image on the page. The editor bar on the left should now update to show **“Edit Image”**.

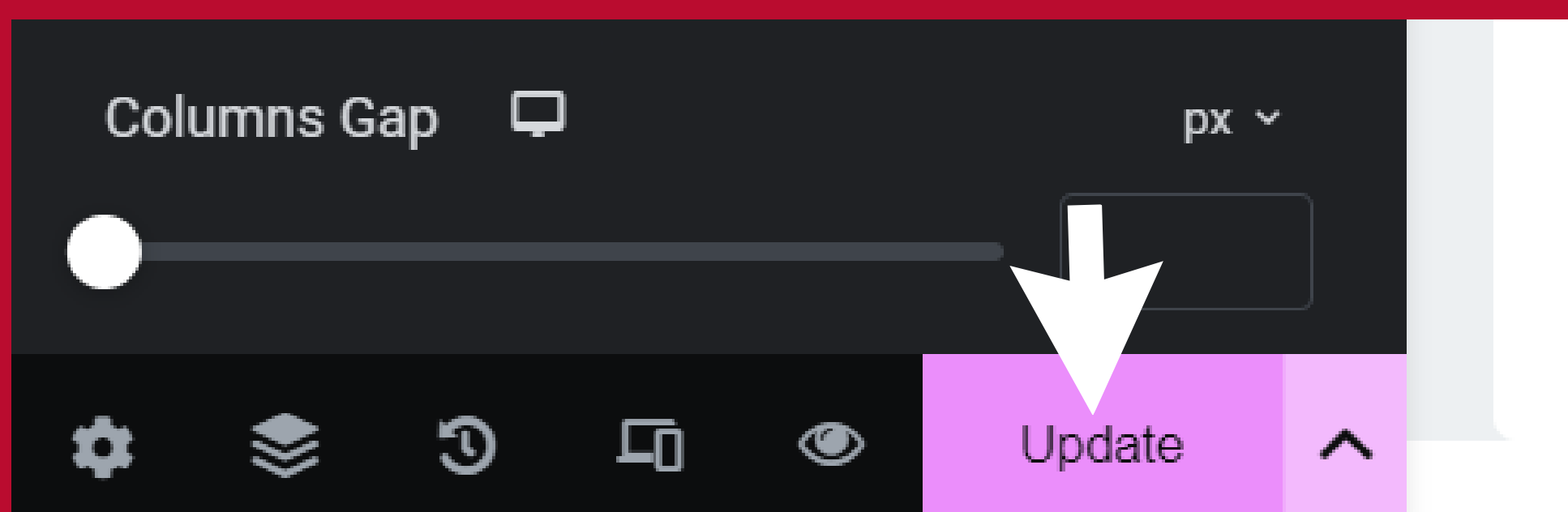
4. Click on **“Choose Image”**.



5. Once it redirects you to the **“Media Library”** screen, select the **“Upload Files”** tab to the left. Here, you can add the images to the media library, and when selected, it will replace the old image with the new file.



6. Once you make all of your changes, press the purple **“Update”** button! Otherwise, your progress will not be saved.

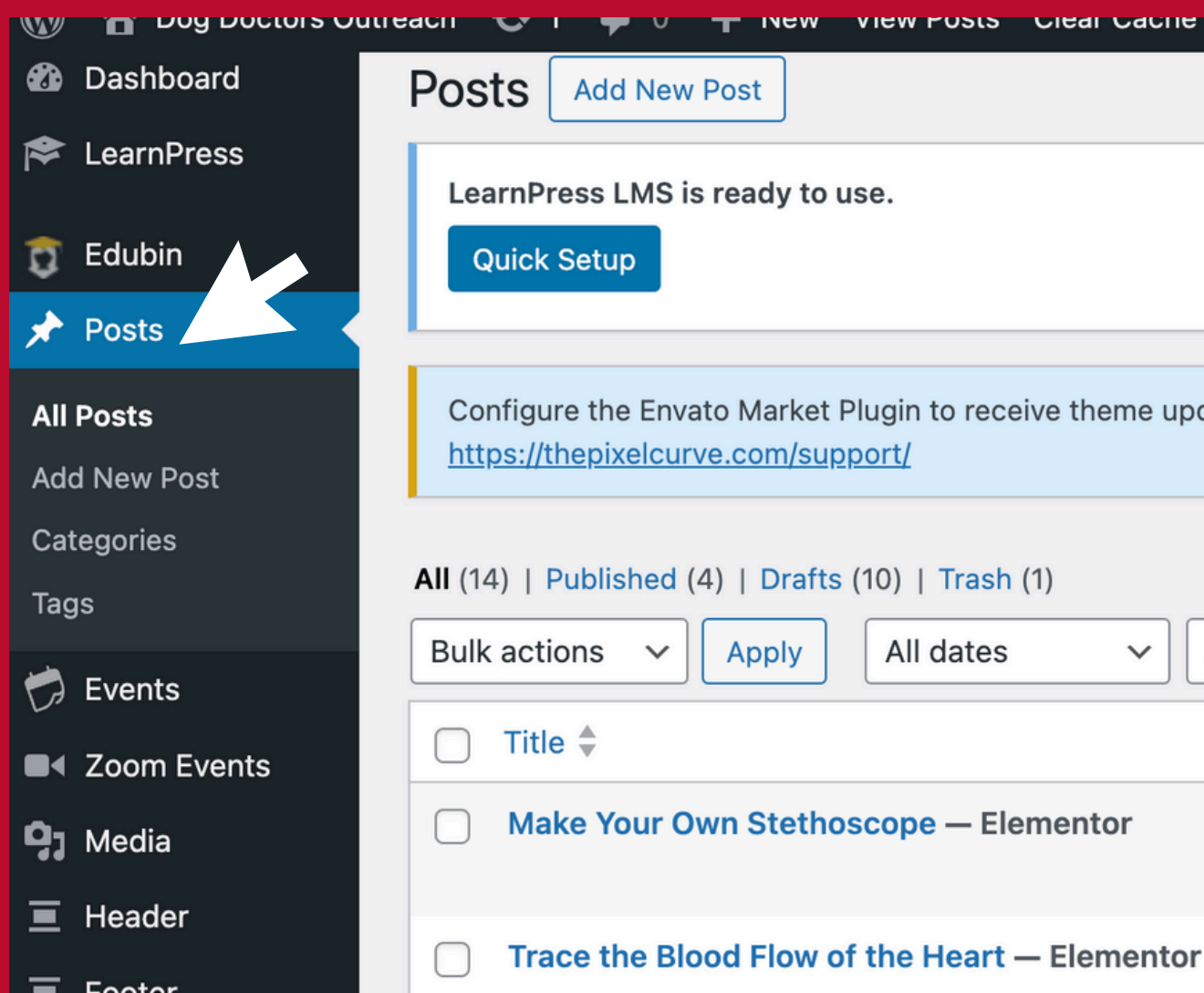


WordPress Website

Adding “Learn” Posts

If you’d like to add more additional activities or tutorials to the “Learn” page, you can create a new post utilizing WordPress’s **Blog** features!

1. Using the **WordPress Dashboard**, click on “**Posts**”.



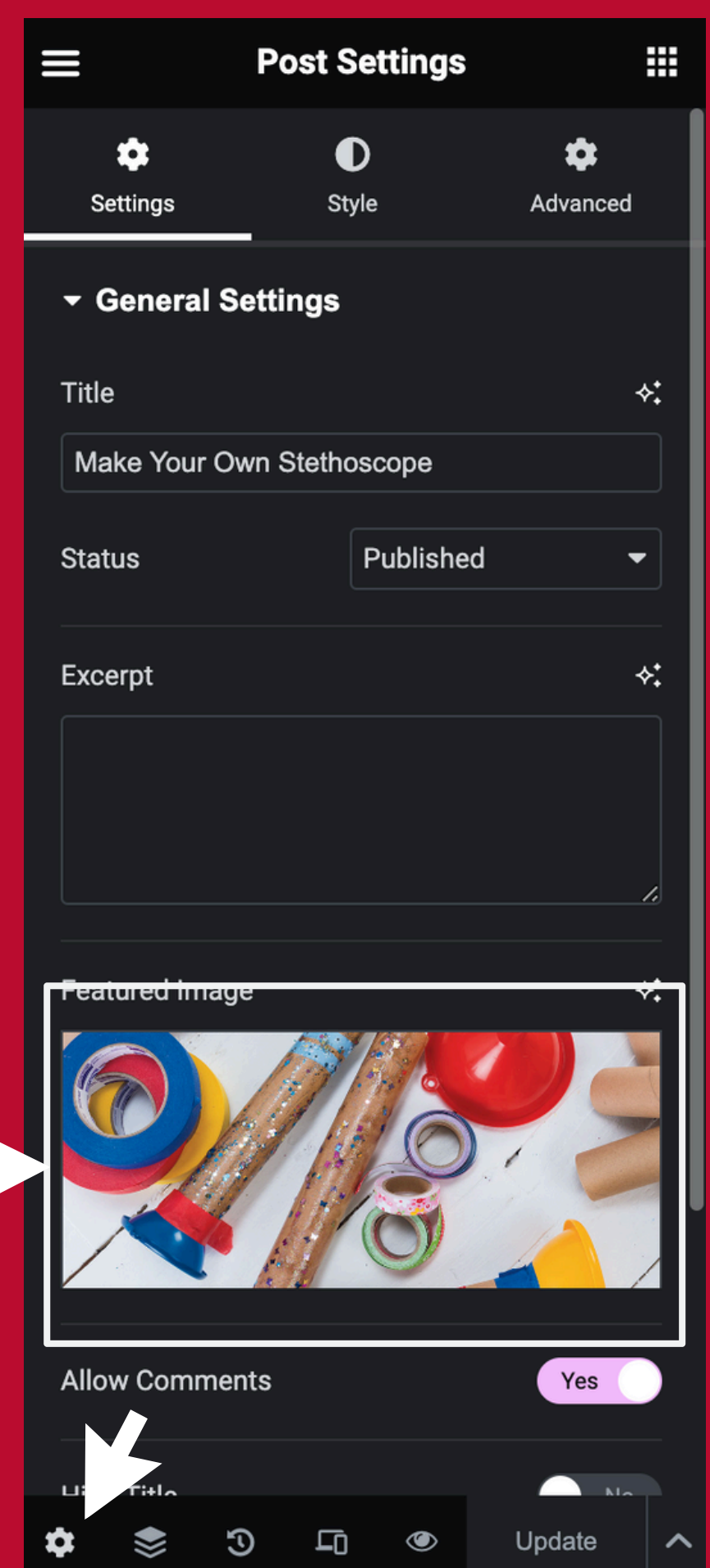
3. Go to the **settings** icon at the bottom of the editor bar. Select the **featured image**. You can choose an image from the **media library** or add a new one to customize your post.

2. Enter the **Elementor edit mode**.



Make Your Own Stethos

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Adobe Character Animator

Our team created the animated videos used for this program using Adobe Character Animator.

Using this software, we have the ability to create characters through real-time motion-tracking of facial expressions and gestures. The ability to iterate between character mock-ups and implement dynamic flow has allowed for a streamline video production process that is feasible for the scope of this project

If you wish to replicate these videos and develop more content, you can follow the link provided (click the video icon below). You will be directed to a YouTube playlist with step by step tutorials on how to use Adobe Character Animator.



Logos



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Files Here



Vertical Outreach Logo with White Text

This variation is good to use as iconography for graphics, stickers, shirts, and other materials. The white text allows for it to be visible on darker backgrounds.



Paw Print Logo

If you'd ever like to use the paw print without text, you can utilize this version! We set up the Dog Doctors website to have this as the favicon, which shows up on the site tab.



Horizontal Outreach Logo with Black Text

This variation is good to use for text media, such as documents and pages with headings. Since text media often uses white backgrounds, we opted for black text.

Colors



#BA0C2F



#000000



#F4F2F0



#FFFFFF

Use the HEX codes to get the exact colors, which we borrowed from the UGA color palette.

Fonts

Montserrat, Bold weight

- for main headings

Lora, Bold weight

- for headlines. A nice accent font to add visual contrast to the text

Lora Italicized, Regular weight

- for any additional sub-headings.

Montserrat, Light weight

- for main body text