

Quick overview of proposed elements:

- Modular approach to content blocks in Salesforce Marketing Cloud (SFMC). Drag and drop content blocks we need for that issue, delete those that we don't.
- Drawing from visual elements from the website redesign as a starting point, we can gradually work on individual design elements to build up the *EdLines* brand.
- Mobile stacking—content blocks with more than 1 column will stack on mobile from left to right, with images and text scaling down to fit window (stacking can also be individually tweaked to go from right to left to help with content flow)
- **Elements:**
 - *EdLines* masthead/logo - variety across issues, but drawing from basic styles that can be set up ahead of time.
 - Fonts, headlines sizes, link strategy
 - Photo treatments/illustrations to elevate accompanying articles.
- **To build out in the future:**
 - Personalization (where/when to employ)
 - Dynamic content based on audiences (to come)
 - Audience segmentation. Call to “update” so we better track/ provide relevant content for our subscribers.

EdLines Newsletter Redesign Drafts

Wireframes

***EdLines* Newsletter
Redesign Drafts**

EdLines Logo

A mote of dust suspended in a sunbeam

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The aggregate of our joy and suffering, thousands of confident religions, ideologies, and economic doctrines, every hunter and forager, every hero and coward, every creator and destroyer of civilization, every king and peasant, every young couple in love, every mother and father, hopeful child, [inventor and explorer](#), every teacher of morals, every corrupt politician, every "superstar," every "supreme leader," every saint and sinner in the history of our species lived there--on a mote of dust suspended in a sunbeam.

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Nyota Uhura

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Neil Armstrong

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We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

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James T. Kirk

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June 25th, 2022; 2:30-3:30 PM

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Brief event description.

[Register to attend](#)

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A mote of dust suspended in a sunbeam

S'Chn T'Gai Spock, June 23, 2022

The most significant things we can think about, when we think about Apollo, is that it has opened for us, for us being the World, a challenge of the future. The door is now cracked, but the promise of that future lies in the young people, not just in America, but the young people all over the world.

Learning to live and learning to work together. In order to remind all the peoples of the World, in so many countries throughout the world, that this is what we all are striving for in the future, Jack has picked up a very significant rock, typical of what we have here in the valley of Taurus Littrow. It's a rock composed of many fragments, of many sizes, and many shapes, probably from all parts of the Moon, perhaps billions of years old.

[Read more](#)

"Space—the final frontier..to boldly go where no man has gone before."

PROFILE: Space, the final frontier. Explore strange new worlds, seek out new life and new civilizations, to boldly go where no man has gone before. [MORE>](#)

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Lesser Feature

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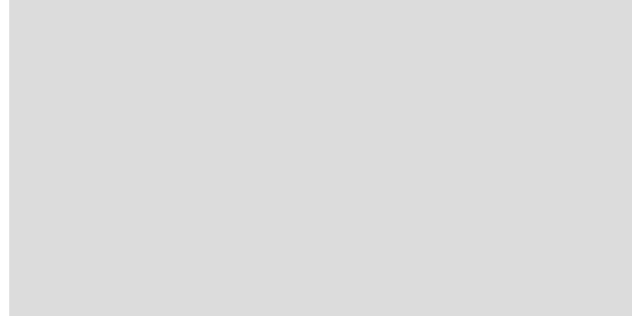
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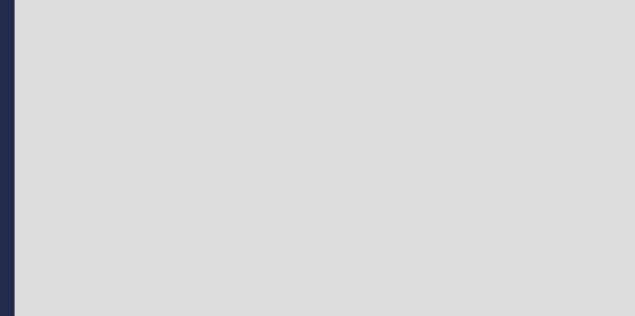
Short blurb describing super-cool thing.



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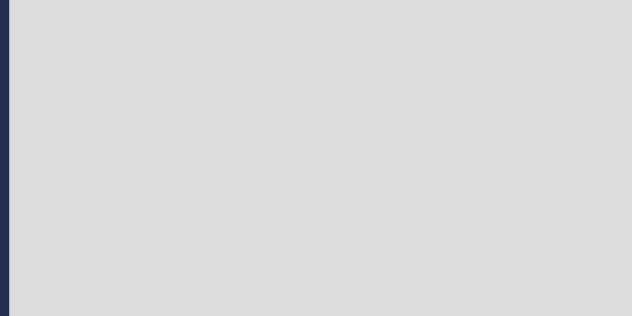
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- Current Student
- Alumni
- Faculty/Staff
- Friend
- Parent
- Other

***EdLines* Logo**

***EdLines* Newsletter
Redesign Drafts**

STRATEGY: For all masthead options, create variations that we can swap in and out to create visually varied presentations of our brand as a dynamic thought leader in Education and Human Development.

Options:

1. Stick close to current EdLines visual brand for continuity, but employ different logo treatments for a varied look;
2. Do away with Bodoni entirely in favor of Franklin, with the same usage of varied logo treatments for a varied look;
3. Use secondary UVA Brand font Caslon to break away somewhat from primary fonts;
4. Go rogue and create for ourselves a distinct EdLines logo that departs from traditional UVA fonts in order to set ourselves apart. Other fonts within the body of the email will still retain UVA Brand font guidelines;
5. Another sample font for variety.

BODONI

FRANKLIN 2 versions
Caps, italicized

CASLON 2 versions
Caps, italicized

MASQUALERO

Playfair

BROADWAY

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Design Application

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To:

- Parlette-Carino, Julia Katrina A (jac5db) <jac5db@virginia.edu>

June 24, 2022, Issue XOX



EdLines



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Audrey Breen

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[Full Story](#)

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EDLINES

Highlights

- Explore how the School employs [computer-based classroom simulations](#) (complete with child and adult avatars) to help student teachers grapple with real-life scenarios.
- The Class of 2022 is comprised of a remarkable group of students. We invite you to [get to know a few of them](#) as we celebrate their achievements. Congratulations, Class of 2022!
- Whether mentoring students or helping participants in an exercise trial get healthier, [Kinesiology professor Damon Swift's work](#) is driven by a desire to improve people's lives.



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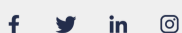
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UVA SCHOOL OF EDUCATION
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EDLINES



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Lorem Ipsum

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Lorem ipsum dolor sit amet. Praesent quis nisl in turpis sodales luctus aliquet at quam. Quisque vel mattis eros.



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TEST: EdLines: Classroom simulations, graduate profiles, a Q&A with Professor Damon Swift
UVA School of Education and Human Development <noreply@mc.virginia.edu>
Tue 7/5/2022 3:06 PM
To:

- Parlette-Carino, Julia Katrina A (jac5db) <jac5db@virginia.edu>



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Whether you are a World Cup loyalist or merely a fan of the hit show “Ted Lasso,” it is easy to imagine soccer players repeatedly practicing the same kick from the same place over and over, while a coach offers thoughts on how to improve. That kind of practice, paired with immediate feedback, is a powerful formula.

For students of the University of Virginia’s School of Education and Human Development, who will spend their careers mentoring youth, engaging with students and families as a teacher, or engaging with caregivers and teachers as a principal, repeatedly practicing a lesson or a conversation with people in a real-life setting isn’t realistic.

But it is possible to practice those very things when using a computer-based simulator, complete with child and adult avatars brought to life by actors in real time.

[Full Story](#)



Q&A: Improving Health With The Right Dose Of Exercise

Kinesiology professor Damon Swift, who studies how exercise can improve health, is on a mission to help people lead healthier lives.

Button Text

Uva Early Childhood Curriculum Will Be Made Available Statewide

Early childhood providers in Virginia will now have access to a comprehensive birth-to-5-years-old educational curriculum developed at UVA. The option will be made available as a low- to no-cost option to publicly supported early childhood programs.



Read More



Look again at that dot. That's here. That's home. That's us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives. [Text links will look like this.](#) Linked button and image. Delete button if not needed.

UVA EHD In the News

Sibylle Kranz

UVA Diet and Nutrition Lab researching how meals impact children's focus

Dominga Murray, NBC29

The University of Virginia Diet and Nutrition Lab is researching the effects of certain meals on brain functions in young children. [MORE >](#)

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Stephanie J. Rowley

Columbia University dean picked to lead UVa education school

The Daily Progress

Stephanie J. Rowley, an alumna of the University of Virginia will be the next dean of the School of Education & Human Development. [MORE >](#)

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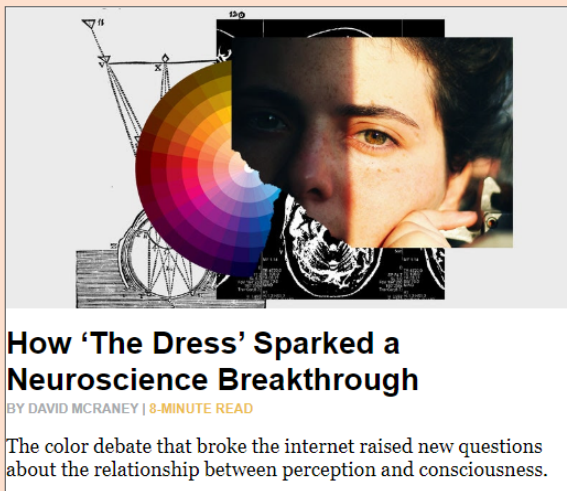
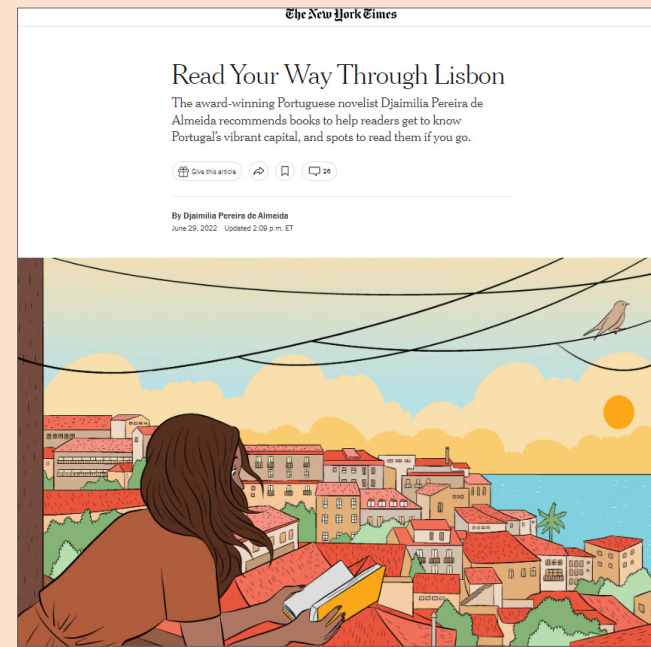
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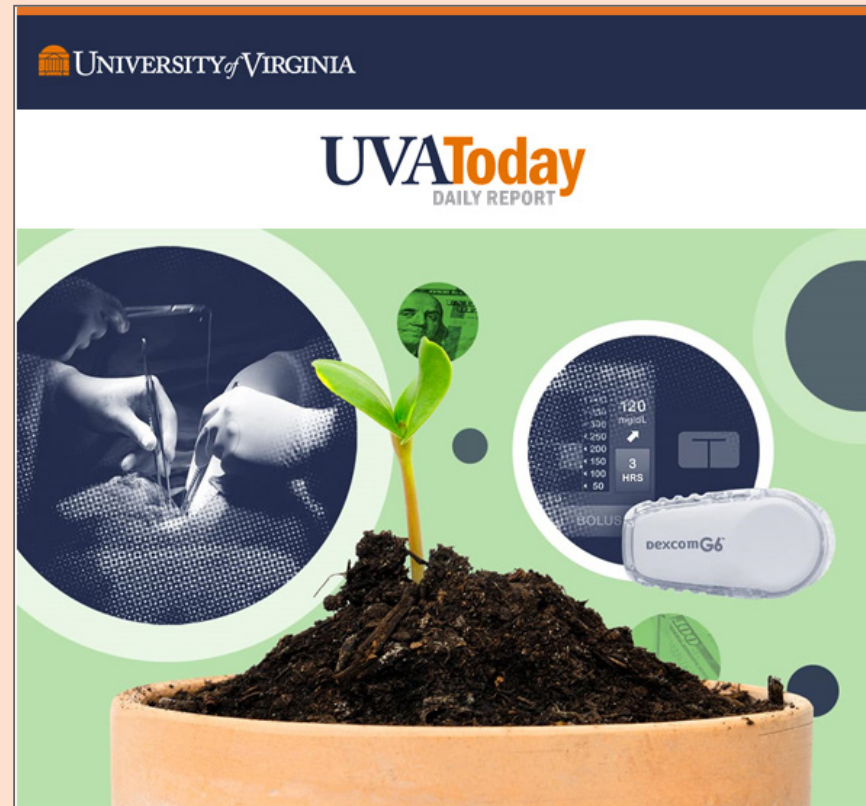
EdLines Newsletter
Redesign Drafts

SAMPLES

As we continue to explore new ways to showcase excellent written content from both within our team and across the School, thoughtfully employing photo treatments and illustrations in *EdLines* could help elevate our written content in those instances where traditional photography or portraits lack in conveying emphasis/emotion. This could also help in instances where stock image selections do not accurately capture the authenticity of our community and accolades.

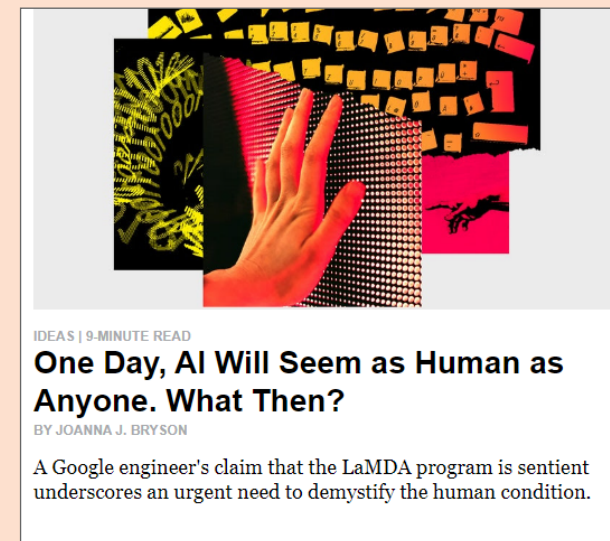


WIRED



Licensing & Ventures Group Managing New \$10 Million Seed Fund

The success of the first fund set the stage for a new effort to provide key early support for



WIRED

Technical Documentation

***EdLines Newsletter
Redesign Drafts***

Desktop

H1 Primary Headers 32 px Hex #232D4B

H2 Secondary Headers 24 px Hex #232D4B

H3 Tertiary Header 20px Hex #232D4B

Inline text will feature #666666 UVA Text Gray, 18px as default

Inline links will feature #EB5F0C (Secondary UVA Web Orange) and be underlined

H1 Primary Headers 32 px Hex #FFFFFF

H2 Secondary Headers 24 px Hex #FFFFFF

H3 Tertiary Header 20px Hex #FFFFFF

Inline text will feature #FFFFFF

Inline links will feature #009FDF (Secondary UVA Web Orange) and be underlined, though content blocks with dark blue #232D4B backgrounds should favor inclusion of an orange button over inline links

Button Text

Button text is 16 px, bold, white on #EB5F0C Web Orange. Title case to echo buttons across website redesign, 4px rounded corners

Button Text

Mobile

H1 Primary Headers 22 px Hex #232D4B

H2 Secondary Headers 20 px Hex #232D4B

H3 Tertiary Header 18 px Hex #232D4B

Inline text will feature #666666 UVA Text Gray 15 px as default

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