MULTIMEDIA DEEP DIVE

Why use Multimedia?
Using images and other media on your site can help engage visitors. Images attract visitors’ attention and highlight topics and events. Audio and video content can engage visitors and explain information in an easy to understand way.

Multimedia (audio and video) should be used as a content element, not as a design element. Examples of multimedia as content include sound files for instructional purposes, podcasts and interactive training and instructional videos.

All images and videos should portray a positive image of the UW System and its actions, programs, events, activities, and faculty, staff, and students.

Using Multimedia to improve your site

IMAGES
Using photography is encouraged by the Web Governance Committee. Using images creates a more interesting site that is pleasing to visit.

Images can be added using the rich text editor or using an image module in Zuse Create. To display a selection of images, use an Image Carousel module in Zuse Create.

Photography should be appropriate to the subject matter of your website. Include labels describing the people, places, objects, or events represented in the image.

Departments must have consent to use images and photographs not owned by UW System Administration.

AUDIO
Embed podcasts related to your content to engage site visitors. If your media is more than 32MB, you will need to work with the Web Team to figure out if it is appropriate to host on our site.

VIDEO
Instructional videos can be posted on your site to help explain concepts.

If your video is hosted on YouTube, or another external system (like TED Talks or Vimeo), you can embed the video by pasting the URL on a line by itself in the rich text editor.

Make sure you have permission from the videographer to use video on the website.

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