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Redindling Community Connections with Digital Holiday Cards

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Rekindling Community Connections with Digital Holiday Cards

Eric Kowalik and Elisa Coghlan
Raynor Memorial Libraries, Marquette University

Project Background »

The Raynor Memorial Libraries dean has a tradition of sending holiday greetings to the campus community and colleagues at other institutions to maintain strong personal connections and, in a small way, raise awareness of the library's expertise and collections. To that end, each year, the library's instructional designer and marketing coordinator have worked together to identify creative, standout designs for these greeting messages.

Project Process »

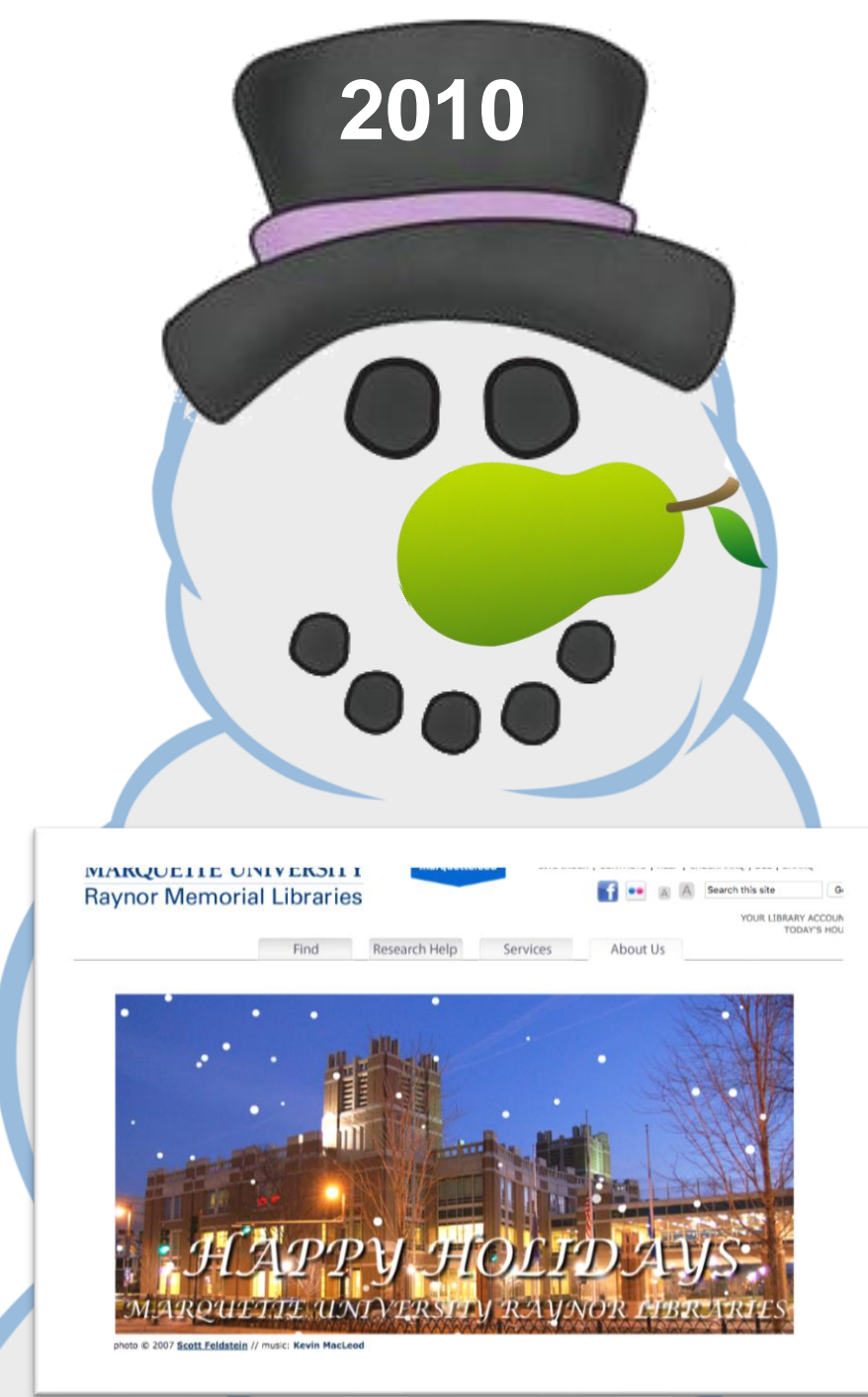
1. Summer: Development

- ❖ The dean consults with the marketing coordinator to discuss her general ideas for the coming holiday greeting.
- ❖ The instructional designer and marketing coordinator meet to brainstorm specific ideas, present top ideas to the dean, and move ahead with project planning for the dean's choice.

2. Summer/Fall: Production and Distribution

- ❖ The instructional designer takes the lead on development, with assistance as needed from the marketing coordinator.
- ❖ A draft of the card is presented to the dean and finalized for distribution.
- ❖ The dean sends the greeting via e-mail to around 100 colleagues.

Digital Holiday Cards »



- ❖ Photo from Marquette University staff member.
- ❖ Music from Soundzabound.
- ❖ Software - HTML; CSS; Adobe Flash (now Adobe Animate).



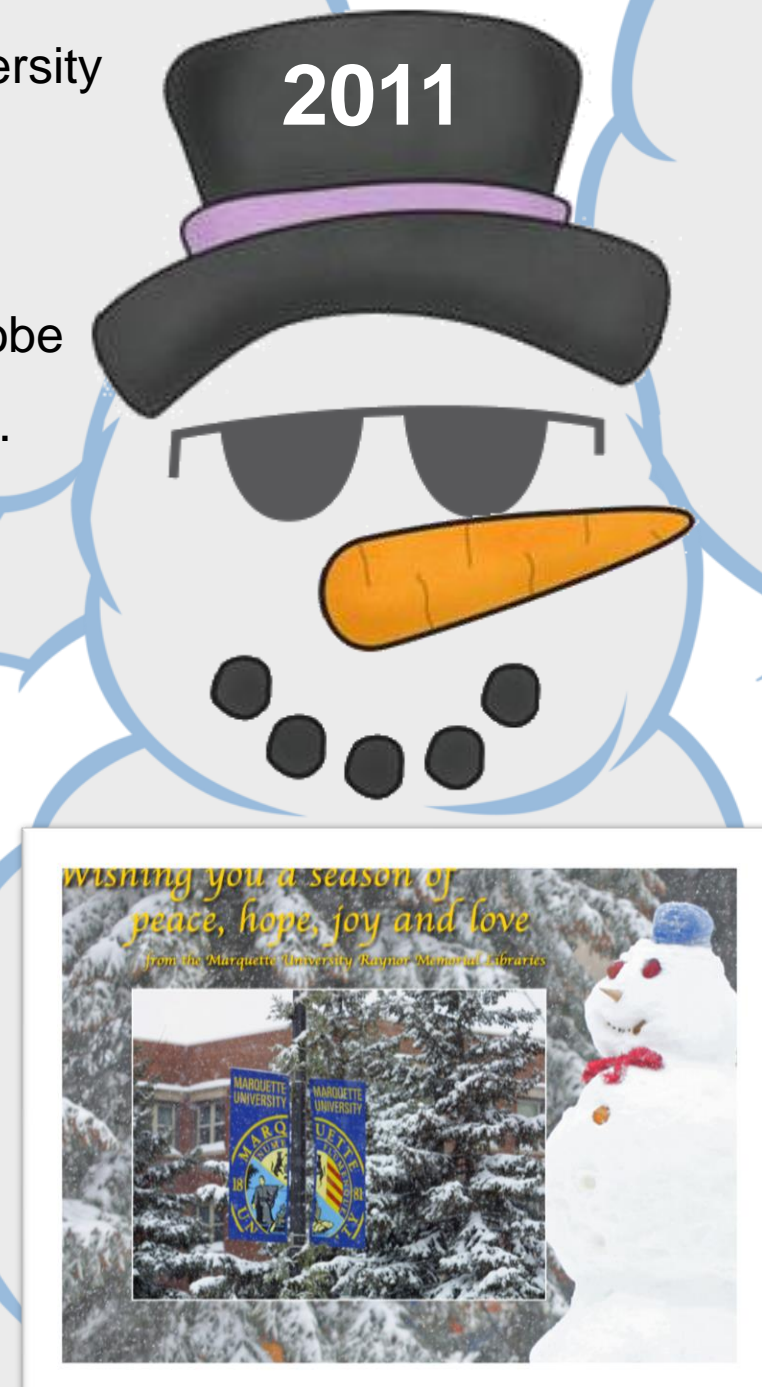
- ❖ Photo from Marquette University Office of Marketing and Communication.
- ❖ Music from Soundzabound.
- ❖ Software - HTML; CSS; jQuery.



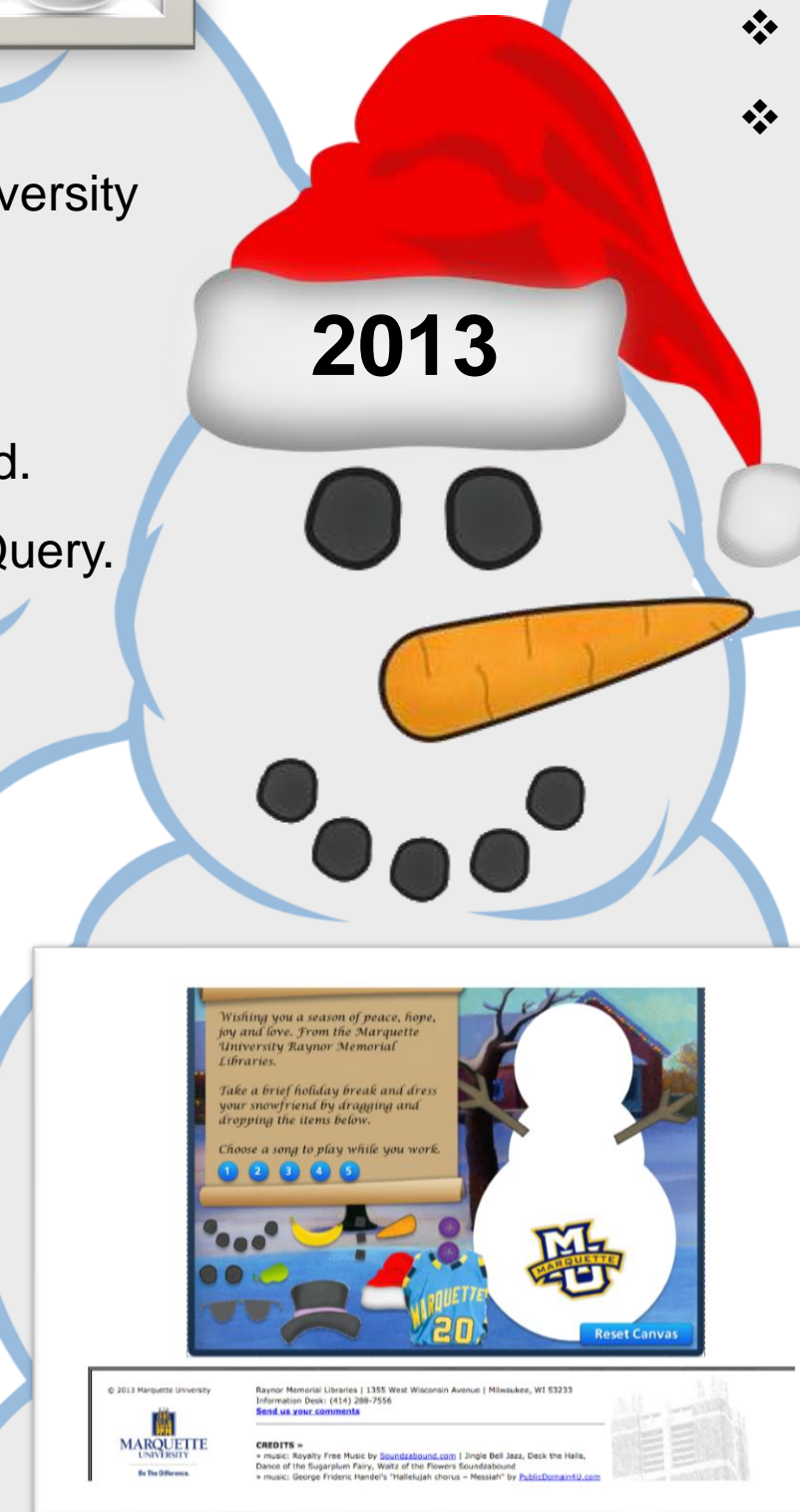
- ❖ Royalty free clip art.
- ❖ Software – Articulate Storyline.



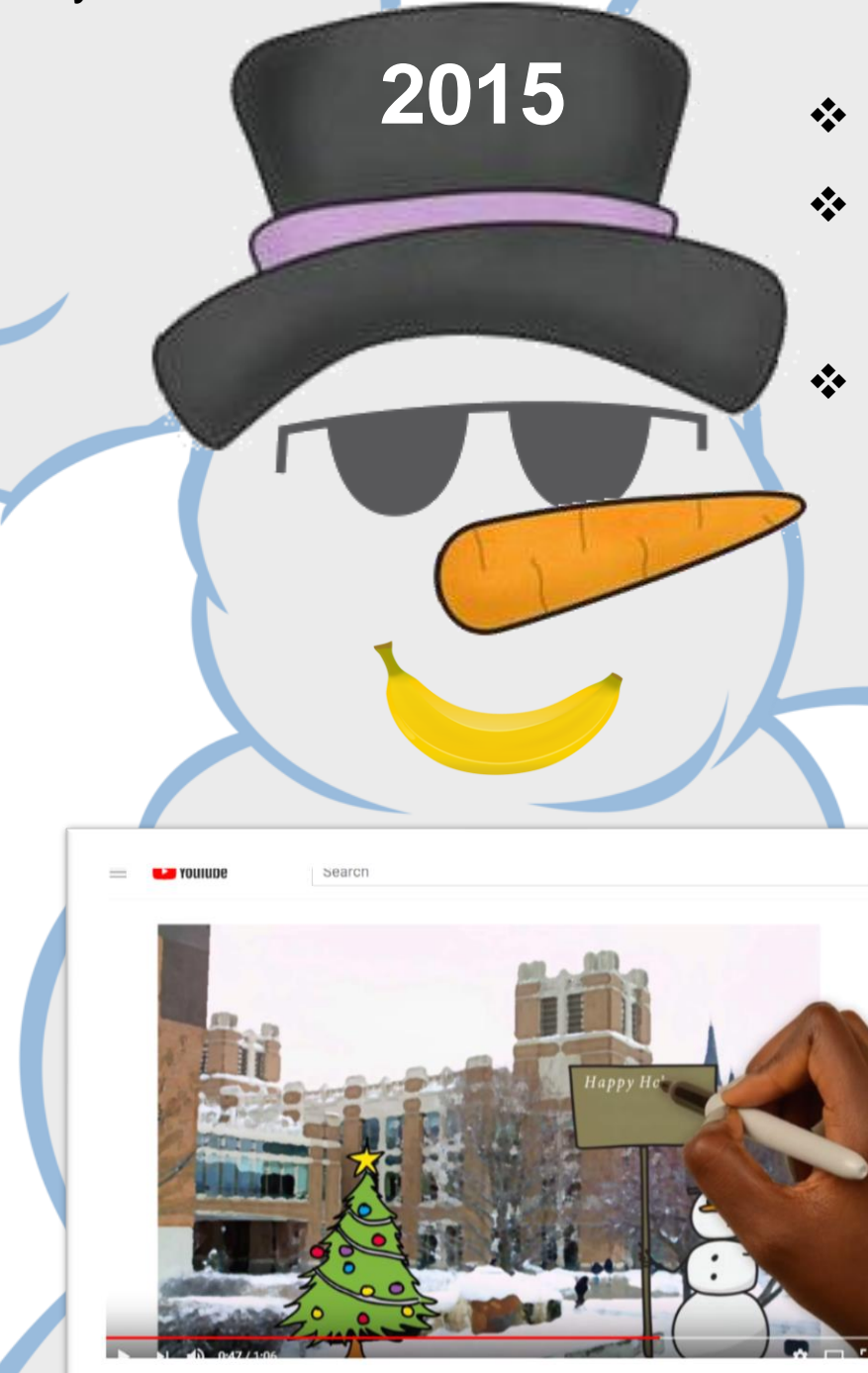
- ❖ Royalty free clip art.
- ❖ Music from Marquette's Jean Cujé Milwaukee Music Collection.
- ❖ Software – Articulate Storyline.



- ❖ Photo from Marquette University Office of Marketing and Communication.
- ❖ Music from Soundzabound.
- ❖ Software - HTML; CSS; jQuery.



- ❖ Royalty free clip art.
- ❖ Music from Soundzabound. & PublicDomain4U.com
- ❖ Software - HTML; CSS; jQuery.



- ❖ Photo from Marquette University Office of Marketing and Communication.
- ❖ Music from Soundzabound.
- ❖ Software – VideoScribe.