

20 Dec 2022

TED TALK 2

How to create your own
UMSU Album Covers
using Figma



Acknowledgement Of Country

UMSU acknowledges the **Traditional Owners** and Custodians of the lands on which we work – the **Wurundjeri** and **Boon Wurrung** people of the Kulin Nation – and pay our respects to Indigenous Elders past, present and emerging. Sovereignty has never been ceded. It always was and always will be, Aboriginal **land**.

What are we going to learn today?

- ✓ Why is the Album Cover important
- ✓ How to install **Figma** and the **Figma Font Installer**
- ✓ How to use the **Figma Album Cover Template**
- ✓ Where to get images if you create your own album cover design
- ✓ How to get your design reviewed by the Design department
- ✓ How to use the CME Help Desk for more info



Why is the Album Cover important?

The feedback we received back in 2021 was that the student guide needed to feel universal. And what better universal language is there than... music!

From this, we created a website that revolves around themes, icons, images, activities, and actions all related to music. As with UMSU, there are so many different reasons that people enjoy or even need music – which is where you come in!

Your department has its very own and very important role to play in the UMSU mixtape. We want you to be able to show the students what that is through your very own ‘album cover’.



Where will it be used?

Your album cover represents you as OBs, as representatives of your department and how you want to be seen by the student population this year. Think about your audience and what might make them 'pick up your album' from the shelf to 'have a listen'.

These album covers will be used in a bunch of ways throughout 2023, including:

- ✓ Your department's landing page on the UMSU website
- ✓ Social media (both UMSU's pages and yours)
- ✓ As thumbnail images to identify your elevator pitch video
- ✓ In the printed version of the 2023 Student Guide



Before we begin

How to install Figma and the Figma Font Installer

Head over to the figma website and sign up with your unimelb email address. Then you will receive a verification email to prove you're a student.

Then download the Figma Font Installer so you can use all the free fonts from Google. You can also download our UMSU Wobble Font from the CME Help Desk.

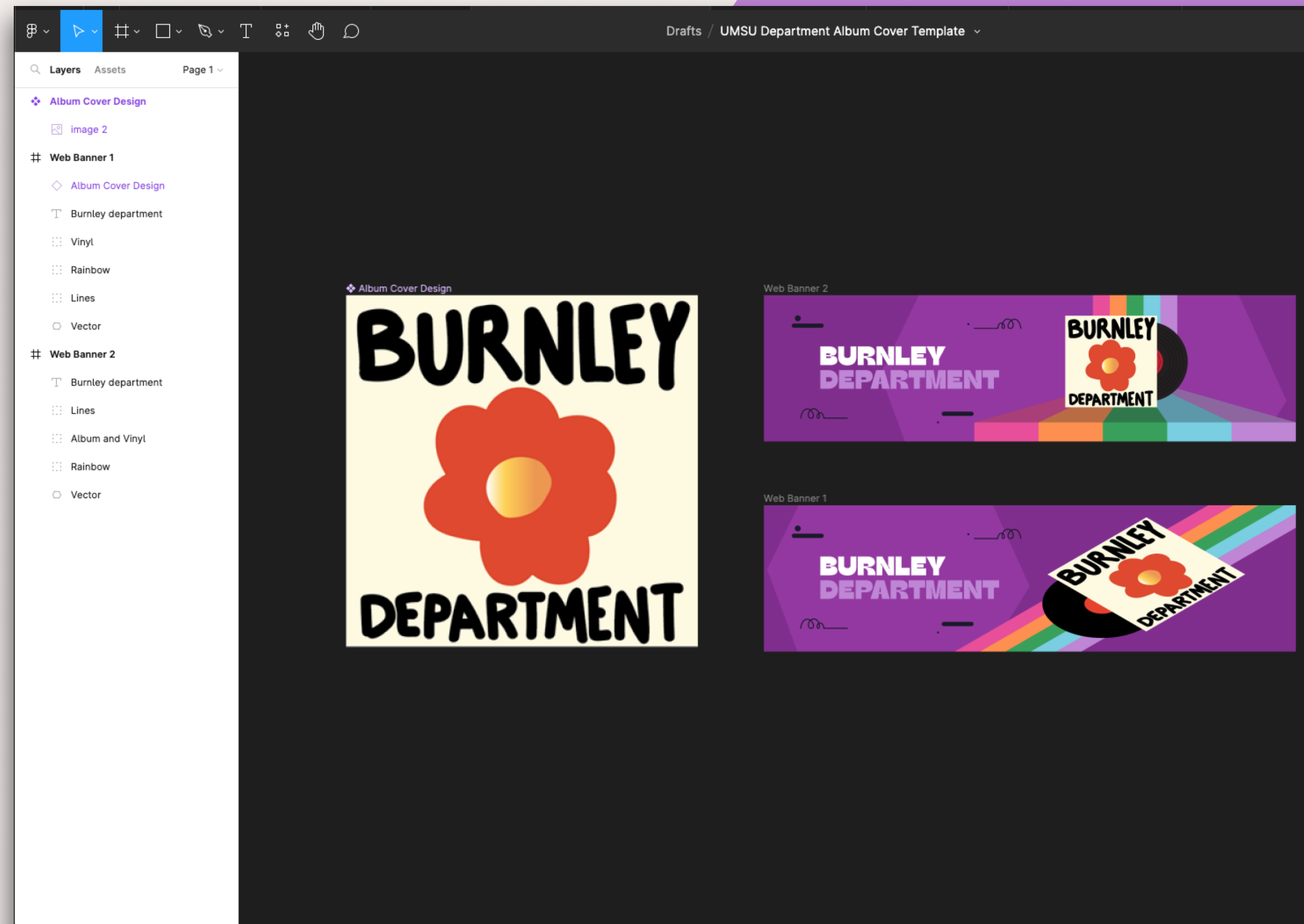
The screenshot shows the Figma website's 'Figma downloads' page. The page is titled 'Figma downloads' and features three main sections:

- Desktop app:** Includes links for [Desktop app for macOS](#), [Desktop app for Windows](#), and [Beta apps available here](#).
- Mobile app:** Includes links for [Figma for iOS](#) and [Figma for Android](#).
- Font installers:** Includes links for [macOS installer](#) and [Windows installer](#). A note below states: **Desktop app does not require the font installer*.

The font installers section also displays examples of fonts: Verdana, Whyte, Wingdings, and Work Sans.

How to use the Figma Album Cover template

- ✓ First download the template file from the CME Help Desk and then import the file in Figma.
- ✓ Edit your design inside the Album Cover layer and the Web Banner will automatically update.
- ✓ Update the name of your department
- ✓ Export for review

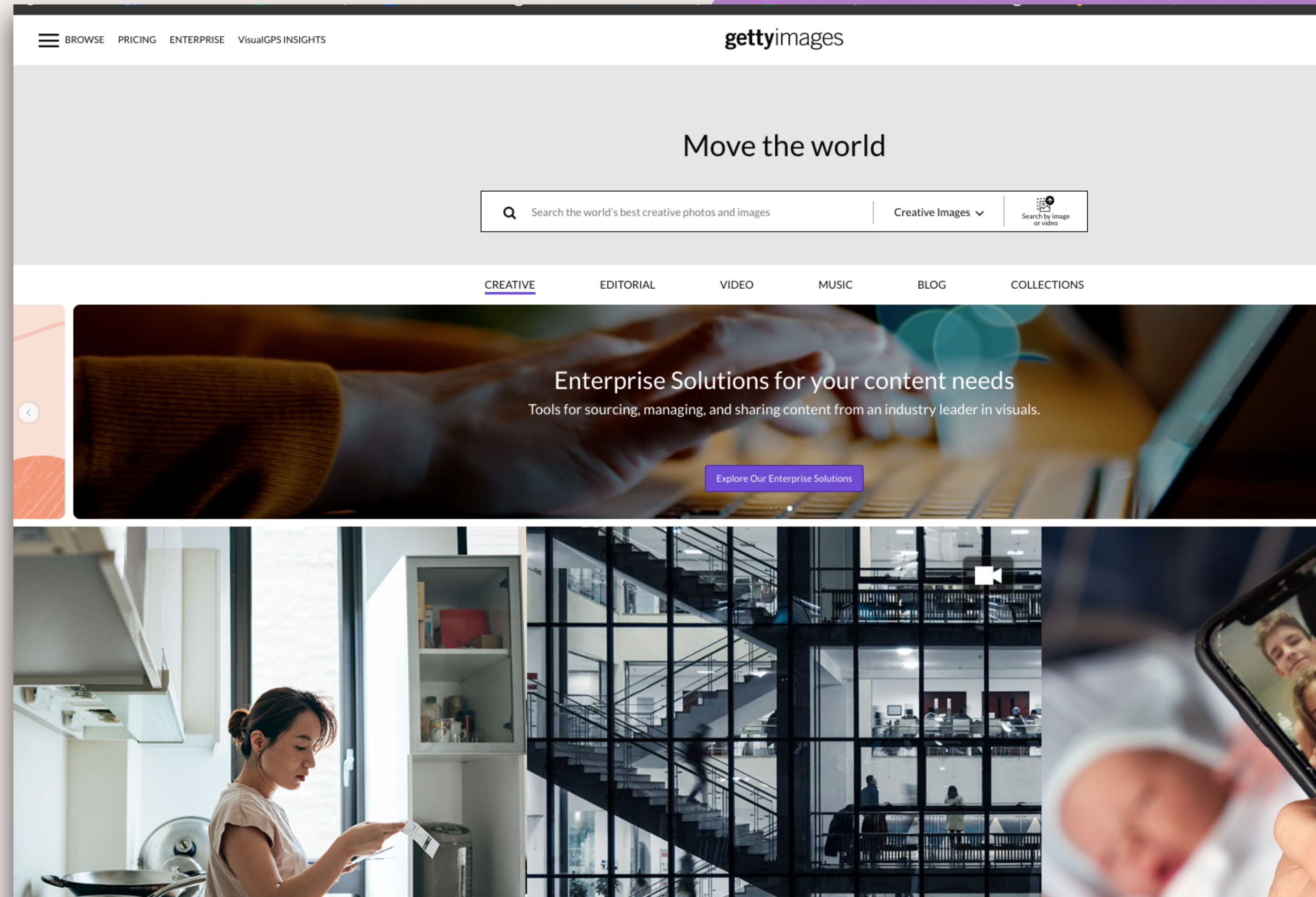


Tutorial Time!

Where to get images from

We have access to the [Getty Images](#) stock library. If you need some stylish stock photography or artwork, let us know what you need, and we will help you find something great.

- ✓ [gettyimages.com.au](https://www.gettyimages.com.au)
- ✓ unsplash.com
- ✓ pexels.com



How to get your design reviewed by the Design department

Visit the CME Help Desk and click on 'Submit a Request'. There you will be able to fill in your details and attach your design for review.

After your request, the Design team will review and provide any feedback for the design, When ready, the Comms team will upload your design on the website.

The screenshot shows the CME Help Desk website. At the top, there is a navigation bar with the CME HELP DESK logo on the left and 'My Tickets' and 'Submit a Request' on the right. Below the navigation bar is a dark purple header with the text 'How can we help you today?' and a search bar containing the word 'Search'. The main content area features three columns of icons: 'Getting Started' (a person with a 'START' banner), 'Resources and Tools' (an open book with a gear), and 'How To's' (a person with a question mark). Below these icons, the 'Getting Started' section is expanded, showing a list of links: 'What is the CME Help Desk?', 'About CME', 'Accessing CME Support', 'Having trouble?', and 'How does a Teamwork project work?'. To the right of this list, there is another column of links: 'What does CME do?', 'What is Teamwork?', 'What should I expect when my project is added to Teamwork?', and 'What students want to see from UMSU (that's you!)'.

How to use the CME Help Desk for more info

If you need to find more information about our brand, fonts and colours, you can use the search bar to find what you're looking for.

Or if you want to review more info, click on **Resources and Tools**.

The screenshot shows the CME Help Desk website. At the top, there is a navigation bar with the CME HELP DESK logo on the left and links for "My Tickets" and "Submit a Request" on the right. Below the navigation bar is a dark purple header with the text "How can we help you today?" and a search bar containing the word "Search".

Below the header, there are three main navigation options, each with an icon and a label:

- Getting Started**: Icon of a person holding a sign that says "START".
- Resources and Tools**: Icon of a book with a gear.
- How To's**: Icon of a person with a question mark above their head.

Below these options, there is a section titled "Getting Started" with a list of links:

- What is the CME Help Desk?
- About CME
- Accessing CME Support
- Having trouble?
- How does a Teamwork project work?

On the right side of this section, there is another list of links:

- What does CME do?
- What is Teamwork?
- What should I expect when my project is added to Teamwork?
- What students want to see from UMSU (that's you!)

Recap

A quick overview of what we've learned:

- ✓ How to download Figma
- ✓ How to use the **Figma Album Cover Template**
- ✓ Where to get images if you create your own album cover design
- ✓ How to get your design reviewed by the Design department
- ✓ How to use the CME Help Desk for more info

Important Reminders

Submit your concepts or requests by
Monday 9 January.

