

## **Guidelines for Posting a Poster on the HKU Homepage**

### Objective:

The HKU homepage provides a platform for faculties and departments to share their event posters with the HKU community and the public.

### Types of posters that are suitable

1. Events, ceremonies, conferences and activities at the whole-university level
2. Research-related or important projects or initiatives
3. Teaching and learning
4. Achievements and awards
5. Festival-related or greeting messages

### Display period

- All posters are generally displayed for a 2 week period
- Posters publicising events will be displayed starting 2 weeks before the event date
- If you would like the poster to remain displayed for a longer period, please state your reasons on the form

### Services provided to the photo owner

A “click rate report” of the poster will be emailed to the owner after the posting period has expired.

### Specifications for the poster

- Image size: Fixed at 1000 (W) x 1382(H) pixels (no more than 800KB)
- File format: JPG/JPEG (RGB format) / GIF/ PNG

### Selection criteria

The poster should be:

1. Preferably of professional quality
2. Of topics interesting to hku.hk readers

### Avoid

1. Using text that is too small to read from a distance

2. Putting small text on images
3. Images that are blurred/ too dark/ too bright/ distorted
4. Typos in alternative text

#### These are NOT allowed

1. Commercial logos or advertising element
2. Images without copyright clearance
3. Posters that show no relationship with HKU

#### Editorial Prerogative

1. The event title can be put under the “alternative text” field. Please ensure the alternative text is grammatically correct. Our editorial team reserves the right to approve, reject or edit the submitted posters.
2. The editorial team may alter the posting date, period and the order of appearance of the poster for scheduling purposes.
3. If any of the requirements listed in these poster guidelines is not fulfilled, your submitted poster may be rejected. You may consider amending the poster with reference to our comments.

#### Responsibility of the poster provider

If any complaint/enquiry arises because of the posted poster, the poster owner will be responsible for responding to that complaint/enquiry.

#### Poster submission and approval

For time-specific posters (e.g. for events), we highly recommend that you submit them 3 weeks before the event. Please fill in our online form [here](#). It generally takes about 3 working days to process your request.

#### Enquiries

Please contact [hkuweb@hku.hk](mailto:hkuweb@hku.hk)

Communications and Public Affairs Office

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