

Fall 2021



REPAIR

Disability Heritage Collective

Case Study Visual Guidelines

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Blind and Deaf Aid War Effort



W. R. Arnold Talks in Sign Language to Mrs. Grace Fleener.

First National Bank, St. Paul,
Capital \$500,000.

Beamte der Bank:

J. C. Thompson, Präsident.
T. A. Harrison, Vize-Präsident.
Horace Thompson, 1. Cassier.
Carl Scheffer, 2. Cassier.

Directoren.

T. A. Harrison. H. Thompson. H. W. Harrison
J. C. Burbank. Carl Scheffer. J. C. Thompson
Carl Scheffer, Cassier der obigen Bank,
bittet seine deutschen Freunde und das Geschäft-
Publikum im Allgemeinen um geneigten Zu-
spruch. — Wechsel in beliebigen Summen auf
alle Hauptstädte Amerika's, Englands, Irland

1. Preparing the Case Study

Headers

- » Includes Intro, 3 body sections, and conclusion
- » Fewer than 1-2 words each

Pull-quote

Introduction

- » 2-3 sentences for context
- » 2 pictures (side-by-side or sliding comparison) showing past vs. present
- » Map
- » Section ends with a divider (as do all the following sections)

Body Sections

- » Subheadings break up the section
- » Every section/subsection should have at least one picture

Conclusion (“Future Plans”)

Footer (Copy + modify from example site)



Images

- » JPGs or PNGs at max resolution (PDFs not supported)
- » At least one picture in every section
- » Need captions and alt text
- » Text needs to be transcribed



Quotes

- » Pulled out of text and formatted



Audio

- » Embedded as a YouTube video if possible
- » Uploaded audio must be MP3 (no other files supported)
- » Include audio readings of longer pull-quotes (when applicable)



Sources

- » Hyperlinked throughout the page

Milwaukee Ordnance Plant

Disabled women were an important part of the war effort on the American home front, and deaf women were the ideal worker.

By Sarah Pawlicki, Design by Morgan LaCasse
Draft

[Introduction](#) [Deaf Women](#) [Disability](#) ["Normalcy"](#) [Future Plans](#)

“

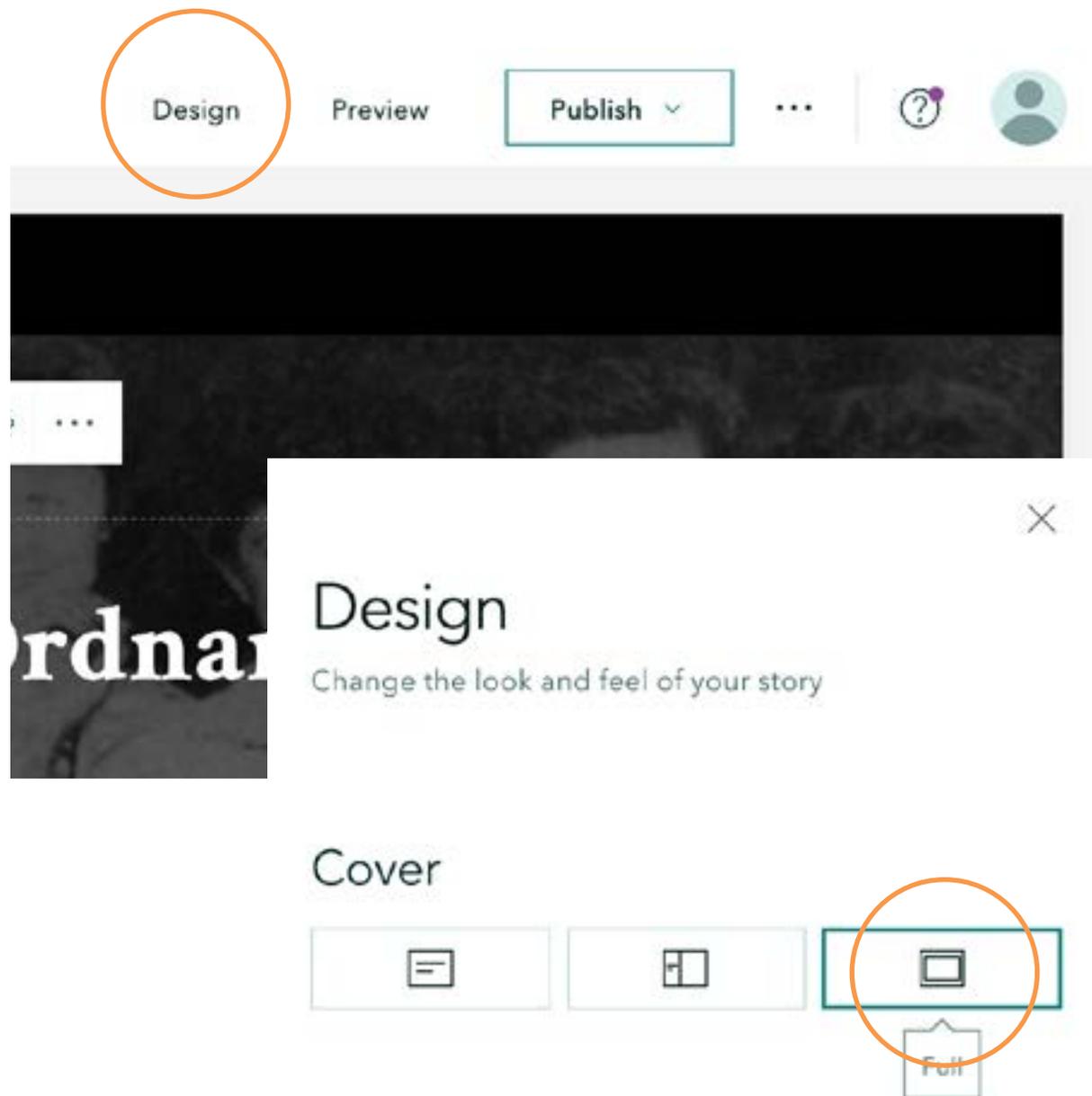
An estimated 3,000,000 so-called disabled men and women, the blind, crippled, cardiac, tuberculous or deaf, are now engaged in war industry, and the number is constantly increasing. – Burton Lindheim, *New York Times*, 1942

Introduction

The Milwaukee Ordnance Plant occupied space that had earlier been used for other, less “patriotic” endeavors. In 1942, the United States Rubber Company leased the former candy company building, putting an end to the desert disasters taking place at the factory.

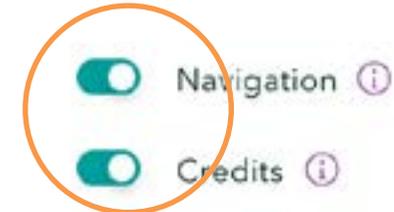
2. The StoryMaps Page

Create a New Story



Click on Design >
Select Full cover option

Optional story sections



Make sure navigation and credits are turned on

Theme

Changes to themes are automatically applied to your story [Manage my themes](#)



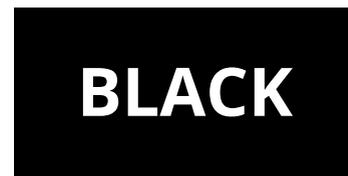
Click on manage my themes,
then create a new theme

Colors

Background Color



Header Color



Accent Color Options

REPAIR Red



UW Milwaukee



REPAIR Teal



REPAIR Pink



UW River Falls



REPAIR Yellow



UW Platteville



REPAIR Violet



UMN Maroon



REPAIR Orange



REPAIR Green



REPAIR Purple



UW La Crosse



REPAIR Orange/2



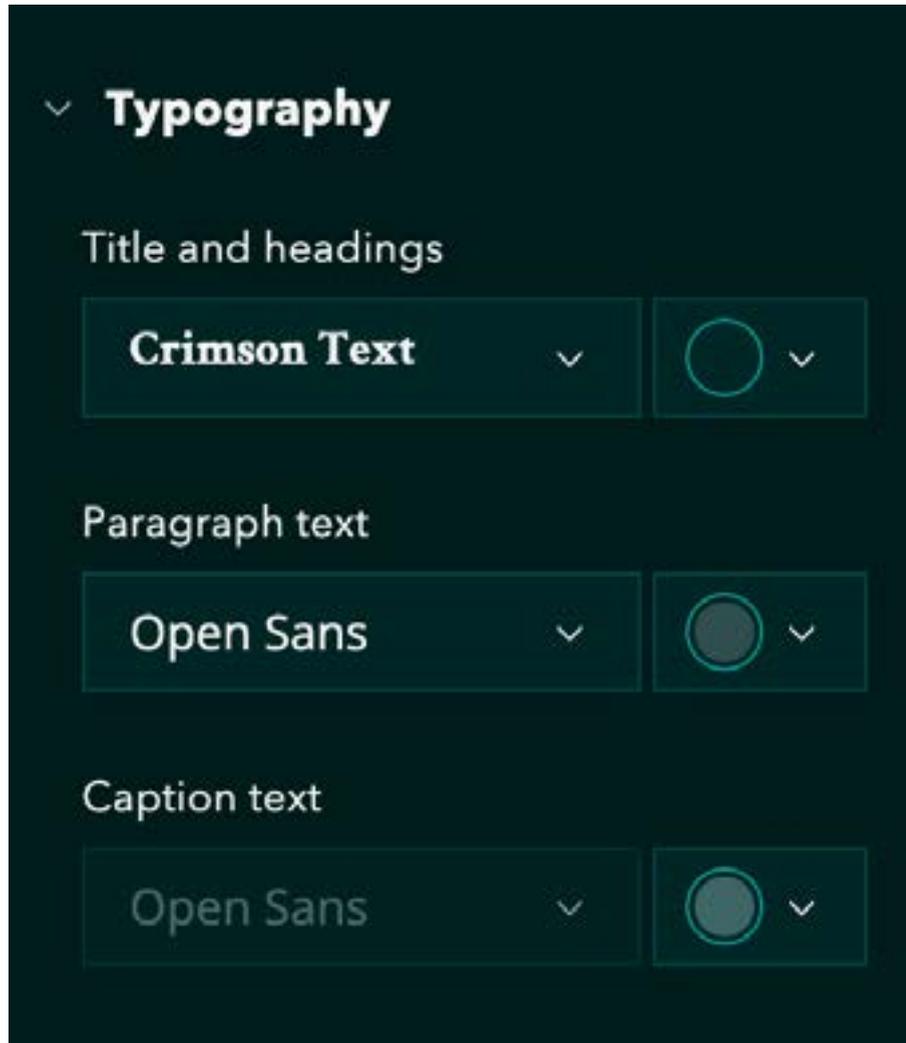
Oregon/UW GB



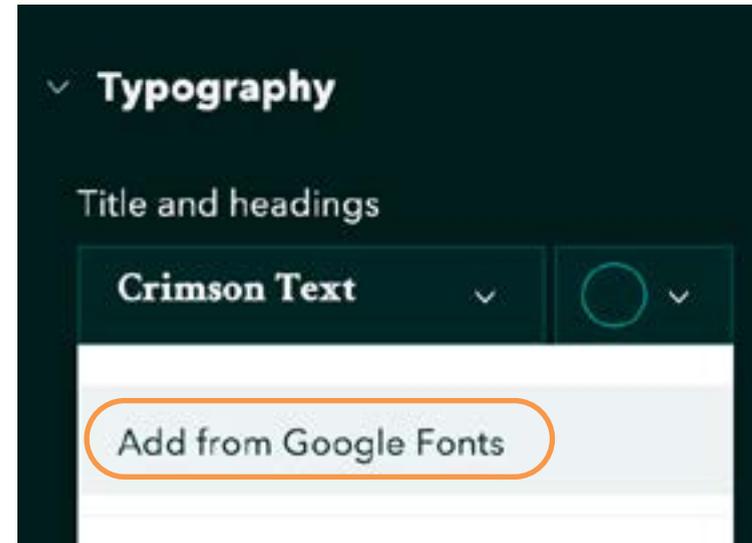
UW Eau Claire



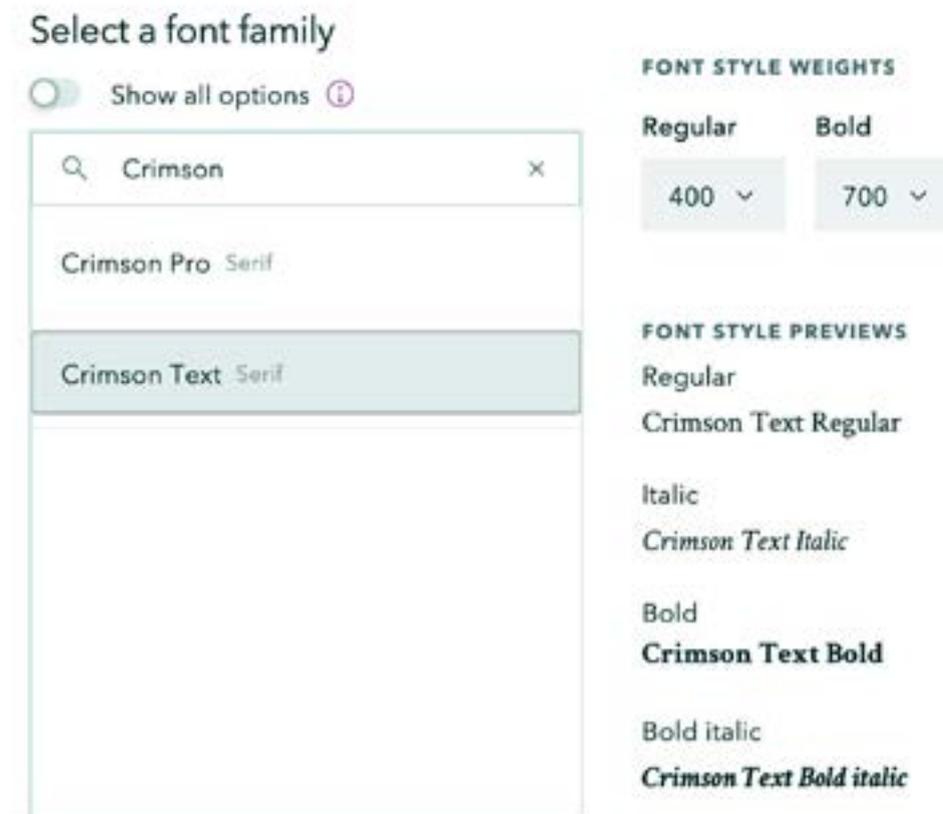
Typography



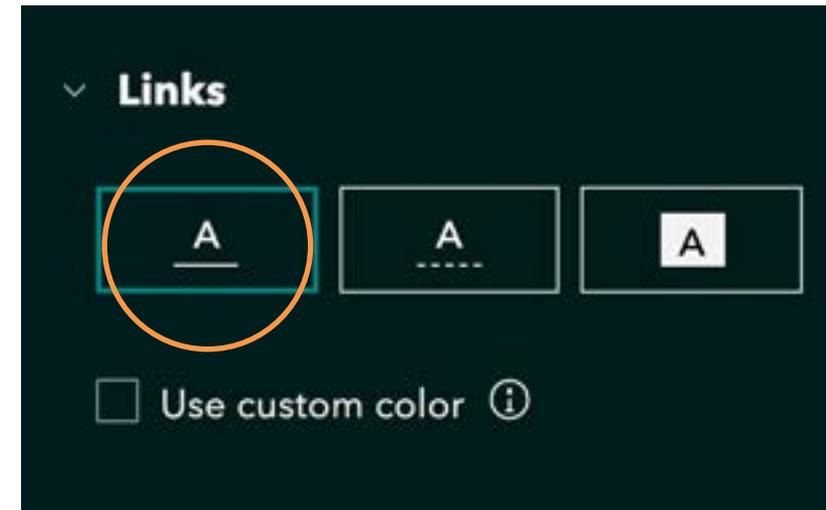
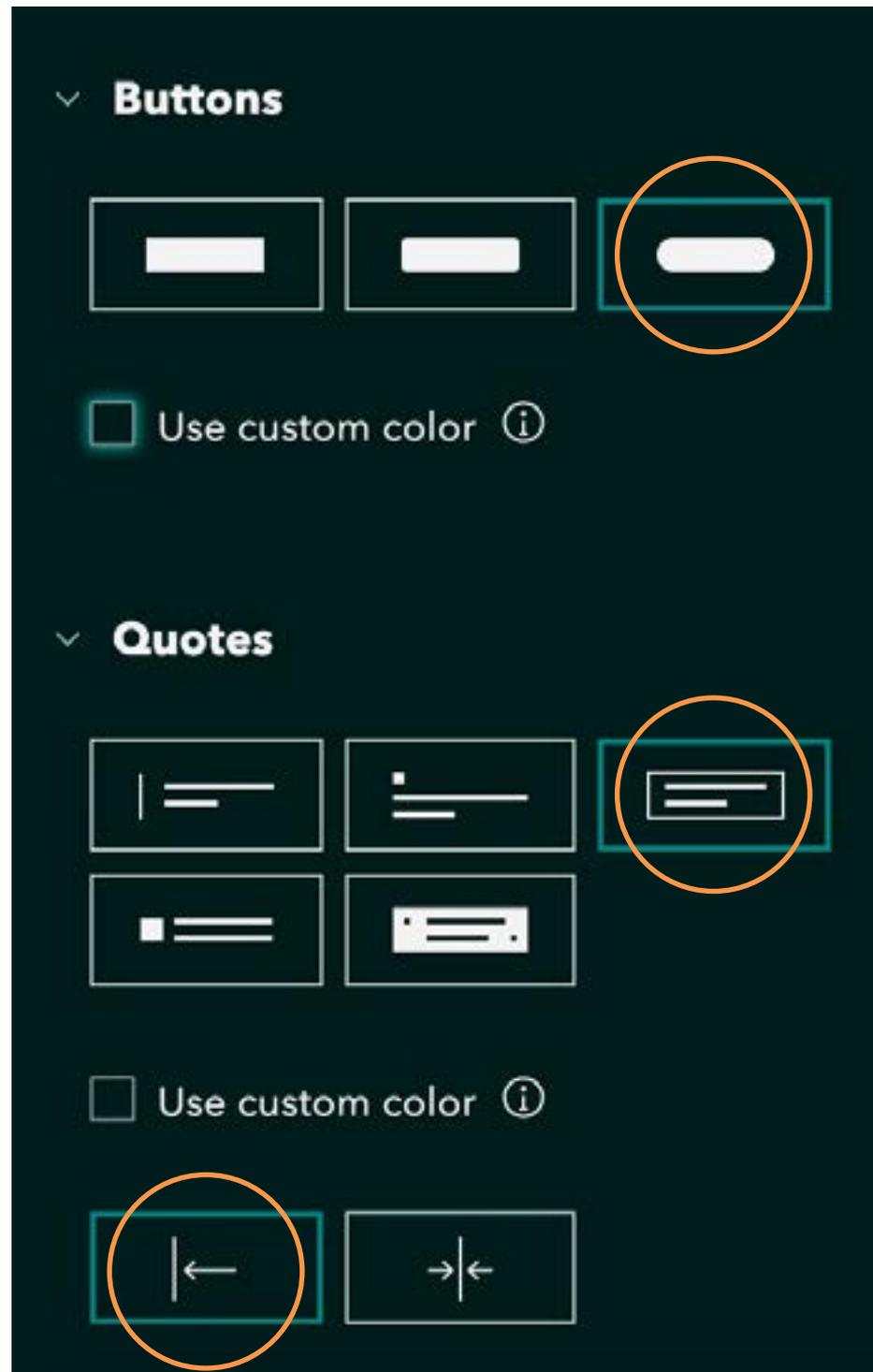
Title and headings: Crimson text
Paragraph and caption text: Open sans



Find these fonts by clicking on "Add from Google Fonts" and by searching for them. Leave weights as default



Buttons, Quotes, and Links



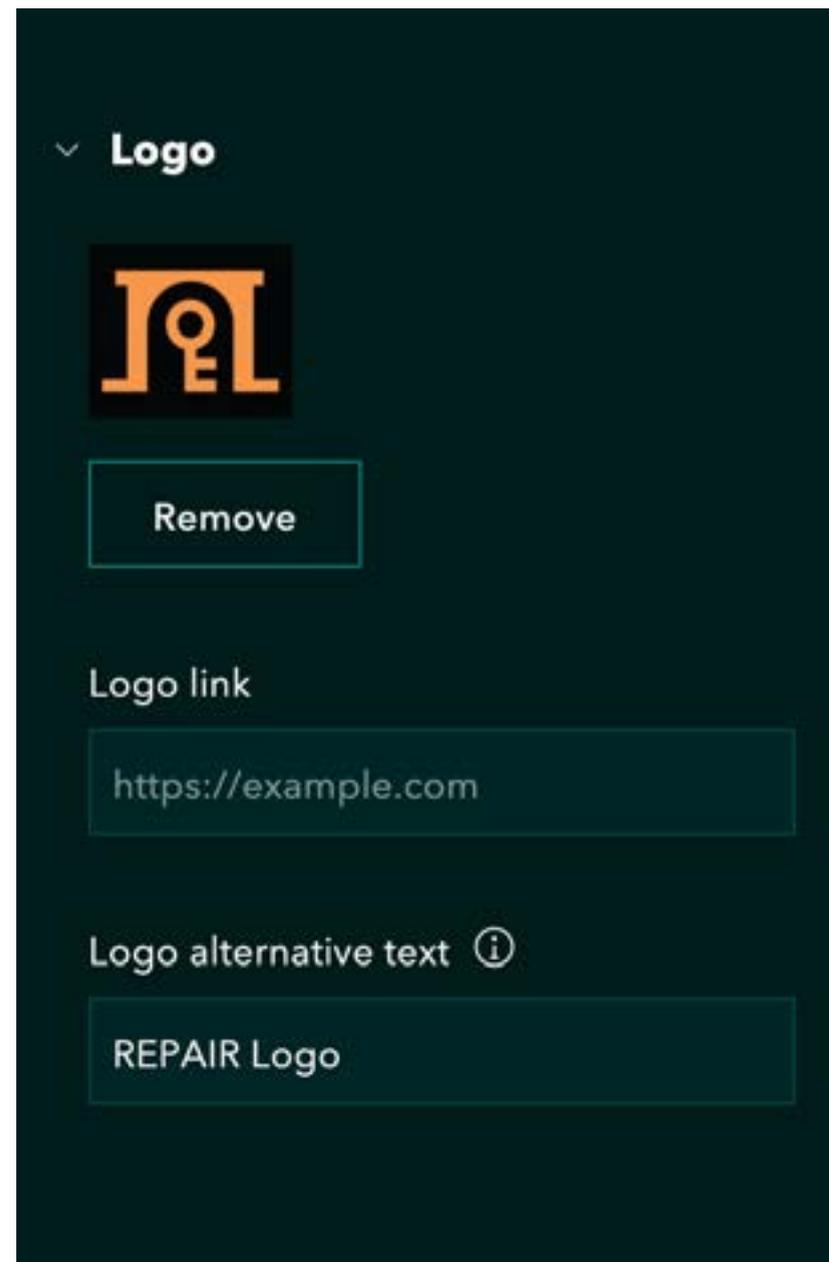
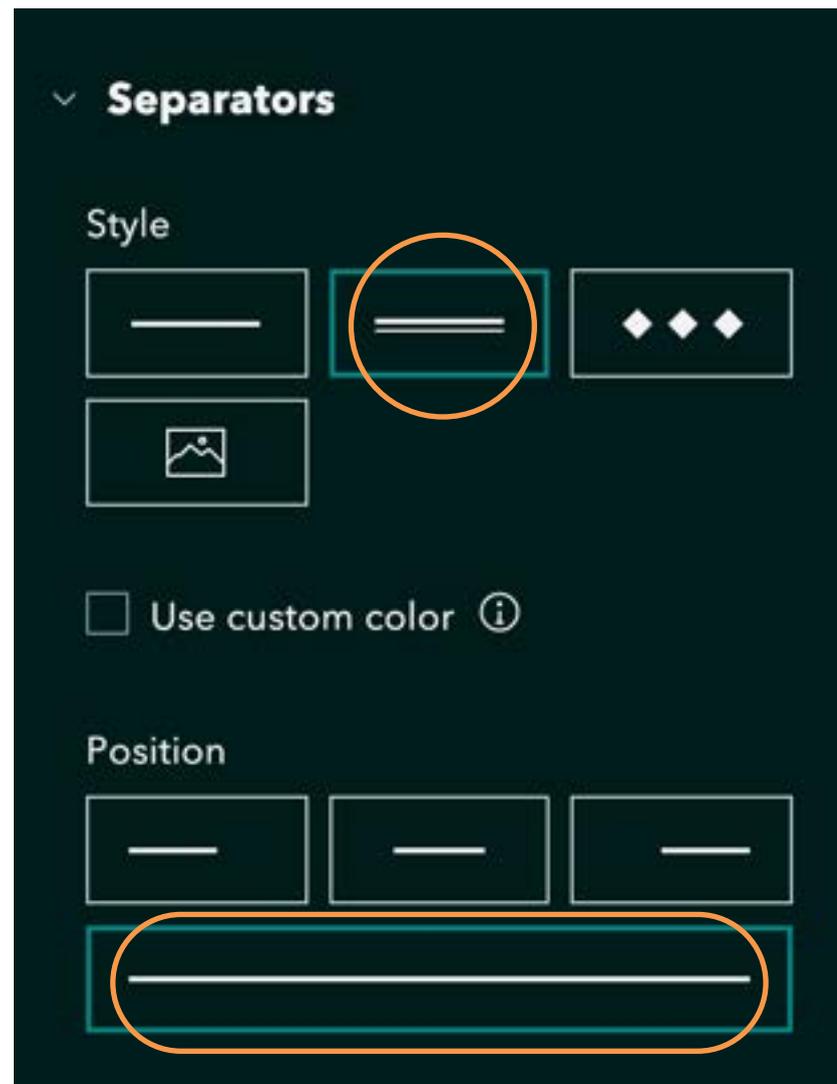
Recommended settings:

Buttons: Rounded

Quotes: Box outline with quote marks, left-aligned

Links: Underlined

Separators and Logo

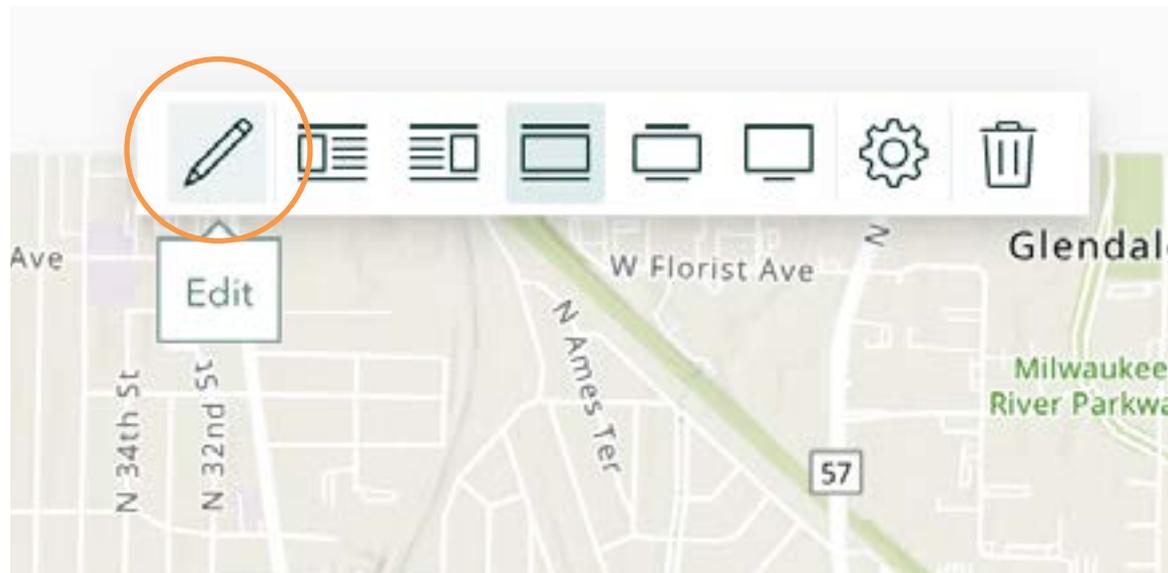


Separators: Double line, wide position

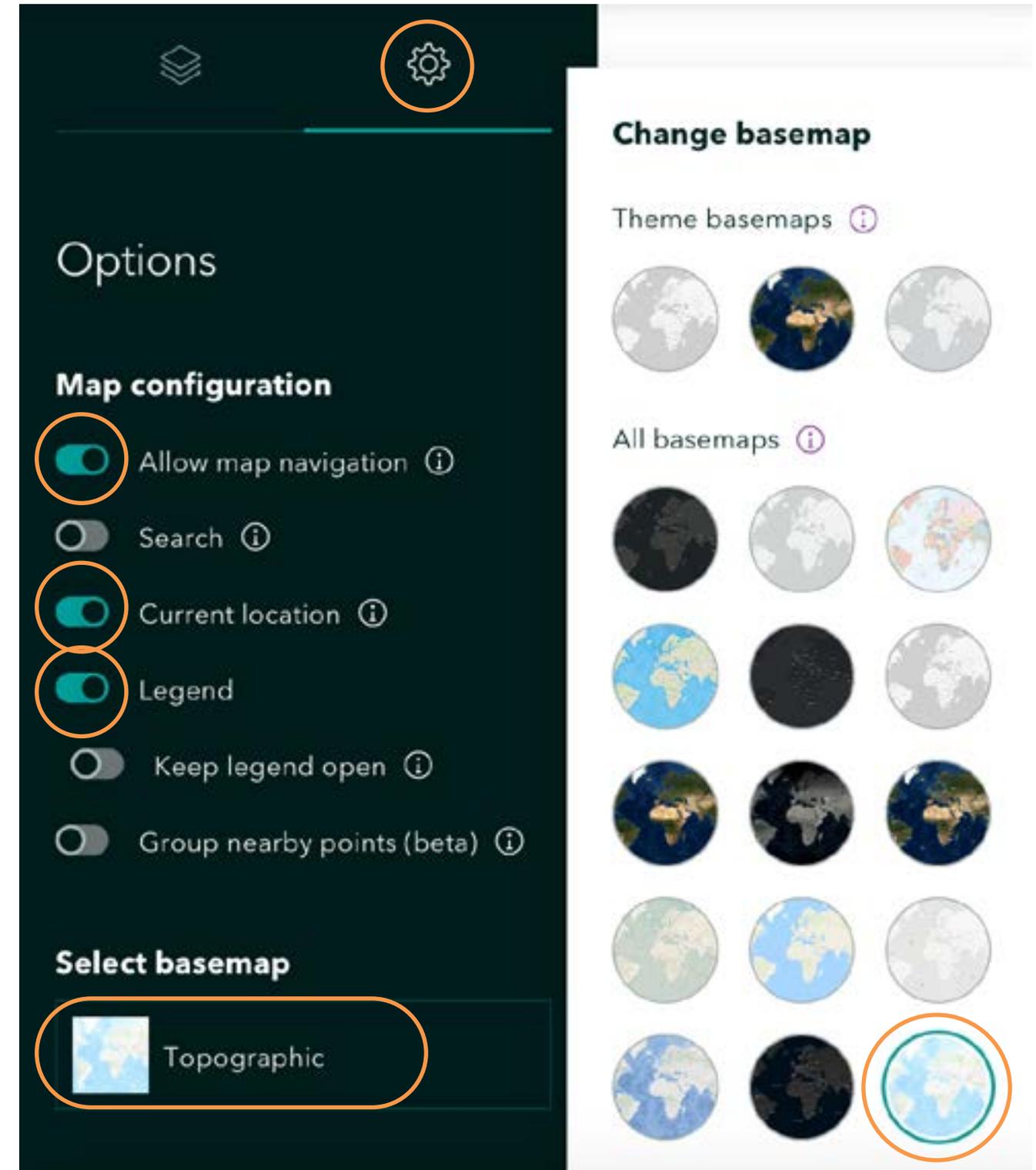
Upload image of logo and add alt text

Customizing Maps

Maps aren't customized in the theme - they have their own settings menu.



Go into settings, make sure map navigation, current location, and legend are turned on. Select the topographic base map.





Milwaukee Ordnance Plant

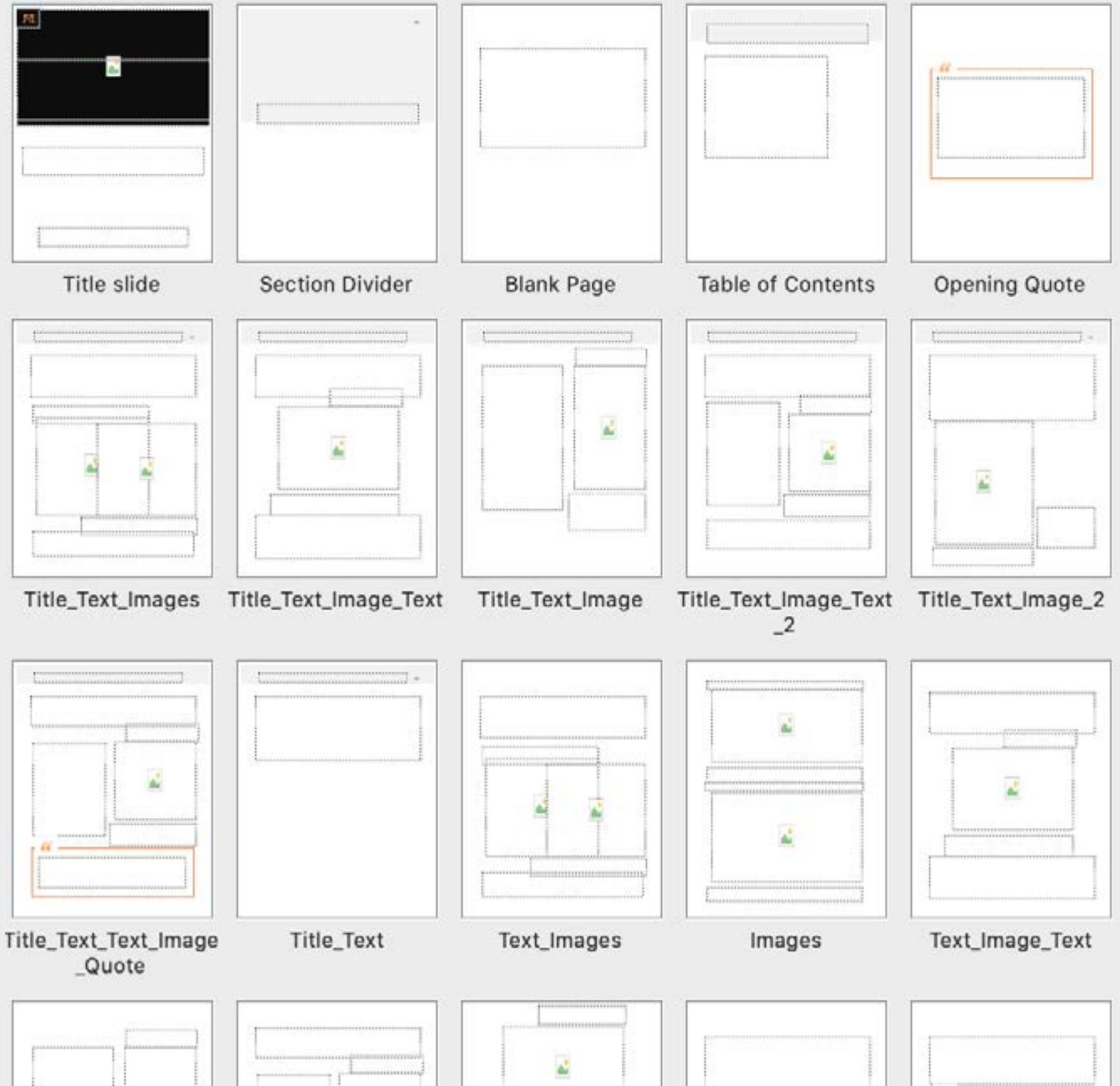
Disabled women were an important part of the war effort on the American Home Front, and deaf women were the ideal workers.

3. The Case Study Booklet

PowerPoint Template

The PPT template has all the formatting built into the slide layouts, which are named based on what appears on the page.

Copying and pasting text from StoryMaps will transfer the hyperlinks, then adjust the color to match.



Add Title

Every page needs a unique title
(But it doesn't have to be visible on the page)

If the slide layout doesn't include the title on the page (A), it can be found above it (B)

A

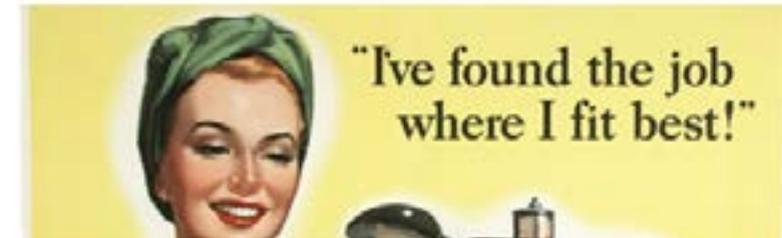


Entry Into War

7

The United States entered World War II in late 1941. With the draft sending men overseas to fight, the need for the [Home Front](#) to step up patriotic efforts to support the troops became a defining message in public life.

Library of Congress



B



Introduction (Page 2)

5

The Milwaukee Ordnance Plant, located at 4600 N Port Washington Road, produced artillery used by Allied troops during World War II. The plant's manager sought out Deaf women as workers, suggesting deafness provided them with unique, valuable skills.

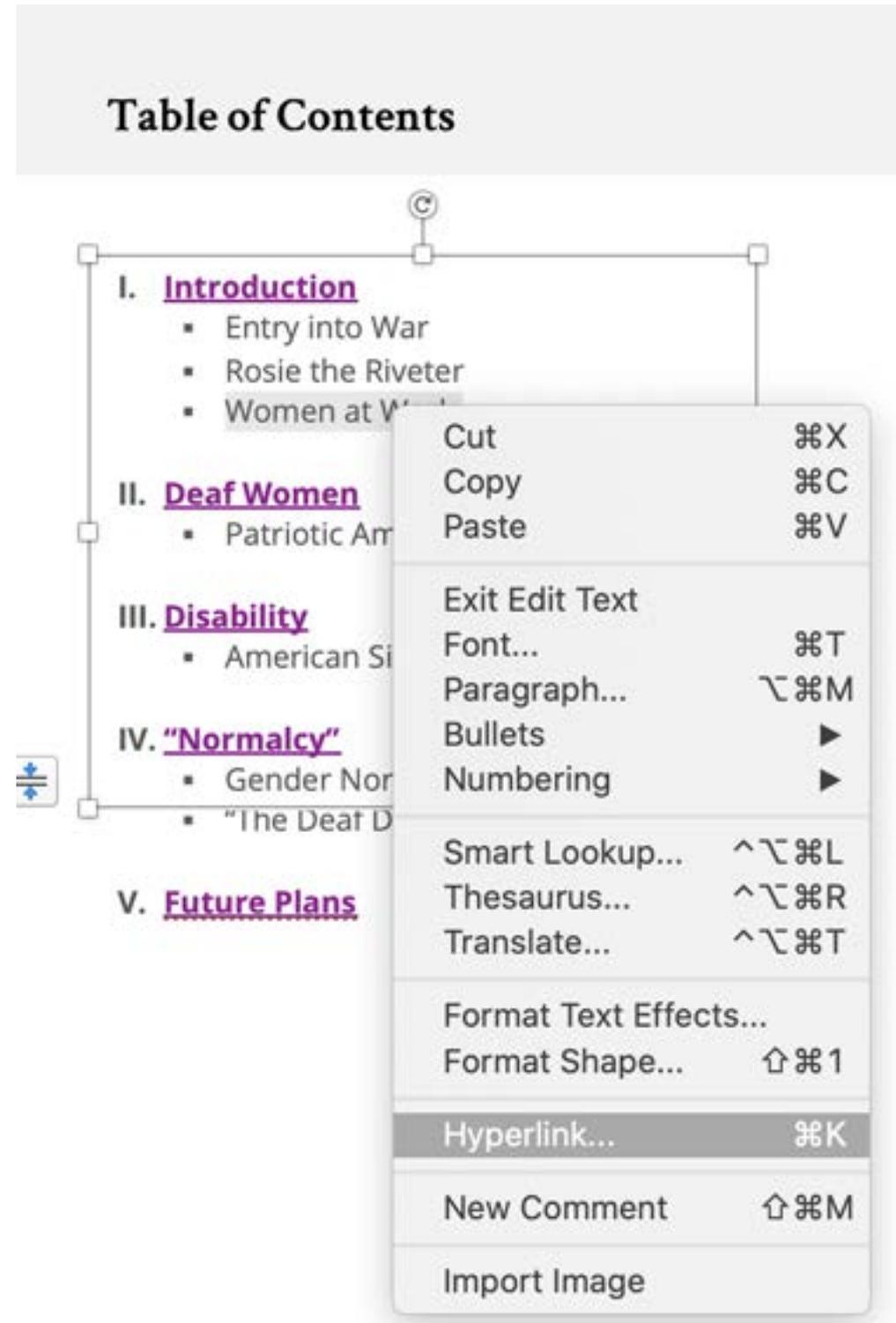
Carl Swanson/Milwaukee Notebook.



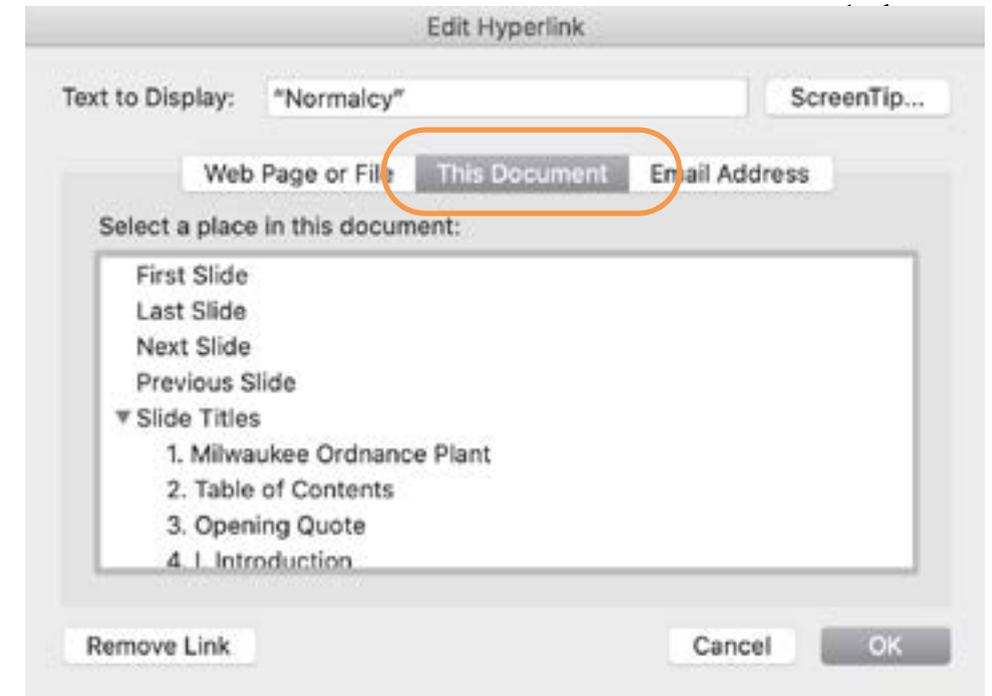
Hyperlinks

TOC page should link out to other pages in the document.

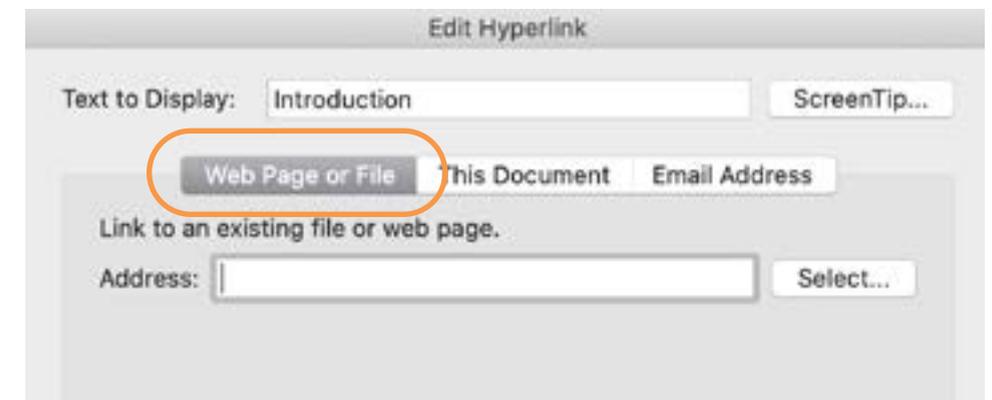
Other hyperlinks in the booklet can connect to web pages.



Highlight text > Right click > Hyperlink



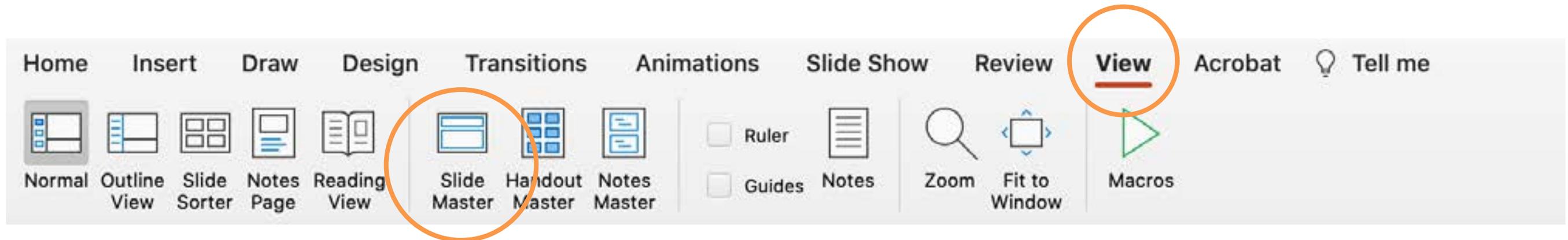
Link to another page by selecting a place in the document.



Link to a web page

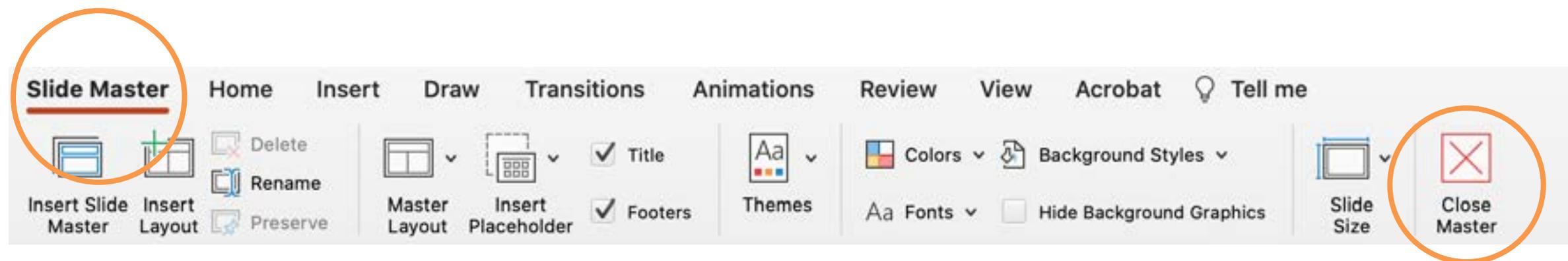
Master Slide

If you need to adjust placement of pictures, quotes, or dividers, you'll need to edit the master slides



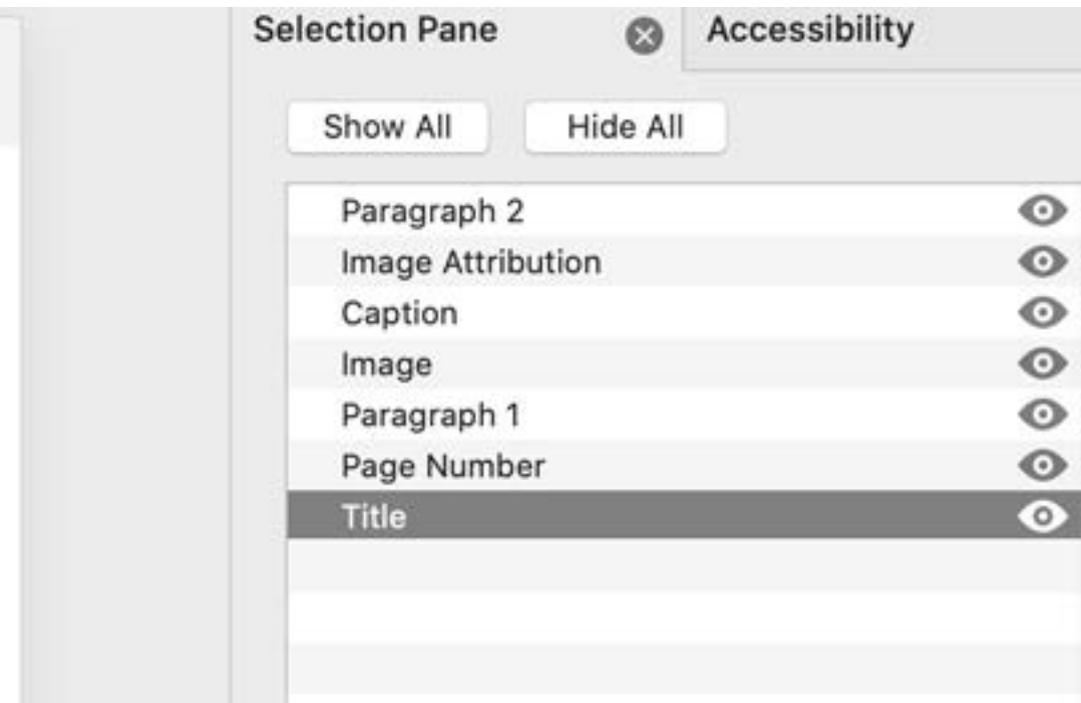
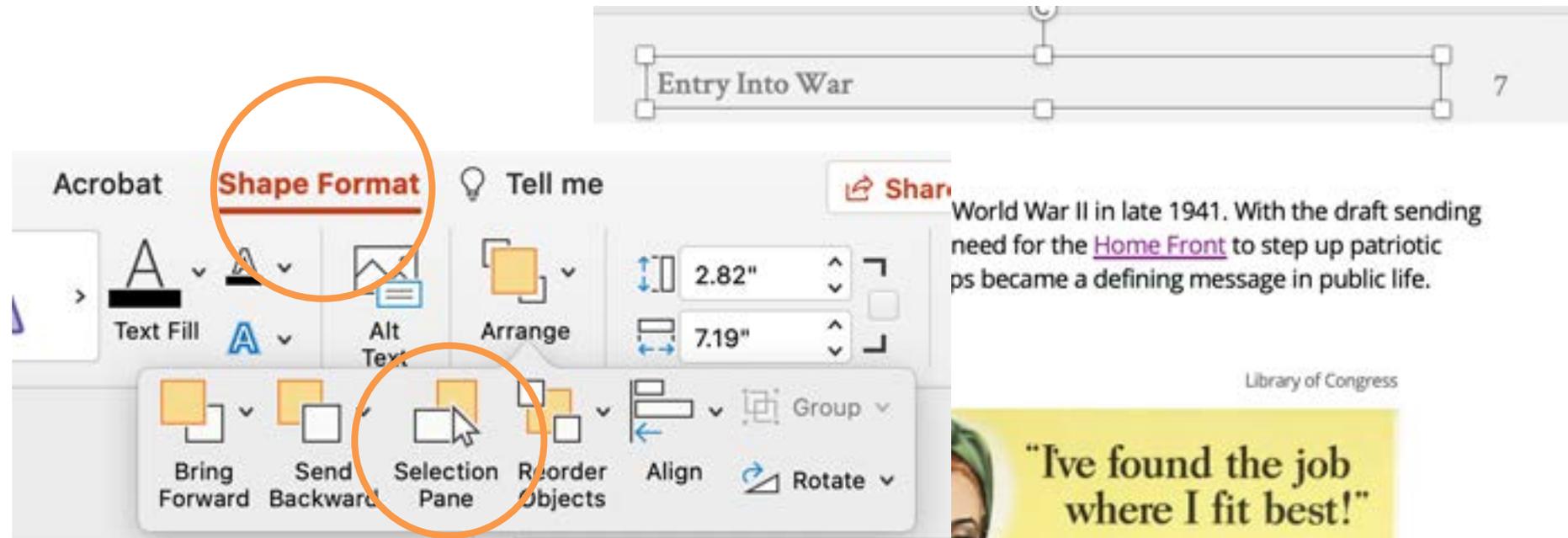
View > Slide Master

To get out of this editing mode, go into the Slide Master menu



Slide Master > Close Master

Check Reading Order



Shape Format > Selection Pane

The page is read from the bottom upward, and should follow a similar reading pattern to this example.

The objects won't be named like this, but can be renamed by double clicking on them.



Video:

It's possible to embed video in PowerPoint, but it won't export to the PDF.

Recommend hyperlinking it in the caption.



[Click to watch disabled workers in industry operate machinery.](#)