From: **Candice Obayashi** candiceobayashi@gmail.com 🖉
Subject: WordPress Instructions
Date: March 21, 2012 at 10:14 AM
To: Rachel Strickland rachel@flipturn.net

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Hey Rachel,

I hope all has been well with you and Russell!

Below are instructions for simple actions on your website. I hope it all makes sense. Please let me know if further clarification is necessary.

As a side note, if you end up eventually adding many many projects to your site that the thumbnail slider doesn't slide far enough to show the added thumbnails, let me know. I thought to include those instructions below but realized it's a little more involved that just working in the Wordpress interface. I can show you how to do that when we cross that bridge.

I've also attached an invoice for the last little bits you requested me to keep track of my hours on. Thank you so much for that.

Again, I hope you guys are both doing great!

Best,
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SPONTANEOUS CINEMA

WEBSITE: http://www.spontaneouscinema.com/
LOG IN: http://www.spontaneouscinema.com/wp-admin/

All editing is done in the WordPress Dashboard. In a web browser, go to "http://www.spontaneouscinema.com/wp-admin/ " and log in with your username and password. Use WP Dashboard where it is not indicated otherwise, in the instructions below.
Where you see **red** text in the instructions below, replace with appropriate file name/title/etc. particular to the project.

ADDING/EDITING A PROJECT
1. Click on "Posts" (located in the left column)
2a. To edit an existing project, click project title in main area of the screen.
2b. To add a project, click "Add New" (Located in the main area of the screen; look for the link next to the "Posts" title).
3. Add the following:
    a. TITLE
    b. CONTENT
       1.) Media: We have three different formats for projects depending on how much media the project has. Determine which of the three formats your new project needs to use, and follow the info below (or copy/paste from an existing project and plug in necessary information).
          a.) Format 1: One Vimeo video *or* **One image** (ie: Palladio Potatoes Piano Piano)
         1a// For image:
           a// Click Image icon next to the words "Upload/Insert" (located under the Post Title).
           b// Make sure you're on the "From Computer" Tab.
           c// For "Choose files to Upload", Click "Select Files" and select desired jpeg that you've created and Saved for Web in Photoshop* (see instructions for this below)
           d// Make sure appropriate "Size" is set
           e// Click "Insert into Post" button.
         1b// For Vimeo video:
           a// Click "Vimeo" button located right above content field next to "fullscreen" button.
           b// Enter Vimeo video's url and click "Okay"
         2// Enter the following line of code between image or Vimeo video and project description.
         <br class="clear"/>&nbsp;

b.) Format 2: Multiple images or videos (ie: 6x6 and Portable Effects)

1// Resize all necessary images (1. thumbnail images for all media both images and video at 200px by 150px in most cases, and 2. full size images). Also have Vimeo video urls handy

2a// For videos:

a// Insert the thumbnail image (Click "Image" icon next to "Upload/Insert" under the Post Title). Make sure you set it so there is NO ilnk, and click "Insert into Post"

b// An <img src> link will appear in the post. Highlight that string of text and apply a link (Click "link" button located just above the post's content field.) and enter the url of the Vimeo video (must be the whole url, including "http://www")

2b// For images:

a// Go to Media section (click "Media" located in the left hand column under "Dashboard") and click "Add New" link.

b// Add full size image by clicking "Select Files" and follow prompts to select your image. Take note of the File URL. (If you don't take note of this now, don't worry, you can access this URL later in the Media section by clicking on the image you want to get the info of)

c// Go back to the Post's editing page and follow the same steps as you would for a video. Enter the File URL you obtained when uploading the full size image, when it asks for a URL for the link.

3// Enter the following line of code between image or Vimeo video and project description.
<br class="clear"/>

c.) Format 3: Slideshow (ie: Matomatic)

1// Use the "Slides" section (located in left column under "Dashboard") to manage slides and slideshows. Also refer to: http://www.jleuze.com/plugins/meteor-slides/using-meteor-slides/ and http://www.jleuze.com/plugins/meteor-slides/adding-a-slideshow/   for more detailed instructions about adding slides / slideshows

2.) Description: Type or copy/paste text as example is shown below to keep consistency through all projects:

Completed 2008. DV. 72 minutes.

In 2005 San Francisco real estate magnate Angelo Sangiacomo commissioned Strickland to make a movie that would chronicle final stages in the construction of his new house in Pebble Beach, CA. Amidst the spectacle of the building site, the videographer sought to portray a design project of operatic proportions that involved a sometimes dissonant cast of characters and took more than 6 years to unfold. The owner hoped that this record might lend future visibility to a structure's bones and soul that otherwise vanish from sight by the time building is completed.

3.) Downloadable Text:

a.) Add the following text below the project description

Download text » Title of Text, **Year (ie: 2003)**

b.) Get PDF file ready by renaming with the following naming convention to keep consistency with the other PDFs :

"STRICKLAND_**Whatever_the_Title_Is_with_Underscores_Instead_of_Spaces**.pdf"

c.) Using Fetch or other FTP software, upload PDF in the directory: **wp-content > PDFS > TEXTS**.

c. FEATURED IMAGE: This is the thumbnail that appears in the slider bar at the top of the Home page and Catalog page.

1.) Optional but recommended step: For the most control of what the thumbnail will display, resize desired images to 200px x 150px at 72dpi) and Save for Web* (see instructions for this below) in Photoshop.

2.) Click on "Set Featured Image" (located in "Featured Image" widget at bottom right of screen)

3.) Make sure you're on the "From Computer" Tab.

4.) For "Choose files to Upload", Click "Select Files" and select desired jpeg that you've created and Saved for Web in Photoshop.

5.) Make sure "Size" is set to "Thumbnail (200 x 150)"
6.) Click "Use as featured image" link
7.) Click "Save all changes" button
8.) Close window by clicking the "x" in the top right corner.

4. Click "Update" (located in the "Publish" widget which is on the right side of the page.)
5. View the site to check your work; refresh the page if you don't see the changes.

*Saving Images for Web in Photoshop
1. Open image in Photoshop.
2. Crop/Resize as desired, make sure DPI is set at 72dpi.
3. Go to **File > Save for Web & Devices.** A window should pop up.
4. Set the specs on the right side of the window to "JPEG High".
5. Click "Save" and save file to a folder where you will be able to access it through Wordpress later. I usually have one folder where I keep all of my web images so they are separate from the originals, and I know where to go when I want to upload them to WP.

ADDING DOWNLOADABLE TEXT TO "TEXTS" PAGE
1. Click on "Pages" (located in the left column)
2. Click on "TEXTS" (located in the main area of page)
3. Add the following text replacing the red text with appropriate info:
<a href="http://www.spontaneouscinema.com/wp-content/PDFS/TEXTS/**NAME_OF_PDF_FILE.pdf**"
target="_blank">**Title of Text**, **Year (ie: 2003)**
4. Click "Update" in the Publish widget located on the right side of the screen.
4. Get PDF file ready by renaming with the following naming convention to keep consistency with the other PDFs :
"STRICKLAND**_Whatever_the_Title_Is_with_Underscores_Instead_of_Spaces**.pdf"
5. Using Fetch or other FTP software, upload PDF in the directory: **wp-content > PDFS > TEXTS**.

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                        San Francisco, California 94118   310 927 4235

INVOICE: **DATE:**
Rachel Strickland   03/21/12

WEB SITE ADJUSTMENTS   2 hrs x 60/hr

GRAND TOTAL : $120.00

NOTES:
THANK YOU!!!