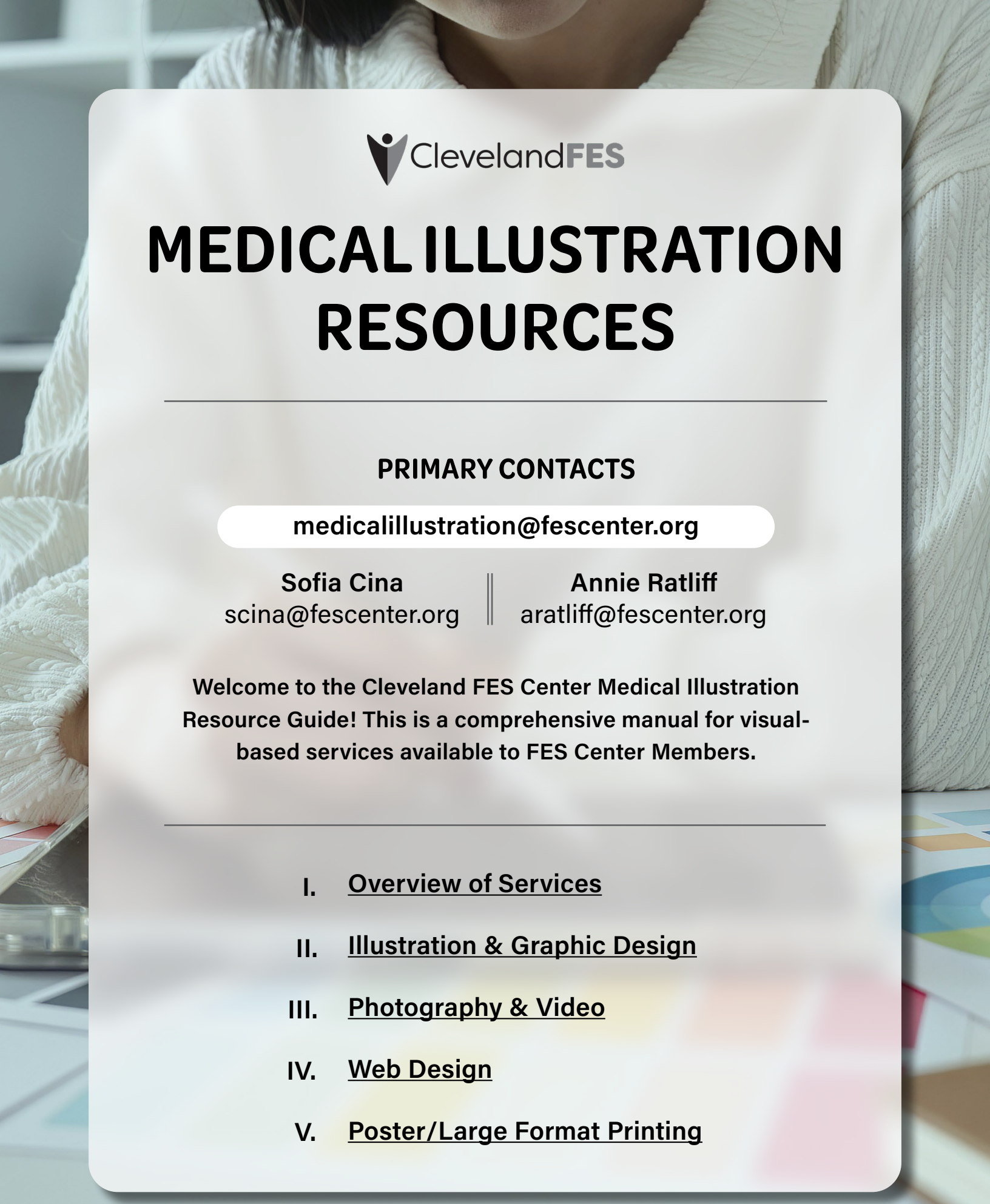

ClevelandFES

MEDICAL ILLUSTRATION RESOURCES

PRIMARY CONTACTS

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Welcome to the Cleveland FES Center Medical Illustration Resource Guide! This is a comprehensive manual for visual-based services available to FES Center Members.

I. Overview of Services

II. Illustration & Graphic Design

III. Photography & Video

IV. Web Design

V. Poster/Large Format Printing

I Overview of Services

A. Illustration

i. Work with investigators to create illustrations, figures, tables and/or charts for grant/manuscript publications, presentations, web, patient education, participant recruitment ads, and any other needs

ii. Includes (but is not limited to) illustrations of anatomy, experimental design, FES technology, project concept, and patient/participant experience

iii. 2D and time-based (animated) media as needed based on the goals of the project

B. Graphic Design

i. Create lab and event logos and branding materials

ii. Assist with data visualization (graphs, charts, tables, etc.)

iii. Design digital ads, handouts, and signage for events, including flyers, posters, tri-fold brochures, banners, schedules, invitations, and social posts

iv. Design research presentation materials for investigators (e.g. PowerPoints, scientific posters)

C. Photo & Video Services

i. Photography (e.g. headshots, seminars, events)

ii. Videography (e.g. research sessions, operating room, demonstrations)

iii. Post-production (photo and video editing)

D. Web Design

i. Create website framework and designs for FES Center members

ii. Design site graphics, structure and navigation

E. Poster/Large Format Printing

i. Design and format pieces for printing

ii. Print, cut, and prepare print requests

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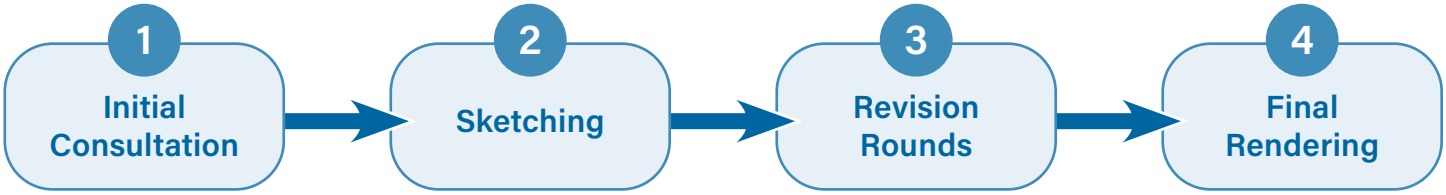
II Illustration & Graphic Design

a. Getting Started

Illustration services are available to all FES Center members. Please use the booking link below or email **medicalillustration@fescenter.org** to set up a zoom call **3-4 weeks before your desired deadline** so we can discuss your research and the goals of the project.



Book an Illustration Consultation

IMPORTANT INFORMATION FOR EACH PROJECT:

I. Summary of your project and the focus of the figure. A small reference slide deck is not necessary but is very helpful!
   - **a.** Research focus
   - **b.** Key takeaways from the illustration
   - **c.** Any size and/or format restrictions

II. Clear list of any anatomical structures you want specifically featured

III. Images of any devices (external and internal) that you want featured with scale

IV. Where the illustration will be used
(grant proposal, research publication, website, poster, etc.)

V. How much room on the page the illustration will occupy
(full page, 1/2 page, 1/4 page, etc)

VI. Deadline for illustration submission (typically **10 business days** before paper submission. Please note that lead times may change;
see **Illustration Turnaround Times.**)

Illustration & Graphic Design: con't.

b. Illustration Style

We offer several different illustration styles to meet a variety of communications goals and target audiences. We are happy to give advice on what we think would best match the goals of your figure. Please see the style guide below to see some available options.

Medical Illustration Style Guide

AI Usage

We do not use AI generated imagery to create our illustrations and will not handle any images that are generated with AI software to avoid complications in regards to usage rights along with preserving scientific accuracy.

c. Finalizing Illustrations

Most illustrations typically require two to three revision rounds to ensure all necessary details are included in the piece. Please pay close attention to your emails for preliminary versions and revisions. We request a response **within 48 hours** with all necessary feedback and comments.

If any information regarding the content of the illustration changes after the consultation, please send all relevant details to your point of contact as soon as possible.

When the final illustration is complete, it will be sent via email attachment or Google Drive link. We are happy to help with further modifications to the illustration at any time after project completion.

IMPORTANT: ILLUSTRATION TURNAROUND TIMES

Illustrations will be typically be completed **10 business days before your submission deadline** to allow time for additional edits. We will always do our best to accomodate requests for all submission schedules and are happy to provide guidance on what is feasible in a given timeline.

If you are unsure about whether you will want a figure or not, please contact **medicalillustration@fescenter.org** with all available details to ensure that we can accommodate your project.

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III Photography & Video

Please email **medicalillustration@fescenter.org** with any requests for a photo or video session. Describe the nature of the session with the following information:

I. The date and location of the shoot

II. The intended goal for the project (educational material, documentation, etc.)

III. All individuals, devices, technologies and/or events to be captured

IV. The approximate length of time allocated for the shoot

V. Location-specific details (if applicable)

All participants/care givers/attendees participating in a photography or video session will be required to sign a Cleveland FES Media Release form.

All of the photos/videos taken during your session will be edited, watermarked, and delivered in a Google Drive folder. Live files are available upon request.

IMPORTANT: PHOTOGRAPHY TURNAROUND TIMES

You will receive your photos **1-2 weeks after the session**. Please be mindful that full-day (6+ hours) photo & video sessions may have a longer turnaround time. If your materials are needed sooner, please let the photographer know and we will do our best to accommodate your deadline.

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IV Web Design

Web design services for FES Center members include editing and redesigning existing sites and building new sites with custom graphics, structure and navigation. Use the link below or contact **medicalillustration@fescenter.org** to book a consultation meeting for your website.

Book a Web Design Consultation **Website Design Samples**

IMPORTANT INFORMATION FOR THE PROJECT:

I. The goals of your website
   a. What is the intended focus (research, outreach, resources, etc.)?
   b. Who is the target audience?
   c. Is the site time-specific/to be applied to a specific event?

II. Any logos (personal, sponsors, etc.) and branding specifications

III. Specific requests for custom graphics and site navigation preferences

IV. Any images and text/copy to be included in the site

Please Note

Please provide all content and copy as available. Editing, adjusting language, and condensing text will be part of the design process. Proofing accuracy of all content (corporate logos, images and copy) is the responsibility of the Requester.

You will be required to **create your own account** on your chosen website building platform and are responsible for **purchasing your own domain** (optional).

Timelines for website development can vary from weeks to multiple months depending on the complexity of the request. Please email **medicalillustration@fescenter.org** with any questions.

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V Poster/Large Format Printing

If your poster is ready **more than 3 business days in advance**, we can print your poster for you. If your poster will not be ready within 3 business days, please email us in advance to see if we can allocate time to prepare your order.

Submission Process

Please submit a **PDF** file of your poster to the form below. You will be asked to provide contact information and the following specifications:

I. Poster sizing (W x H")
- *Maximum width: 54"*
- *No maximum height*

II. Paper or canvas

III. Desired pickup date



Submit Your Print Order

Please Note

We will update any outdated institutional logos on your posters. We will not edit any other component of your poster unless otherwise requested. Proofing accuracy of all content (corporate logos, images and copy) is the responsibility of the Requester.

If you need updated high-res logo PNGs, click on the links below.

Cleveland FES Consortium Logos					
FES Center	VA	University Hospitals	CWRU	MetroHealth	Cleveland Clinic

All posters will be available for pickup **at the VA** in BE-235A (FES Operations room) unless other arrangements are discussed. You will receive an email notifying you when the poster is ready.

Please email **medicalillustration@fescenter.org** with any questions or concerns.

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