

WeCreate

QUICK START GUIDE

Vibrant Seniors



WELCOME TO WeCreate

WeCreate is LPI's extensive catalog of clip art, high-quality photography, covers, articles, puzzles, and more. With WeCreate, your newsletters will engage and inspire, and your social media content will attract even more followers.

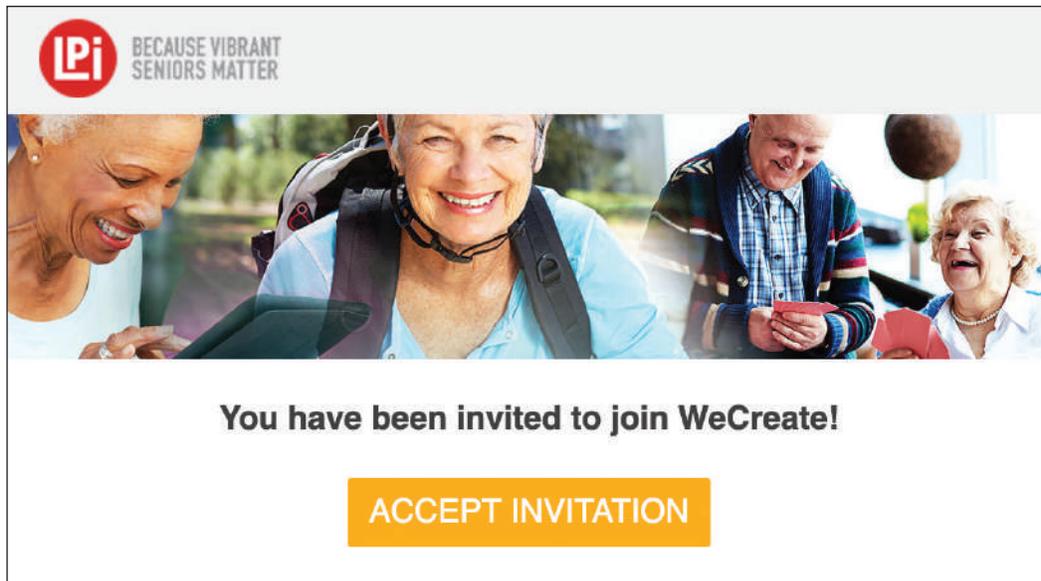


▶ GETTING STARTED

Create Your Account

Before you can access art and content in WeCreate, you will need to set up your account.

1. LPi Customer Service will email you an invitation to join WeCreate.
2. Click on the link in the email.
3. Enter your first and last name and email address. Create a password.
4. Click Sign Up. The Vibrant Seniors main page will appear.



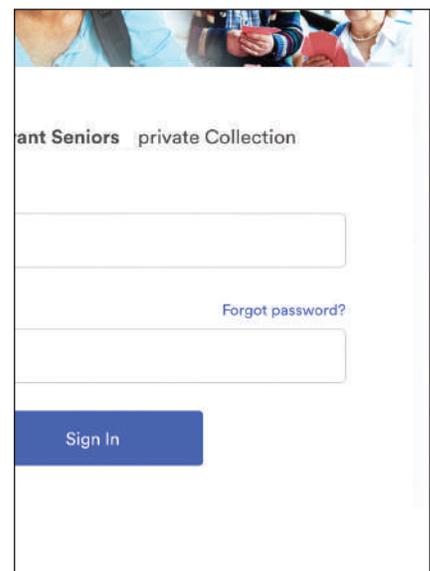
Log In to Your Account

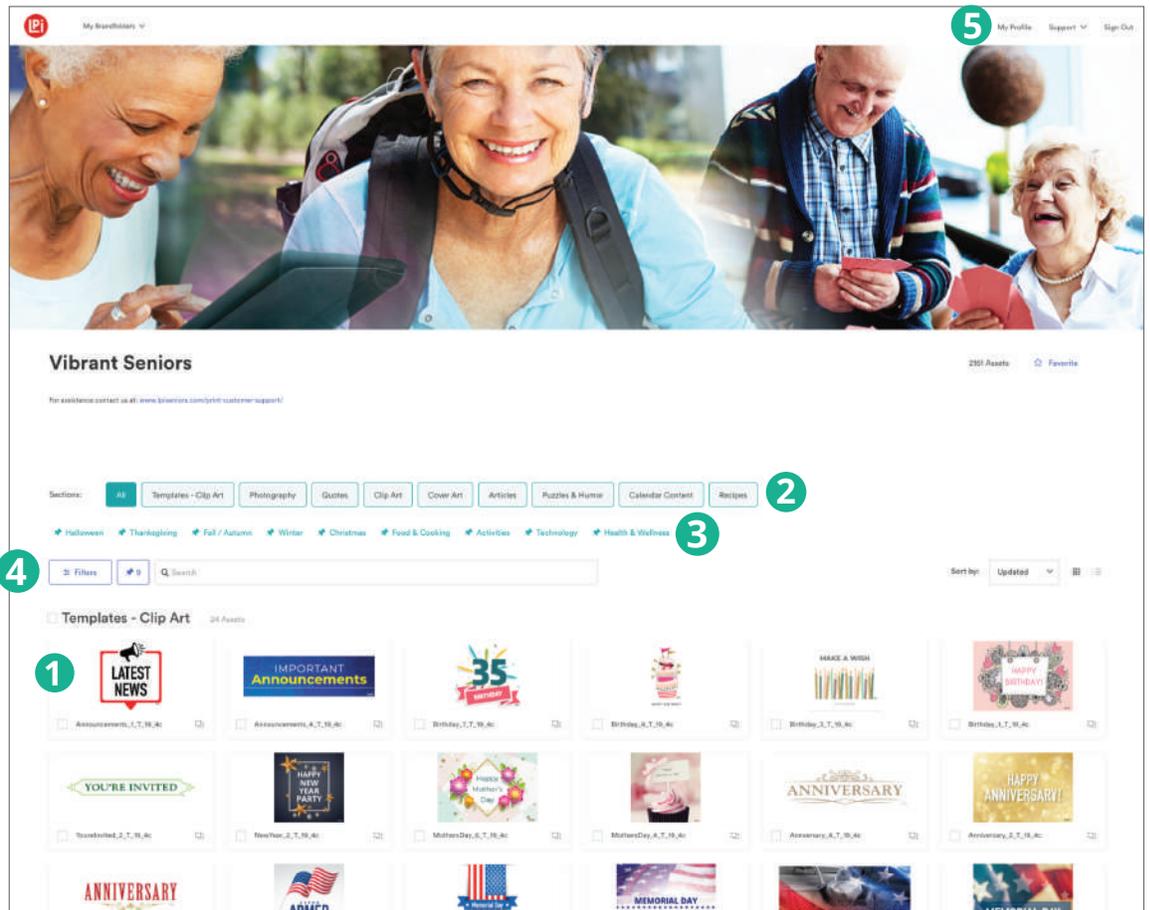
Follow these steps if you get logged out of your account.

1. Go to lpiseniors.com.
2. Under Support, click WeCreate Login.
3. Enter your email and password.
4. Click Sign In. The Vibrant Seniors main page will appear.

Forget Your Password?

1. Click on the "I Forgot My Password" link. You will receive an email with a link to reset your password.
2. Click the "Reset Your Password" link in the email.
3. Enter a new password and click Reset Password.





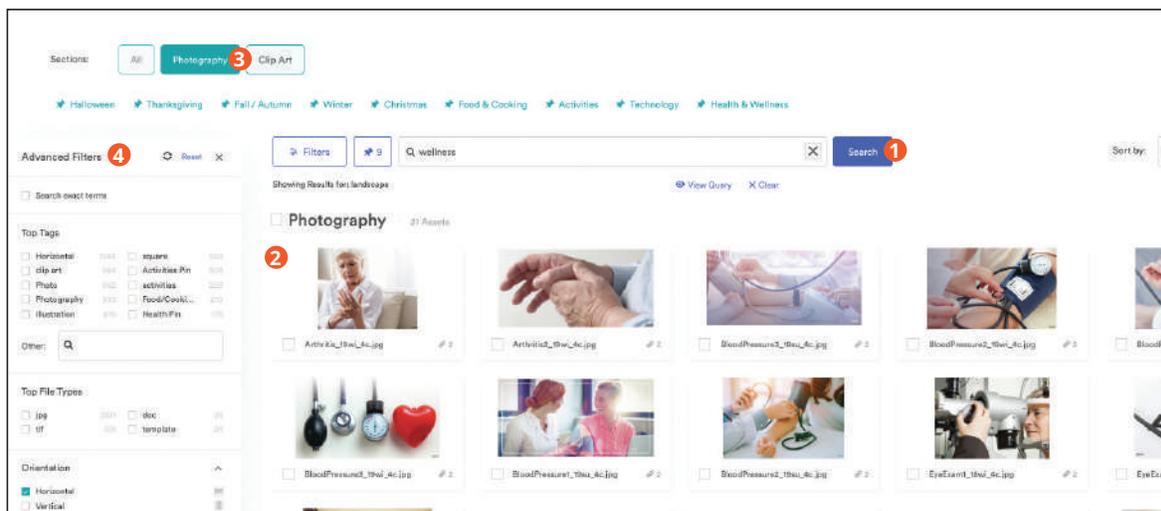
- 1 Assets**
 An asset is any downloadable item, including clip art, photography, text documents, puzzles, and editable templates. An asset can have several versions (such as black and white, English and Spanish, horizontal and vertical orientation) as well as related content (such as a puzzle or recipe).
- 2 Sections**
 Assets are organized into main categories called sections. Click on the button to see all of the assets in the section.
- 3 Pins**
 Pins are quick searches that have been created to help you quickly find the most relevant assets. Click on the pin name to display available items by section.
- 4 Filters**
 Filters allow you to narrow down your search to meet your specific needs, such as by file type and orientation.
- 5 My Profile**
 Here you can view and change your password and also see what assets you have flagged as your Favorites. (See more about Favorites on page 11.)

SEARCH

All of the art and content in WeCreate has been designed especially with senior centers in mind. So when you search for assets, you can be confident knowing they will make all of your print publications and any online materials engaging and attractive. Plus, searching for items within WeCreate is easy!

1. Type topics or keywords in the search bar and click Search.
2. All of the relevant assets are displayed by section. Scroll down to see all results.
3. Searches are performed across all sections. To see the assets available in a specific section, first perform the search and then click on one of the section buttons.
4. To narrow your search by file type or orientation, click on Filters and select your parameters. Your refined search results will display.

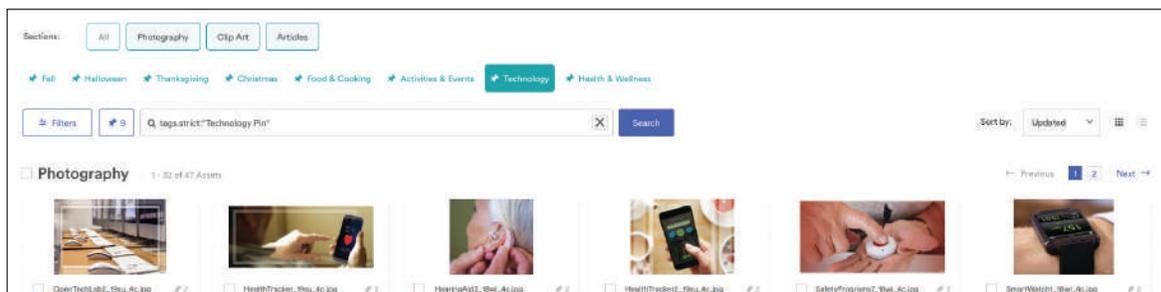
Note: Before performing another search, click Reset in the Advanced Filters box.



Finding the Newest Content

We have selected pins (or quick searches) in WeCreate based on popular categories: Activities & Events, Food & Cooking, Fun & Games, Health & Wellness, and Technology. Plus, each quarter, we will add pins specific to upcoming holidays and events.

The newest art in each section will be displayed first as long as the Sort By field is set to "Updated," which is the default.



ASSET DETAILS

Before downloading, you can view all information about an asset, including available versions, related content, download options, and similar assets.

To view details, hover over an asset's thumbnail and click View.

Overview Tab

Displays all versions of the asset (such as black and white, English/Spanish, horizontal or vertical orientation) as well as any related content. Here you can also change the download options for file type and/or size and search for assets with similar tags (keywords).



Download from the Asset View

1. To download a single asset, click the download arrow next to the asset. The default JPG or DOC file will download.
2. To download all assets, click Download Attachments. The default JPG or DOC files will download in a zip file.
3. To preview a text file before downloading, click on the asset thumbnail. A new tab opens with the text file. Click Download Original, and the default DOC file will download.
4. To download a text asset in a different format, click Options next to the thumbnail, select the file format, and click Download.

File Formats for Art Assets

Art assets must be downloaded in the correct file format and in the right size for print and web or social media in order for the image quality to be maintained.

- **JPG:** Recommended for print publications, including newsletters. It can also be used for the web. This is the default file format when downloading.
- **PNG:** Recommended for web or social. Do not use for print publications.
- **GIF:** Should only be used by experienced graphic designers for web. Do not use for print publications.
- **SVG:** This format is not currently supported by WeCreate and should not be used.



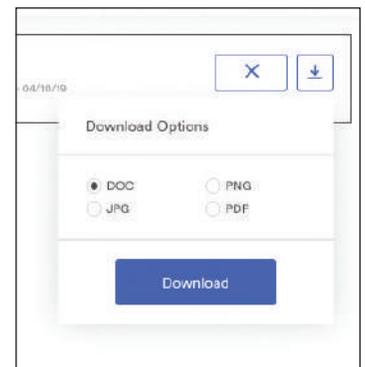
Size Options for Art Assets

- **Large (CMYK):** Should be used for print publications, including newsletters. This is the default file size when downloading.
- **Small and Medium (RGB):** Should only be used for web and social media. Do not use for print publications.



File Formats for Text Assets

- **DOC:** Recommended so you can copy and paste the text into your publication and format as you see fit. This is the default file when downloading.
- **JPG:** Saves the document as an image. Not recommended for use with text files.
- **PNG:** Saves the document as an image. Not recommended for use with text files.
- **PDF:** Saves the document as a pdf that can be saved and printed but not placed and formatted in your publication.



Asset Tags

The tags (keywords) associated with the asset appear below the asset thumbnail. You can search for other assets with the same tag by clicking on a button. All relevant assets will display by section.

Metadata Tab

Displays information about the asset, including file type, size, and dimensions.

Similar Tab

Displays any possible matches for similar assets, which you can click on and view.

↓ DOWNLOAD FOR PRINT

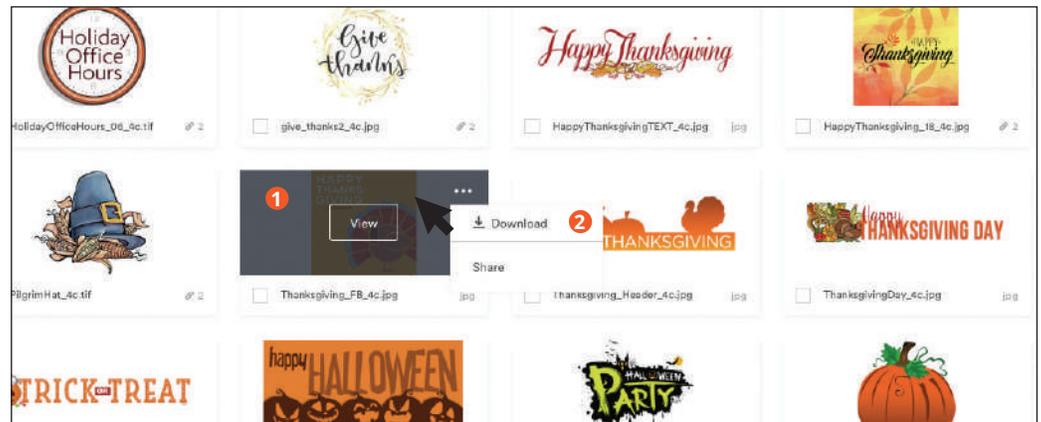
You can download individual files or multiple files at once without viewing the asset details.

Note: JPG files should be used in print publications, including newsletters. JPG is the default when downloading. To download an art asset for web or social, see Download for Web on page 9.

Single Asset Download

With one click, you can download an asset and all versions in the proper format for print.

1. On the search results page, hover over the asset's thumbnail.
2. Hover over the three dots in the upper right corner and click Download. A single file or zip file with all versions of the asset will download.



Multiple Asset Download

1. On the search results page, check the boxes to the left of the file names you want to download.
2. Hover over Download in the bottom right corner of the screen to display two download options: Download All or Download Some.
3. **Download All:** To download all selected assets and versions, click Download All. A zip file with all assets will download.



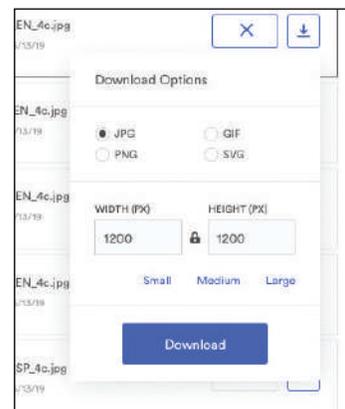


4. **Download Some:** To view the assets and all versions before downloading, click Download Some. All assets and available versions will display. To download all assets (highlighted with a blue box), click Download. To download some of the assets, click the assets you don't want (which removes the highlighted box) and click Download. A zip file with the assets selected will download. Close the box.
5. Click Select None in the blue navigation bar at the bottom of the page to uncheck your downloaded items.

↓ DOWNLOAD FOR WEB

The default JPG files are too big to use for web and social, so you must download a different file format and size.

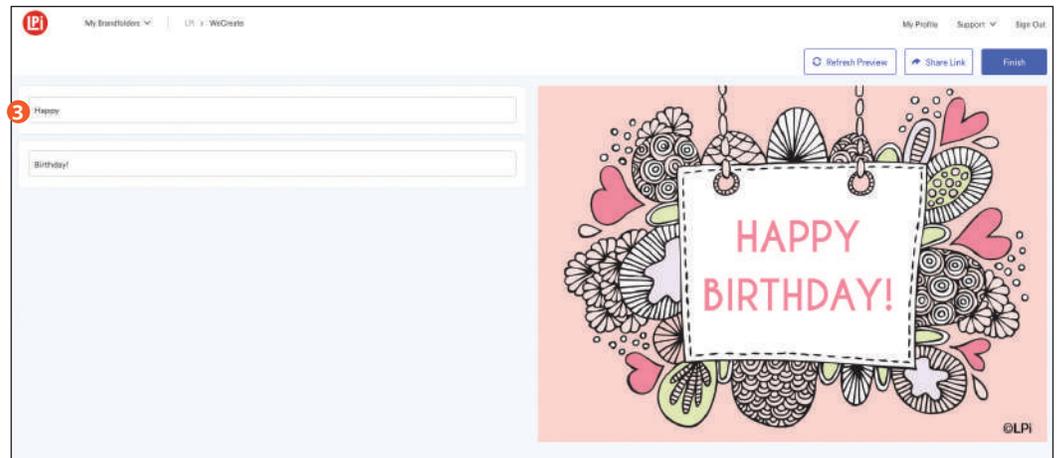
1. Hover over an asset's thumbnail and click View. The Asset Detail screen displays.
2. Click Options next to the asset you want to download.
3. Click JPG or PNG. Click Medium file size and then Download. The file will download.



TEMPLATES

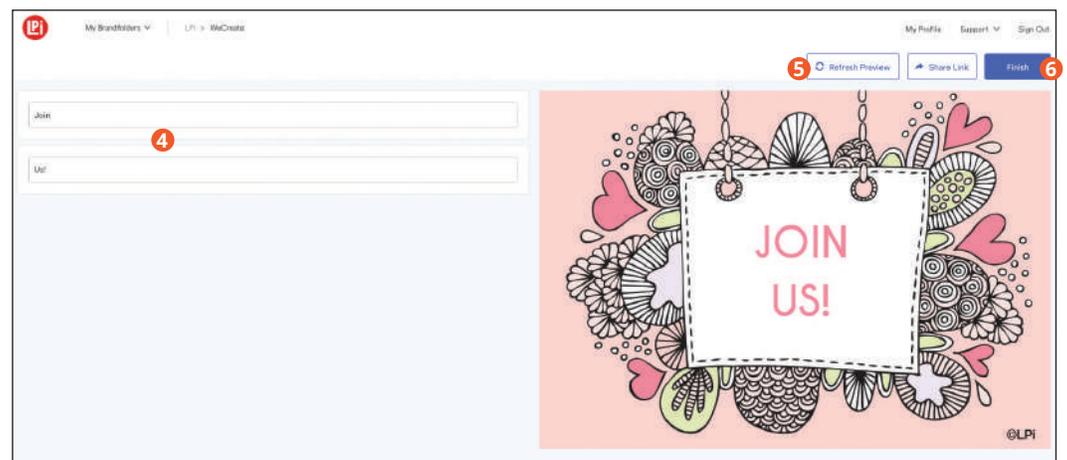
WeCreate has template files that can be customized with text to suit your needs. To find templates, look for any section that is labeled “Template.”

1. Click on a template section.
2. Click the thumbnail of the image you want to customize.
3. The template editor tab will open. The customizable fields are on the left side of the screen.



4. Enter your copy in each field you want to change.
5. To see how your customized piece will look, click Refresh Preview. In this example, we replaced “Happy Birthday!” with “Join Us!”
6. When ready to download, click Finish.

Note: If you don't want a field to have any text, you must enter a space or you'll receive an error message. If you don't see the text you entered, it is too long for the allotted space.



7. Hover over Download and select the file type you want. Select High-Res JPG for print.
8. Close the template editor tab.

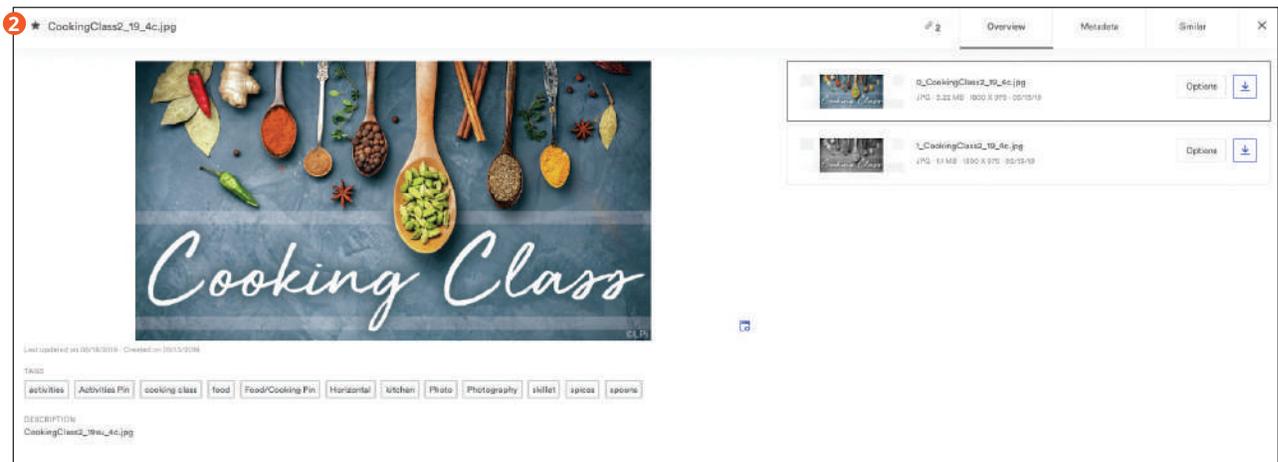
Note: Your customized templates are not saved within WeCreate.

★ FAVORITES

Instead of downloading assets right away, you can save them to your Favorites folder.

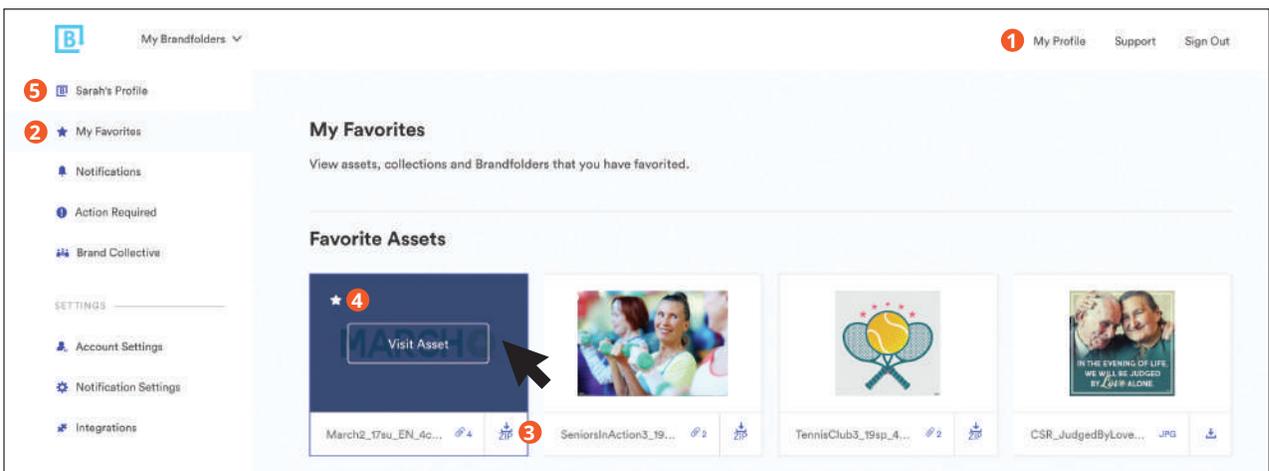
To Flag an Asset as a Favorite

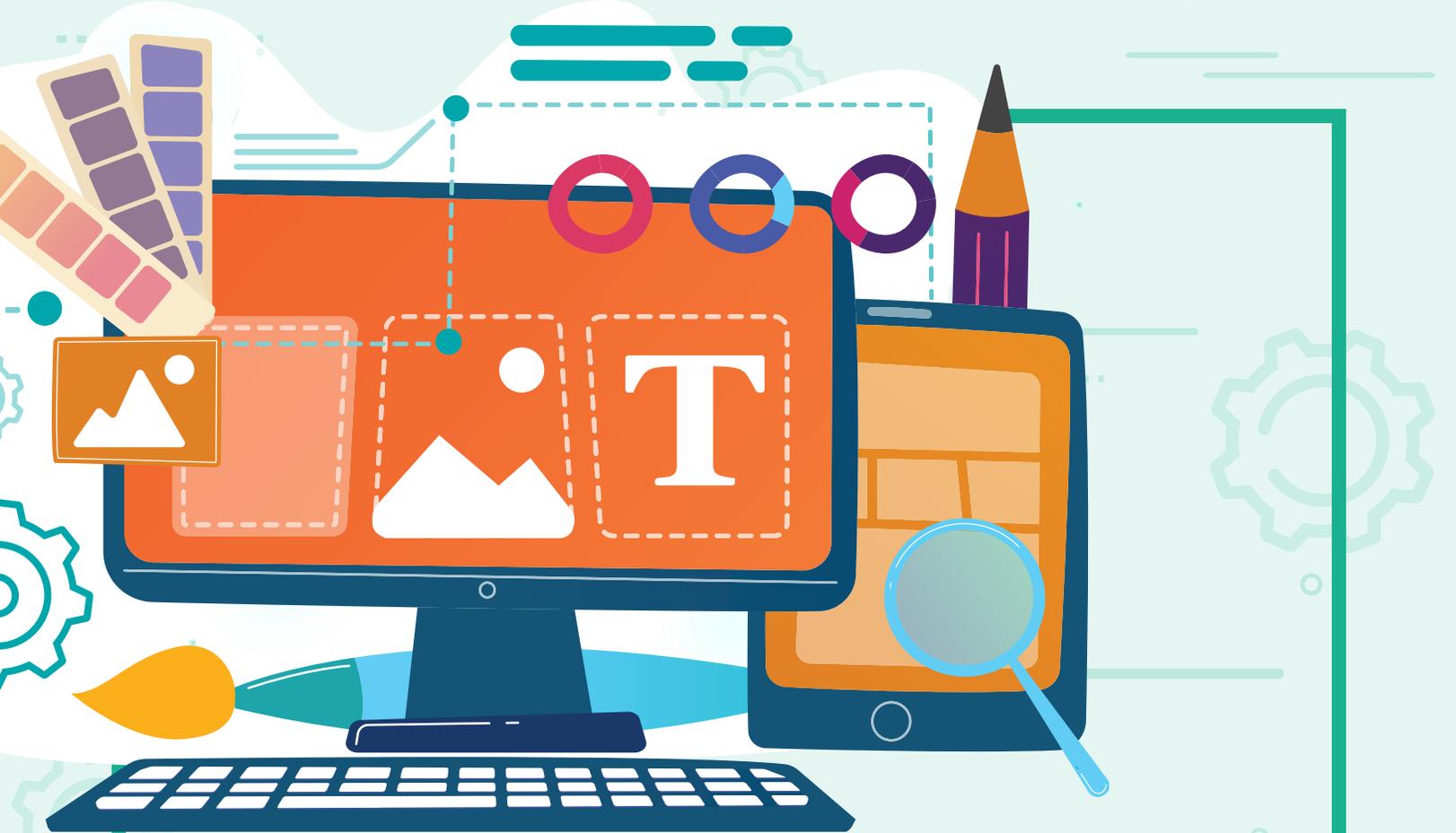
1. On the search results page, click on the asset's thumbnail. The Asset Detail screen will display.
2. Click the star next to the asset name in the top left corner.
3. Close the box.



To View Your Favorites

1. Click on My Profile in the top right of the page.
2. Click on My Favorites. The assets you flagged will appear.
3. To download a favorite asset, click the download arrow in the bottom right corner of the asset's box.
4. To remove the asset as a favorite, hover over the thumbnail and click the star in the upper left corner.
5. To return to the Vibrant Seniors homepage, click on your profile and then click the Vibrant Seniors folder.





QUESTIONS?

Visit lpieniors.com/wecreate-support
for more information.



BECAUSE VIBRANT
SENIORS MATTER