

Canto Configuration Guide

This document was created by the Canto Admin team to inform users about the options made available to them

Metadata

Keywords

Keywords are the **high-level** labeling convention. In other words, the type of keywords you should be assigning to your files will generally be **broader and more inclusive** to touch as many relevant fields as possible.

Keyword	Description	How to Use (examples of assets)
Abstract	Abstract assets	Images of stained glass, close-ups of art
Academics	Academic related assets	Professors teaching in action, students in classroom
Admissions	Admissions related assets	Table events, tours
Aerial	Assets produced with drones/aerial assets	Any aerial shots/videos
Alumni	Alumni related assets	Alumni Tailgating, donors, speakers
Athletics	Official UIW Athletics assets	All athletics related assets
Buildings	Buildings related assets	Any UIW buildings appearing in shots
Campus Life	Campus Life related assets	Students sitting in campus areas, walking to classroom, visiting the bookstore
Classroom	Classroom related assets	Students in classroom, lectures, hands-on work
Club Sports	Club Sports related assets	Students playing club sports, club sports events
Commencement	Commencement related assets	All graduation related assets, fliers, ceremonies, white coat events
Diversity	Diversity related assets	Specific events focused on diversity
Events	Events related assets	Any asset taken at an event
Faculty	Faculty at UIW	Faculty teaching in classroom, faculty senate meetings, faculty-specific events, faculty headshots
Faith	Faith related assets	Steeple, mass, faith-related events
Green Screen	Assets with green screens	Assets displaying a green screen, easy to edit
Health Professions	Assets related to UIW Health Professional Schools	Health professions students, buildings and locations, students practicing, commencement
Historical/Archival	Historical/Archival related assets	Assets from prior to 2000s
Indoors	Indoors	Any time shots are indoors (i.e., classrooms, buildings)
International	International related assets	Flags, travel abroad, international students, ICC
Intramurals	Intramurals related assets	Intramurals sports events, athletes
Labs	Lab related assets	Students in labs
Logos	Logos for UIW	Any logos for UIW
Military	Military related assets	Any military assets
Outdoors	Outdoors	Any time shots are outdoors (i.e., sitting areas, walkways, fields, buildings)

Performance	For artistic performances like music, theatre, and other productions	Music productions, theater and other
Research	Research related assets	Students performing research, faculty research
Residence Life	Residence Life related assets	Dorms, events, moving days
School Pride	School pride at UIW	Tailgating events, cheer, mascot, paraphernalia
Service	Service related assets	Community service events
Staff	Staff at UIW	Staff headshots, staff in photos, staff events
Student Activity	Student activity related assets	Craft Tuesdays
Student Organization	Student organization related assets	SGA, Greek Organizations
Student Support	Student support related assets	Library services, Tech Support, Veteran's support
Student Work	Student work related assets	Student work, projects, portfolios, art pieces
Students	Students at UIW	Any time students appear in shots
Study Abroad	Study Abroad related assets	Study abroad, travel, international, visiting countries
Technology	Technology related assets	Equipment, computers, hardware, medical equipment
Traditions	Traditions related assets	Events and other traditions
Veterans	Veterans related assets	Veterans, support services, events

Custom Fields

Custom Fields allow us to add more sections of metadata that are relevant to UIW. We have dropdowns to add in building names, UIW sports, departments, and more. The table below shows a complete list of all available options Consumers can search by.

1. Athletics

Lists all of the sports in UIW Athletics.

Options (Multiple Choice):

- Baseball
- Cross Country
- Fencing
- Football
- Indoor Track and Field
- Men's Basketball
- Men's Golf
- Men's Soccer
- Men's Tennis
- Softball
- Swimming and diving
- Synchronized Swimming
- Track and Field
- Volleyball
- Women's Basketball
- Women's Golf
- Women's Soccer
- Women's Tennis

2. Buildings, Facilities & Landmarks

To list all of the buildings, landmarks, and facilities at UIW.

Options (Multiple Choice):

- Ancira Garage
- Ann Barshop Natatorium
- AT&T Science Center (AT&T)
- Athletics Complex
- Band Hall
- Benson Stadium
- Bernard O'Halloran Fountain
- Blue Hole
- Bonilla Science Hall (BSH)
- Bowden Eye Care and Health Center
- Brooks Campus

- Buckley-Mitchel Advancement Center (BUCMIT)
- Campus Bajio, Irapuato
- Centro Universitario Incarnate Word (CIW)
- Cervera Wellness Center (WC)
- Chapel of the Incarnate Word
- Cheever Theatre
- Choir Hall
- Coates Theatre
- Columkille Administration Building (AD)
- Concert Hall
- Daniel Sullivan Field, sponsored by H-E-B
- Dubuis Lawn
- European Study Centers
- Feik School of Pharmacy (FSOP)
- Frank Nursing Building (NB)
- Friendship Garden
- Gayle & Tom Benson Fieldhouse
- Gayle & Tom Benson Stadium (FIELD)
- Geneva R. Johnson School of Physical Therapy Library
- George W. Brackenridge Library at the Feik School of Pharmacy
- George W. Johnson Library at the Rosenberg School of Optometry
- Gorman Center (GB)
- Grossman International Conference Center (ICC)
- Halligan-Ibbs Theatre/Dance Center (HIT)
- Henrich Center for Fencing and International Sports
- J.E. & L.E. Mabee Library (LIBR)
- Joyce Design & Technology Center (JB)
- Kelso Art Center
- Lourdes Grotto
- Luella Bennack Music Center
- Mabry Tennis Center (TENNIS)
- McCombs Center Rosenberg Sky Room
- McCracken House
- McDermott Convocation Center (CONV)
- Mission Plaza
- Our Lady's Chapel (CHAPEL)
- Professional Golf Management Facility
- Red Bridge
- Rosenberg School of Optometry (RSO)
- School of Osteopathic Medicine (SOM)
- School of Osteopathic Medicine Library
- School of Physical Therapy (SOPT)
- Seddon Recital Hall
- Semmes Gallery
- Slattery Leadership Center
- Softball Field
- Solar House
- SPS Alamo Heights Center
- SPS Corpus Christi Center (CCC)
- SPS Northeast Center (NE)
- SPS Northwest Center (VROSA)
- Student Engagement Center (SEC)
- Sullivan Sculpture Studio (SCSS)
- The Republic Golf Course

3. Departments

To list most departments at UIW.

Options (Multiple Choice):

- Accounts Payable
- Admissions
- Advising Services
- Alumni
- Assessment Office
- Auxiliary Academic Services
- Business Office
- Campus Life and Facility Management
- Career Services
- Center for Teaching and Learning
- Comptroller
- Development and University Relations
- Digital Strategy and Marketing
- Enterprise Applications
- Ettlting Center for Civic Leadership & Sustainability
- Extended Academic Programs
- Finance
- Financial Assistance
- Human Resources
- Information Security
- Infrastructure
- Institutional Research
- Instructional Technology
- International Affairs
- IT Project Portfolio Management
- Learning Support Center
- Library
- Media Services
- Mission and Ministry
- Payroll
- President's Office

- Provost Office
- Purchasing
- Registrar
- Study Abroad (a department within International Affairs)
- Technical Support Services
- Technology Services Health Sciences
- Technology Support Services
- Title IX & Compliance
- University Police
- Web Development & Maintenance

4. Divisions

Lists all of the sports in UIW Athletics.

Options (Multiple Choice):

- Athletics
- Business and Finance
- Campus Life and Facility Management
- Development and University Relations
- Enrollment Services
- General Counsel Division
- Information Resources
- International Affairs
- Mission and Ministry

5. House and Residence Halls

For all housing and residence halls at UIW.

Options (Multiple Choice):

- Agnese/Sosa Residence Hall
- Clement Hall (CL)
- Dubuis Residence Hall (DU) and Lawn
- Hillside Residence Hall (HS)
- Joeris Residence Hall (JO)
- McCombs Center
- McCombs Residence Hall
- Skyview Residence Hall
- St. Joseph's Hall
- Village of Avoca Apartments
- Watson Lofts

6. Photo Use

To provide information about the appropriate use of a photo.

Options (Multiple Choice):

- Admissions Only
- OCM Use Only
- International Use Only

7. Photographer

To credit photos from external photographers.

Options (Multiple Choice):

- Athletics
- Business and Finance
- Campus Life and Facility Management
- Development and University Relations
- Enrollment Services
- General Counsel Division
- Information Resources
- International Affairs
- Mission and Ministry

8. Seasons

To list the seasons of the year.

Options (Single Choice):

- Fall
- Winter
- Spring
- Summer

9. Schools

The drop down will contain a list of all schools at UIW.

Options (Multiple Choice):

- College of Humanities, Arts and Social Sciences - CHASS
- Dreeben School of Education - DSE
- Feik School of Pharmacy - FSOP
- H-E-B School of Business and Administration - HEBSBA
- Ila Faye Miller School of Nursing and Health Professions - SNHP
- Rosenberg School of Optometry – RSO
- School of Mathematics, Science and Engineering - SMSE
- School of Media and Design - SMD
- School of Osteopathic Medicine - SOM
- School of Physical Therapy - SOPT
- School of Professional Studies - SPS

10. Academic Level

Lists all of the sports in UIW Athletics.

Options (Multiple Choice):

- Certification
- Doctorate
- Graduate
- Professional
- Undergraduate

11. College of Humanities, Arts, and Social Sciences

For all of the programs in CHASS.

Options (Multiple Choice):

- Art
- Criminal Justice
- Cultural Studies
- English
- Political Science
- History
- International Affairs
- Liberal Studies
- Multidisciplinary Studies
- Music
- Pastoral Ministry
- Philosophy
- Political Economy
- Psychology
- Religious Studies
- Sociology
- Spanish
- Theatre Arts

12. Dreeben School of Education

For all of the programs in CHASS.

Options (Multiple Choice):

- Adult Education
- Early Childhood Education
- Education
- Higher Education
- Interdisciplinary Studies
- International Education and Entrepreneurship
- Organizational Leadership
- Teacher Education
- Teaching-All Level
- Teaching-Elementary
- Teaching-Secondary

13. Feik School of Pharmacy

For all of the programs in FSOP.

Options (Multiple Choice):

- PharmD
- PharmD and MAA
- Pre-Pharmacy
- Residency Program
- Spanish Education

14. HEB School of Business and Administration

For all of the programs in HEB School of Business and Administration.

Options (Multiple Choice):

- Art
- Criminal Justice
- Cultural Studies
- English
- Political Science
- History
- International Affairs
- Liberal Studies
- Multidisciplinary Studies
- Music
- Pastoral Ministry
- Philosophy
- Political Economy
- Psychology
- Religious Studies
- Sociology
- Spanish
- Theatre Arts

15. Ila Faye Miller School of Nursing and Health Professions

For all of the programs in Nursing.

Options (Multiple Choice):

- Clinical Research
- Community Health Education
- Nursing Practice
- MSN-DNP
- Family Nurse Practitioner
- Health Sciences
- Kinesiology
- Sport Management
- Nursing Leadership
- Nuclear Medicine Science
- Nursing (BSN)
- Nursing (MSN)
- Nursing (RN-BSN)
- Nursing-Clinical Nurse Leader
- Nursing (MSN)
- Mental Health Nurse
- Rehabilitative Sciences

16. Rosenberg School of Optometry

For all of the programs in Optometry.

Options (Multiple Choice):

- Vision Science (BS)
- Vision Science (MS)
- Vision Science (PhD)

17. School of Mathematics, Science, and Engineering

For all of the programs in MSE.

Options (Multiple Choice):

- Biochemistry
- Biology
- Chemistry
- Engineering
- Engineering - Electrical
- Engineering - Mechanical
- Engineering - Mechatronics
- Engineering
- Environmental Science
- Mathematics
- Mathematics Teaching
- Meteorology
- Meteorology - Broadcast
- Nutrition
- Nutrition Science

18. School of Media and Design

For all of the programs in School of Media and Design.

Options (Multiple Choice):

- 3D Animation and Game Design
- Communications Arts
- Computer Information Systems
- Cyber Security Systems
- Design, Media and Technology Studies
- Fashion Design
- Fashion Management
- Fashion Studies
- Graphic Design
- Interior Design
- Interior Merchandising and Management

19. School of Osteopathic Medicine

For all of the programs in SOM.

Options (Multiple Choice):

- Biomedical Sciences
- Graduate Medical Education
- Osteopathic Medicine











































20. School of Professional Studies

For all of the programs in SPS.

Options (Multiple Choice):

- Applied Arts and Sciences
- Administration
- Human Resources
- Bachelor of Arts in Organizational Development
- Business Administration (BSBA)
- Criminal Justice
- Health Sciences
- Leadership Studies
- Psychology
- Public Administration
- Master of Arts in Administration (MAA)
- Master of Arts in Teacher Leadership
- Master of Business Administration (Professional MBA)
- Master of Science in Organizational Development and Leadership (MSODL)
- Doctor of Business Administration (DBA)

Folder Structure

Folder/Subfolder(s)	Purpose/Description
1.  _Canto Resources  Canto Tutorials  Guidelines & Release Forms  Welcome to Canto	The folder stores resources for Canto Admins, Contributors, and Consumers. Find video trainings, user guides, requirements, and the official UIW release form.
2.  Artwork and Branding  Ads  Fonts  Letterheads  Logos  Social Media  Instagram Stories  Templates	Native design files and final graphics to include vectors, logos, Adobe files, etc.
3.  Athletics  <Academic Year>  Action Photos  Headshots  Photoshoots  Team Photos  <Sport>  <Albums>  Athletics Facilities  Spirit  RED  UIW Logos	For photos of UIW's 23 Division I athletics teams and more than 500 student athletes. Special permission Athletic department photography. Assets are organized by year. Within the Academic Year folder, assets are organized by category (action photos, headshots, etc.). Inside of each of those folders, a folder will need to be created for each sport. Assets then reside in an album inside of each sport folder.
4.  Campuses  Broadway Campus  School of Osteopathic Medicine  School of Pharmacy  School of Physical Therapy  School of Optometry  School of Physical Therapy  SPS Campuses	Exterior photography taken on a UIW campus depicting a common area, building, facility or landmarks.
5.  Club & Intramural Sports	Photos related to UIW club and intramural sports and participants.
6.  Events  <Year>  <YYYY-MM-DD Event Name Album>  Commencement  Employee Events  Light the Way  Pinning Ceremony  Homecoming	For all digital media taken at university-wide events. Under the parent folder are folders for each academic year, where albums then reside with the date and name of event. Folders were then created for common yearly events like Commencement, Light the Way, Pinning Ceremony, and Homecoming. A subfolder for Employee Events holds albums containing the date and event name of those events.
7.  Historical/Archival	The folder will store all historical and archival assets.

8. Mission	
CCVI	To store assets related to religious iconography, mass, etc. Albums for community service and the Ettlign Center are also stored here.
Community Service	
Ettlign Center	
Faith	
9. Portraits	Head shots of UIW faculty, staff, and leadership.
Faculty & Staff	
Trustees/Leadership	
10. Schools and Divisions	Academic photography related to a specific school or division, to include department, classroom, and research imagery. An album can be created within the folder to further breakdown the school into programs, or divisions into departments.
<School and/or Divisions>	
<Albums>	
11. Student Organizations	Photography taken of activities and events organized by Student Organizations at UIW.
Greek	
<Specific Greek Organization>	Create a subfolder for each Greek organization, as needed
<Other Organizations>	Create a subfolder for each organization, as needed (i.e., SGA, Veteran's, etc.)
12. UIW System	Assets related to other UIW system schools will be stored in these folder with an additional folder or album storing assets for the specific location.
Brainpower Connection	
Campus Bajio	
Centro Universitario	
Heidelberg	
13. Website	Assets specific to the Website will be stored here.
Icons	

Download Presets

The following is a list of the presets configured so that a user can quickly download images ready to use on specific mediums.

Present Name	Description	Size(px)	Scale
Athlete Headshot	Image recommendation for Athletics website	100 275	
Athletics - Webpage 1	1040 x 585	1040 585	
Athletics - Webpage 2	1920 x 1080	1920 1080	
Banner Department Homepage - Community site	Community site image recommendation	1370 450	
Banner Interior Page - Community site	Community site image recommendations	1020 330	
Body Carousel (no right sidebar) - Community site	Community site image recommendation	1020 600	
Body Carousel (with right sidebar) - Community site	Community site image recommendation	670 400	
Callout In-Body, Column Image (3 Columns) - Main site	Main and college site image recommendation	450 300	
COPE Component Thumbnail - Main site	Main and college site image recommendation	600 400	
Facebook Ad - Square		1080 1080	
Facebook Cover Photo		820 312	

Facebook Post News Feed		1200 630	
Facebook Profile Photo			1 : 1
Full-width Background (Infographic/Fullwidth CTA) - Main site	Main and college site image recommendations	1920 620	
Gallery - Main site	Main and college site image recommendation	1140 640	
Google Ad Image and Logo, Standard Square	Google Ads	1200 1200	
Google Ads - Images (Landscape)		1200 628	
Google Ads - Logo (Landscape)		1200 300	
Highlight (Row/Grid), Column Image (2 Columns) - Main site	Main and college site image recommendation	960 640	
Home Hero/Slider - Main site	Main and college site image recommendations	1920 840	
In-body Full-width Image (Full-width Page, No Side Nav) - Main site	Main and college site image recommendation	1200 600	
In-Body Fullwidth Carousel (No Side Nav) - Main site	Main and college site image recommendation	1140 640	
In-body Image (Full-width)	Main and college site image recommendation	882 430	
In-Body Image (Fullwidth Page, Left/Right Aligned) - Main site	Main and college site image recommendation	585 400	
In-Body Image (Left/Right Aligned) - Main site	Main and college site image recommendation	440 300	
In-Body Standard Carousel - Main site	Main and college site image recommendation	882 500	
Instagram - Landscape		1080 566	
Instagram - Portrait		1080 1350	
Instagram - Square		1080 1080	
Instagram Stories - 16:9	16:09		16 : 9
Instagram Stories - 9:16	9:16		9 : 16
Large - Community site	Community site image recommendation	550 330	
Medium - Community site	Community site image recommendation	435 275	
News Article - Main site	Main and college site image recommendations	660 400	
Newsletter - Community site	Community site image recommendation	1020 400	
Profile/Bio Headshots - Main and Community sites	Main and community site image size recommendation	250 300	
Small - Community site	Community site image recommendation	314 200	
Social Media	Crop preset for social media.		144 : 85
Standard Page Hero/Slider - Main site	Main and college site image recommendation	1400 600	
Twitter - Cover photo		1500 500	
Twitter Post		1200 630	
Twitter Profile Photo			1 : 1