

# Aspects Template

Screen Name:

Each space C-G has the same elements illustrated here for B.  
Use one blank form for each desired space (up to six).

**A**

*Display Title (recommended; about 10 words)*

**B**

*Thumbnail (required; JPG or GIF)*

**4**

*Caption (optional; 8 or 9 words; suppresses tombstone)*

**5**

*Text (recommended; scrollable)*

**C**

**D**

**1**

*Main Image (recommended; JPG or GIF)*

**2**

*Video (MOV or SWF, optional)*

**3**

*Caption (optional; 8 or 9 words; suppresses tombstone)*

**E**

**F**

**G**

# Commentary Template

Screen Name:

**A**

**1**

Display Title (recommended; about 9 words)

**2**

Subtitle or Quote (optional; up to 2 short sentences)

**B**

Main Media

**1** Still image (recommended; JPG or GIF)

**2** Video (optional; MOV or SWF)  
OR

**4** May link to another screen or URL

**3**

Caption (optional; 8-9 words)  
If caption is used, tombstone data will not be shown.

**C**

Text (recommended; up to a few paragraphs)

**D**

**1** Image (recommended; JPG or GIF)

**2** Video (optional; MOV or SWF)  
or

**4** Link (optional)

**3**

Caption (optional; about 6 words)

**D**

**1** Image (recommended; JPG or GIF)

**2** Video (optional; MOV or SWF)  
or

**4** Link (optional)

**3**

Caption (optional; about 6 words)

**D**

**1** Image (recommended; JPG or GIF)

**2** Video (optional; MOV or SWF)  
or

**4** Link (optional)

**3**

Caption (optional; about 6 words)

D-F: Each thumbnail may have an optional associated movie or link to another screen or URL.

If caption is used, tombstone data for images D-F will not be shown.

# Enlargement Template

Screen Name:

**A**

*Image (required; JPG or GIF)*



**B**

*Text (recommended; up to several paragraphs)*

An empty rectangular box with a thin black border, intended for text. It occupies the right half of the main content area.

# Exploration Entry Template

Screen Name:

**A**

*Display Title (recommended; about 6 words)*

**C**

**1**

*Link text (required for link, but link is optional; up to 10 words)*

**2**

*Link to another screen or URL*

**E**

**1**

*Link text (required for link, but link is optional; up to 10 words)*

**2**

*Link to another screen or URL*

**G**

**1**

*Link text (required for link, but link is optional; up to 10 words)*

**2**

*Link to another screen or URL*

**B**

**1**

*Main Image (recommended; JPG or GIF)*

**3**

*May link to another screen or URL*

**2**

*Caption (optional; up to 10 words)*

*If caption is used, tombstone data will not be shown.*

**D**

**1**

*Link text (required for link, but link is optional; up to 10 words)*

**2**

*Link to another screen or URL*

**F**

**1**

*Link text (required for link, but link is optional; up to 10 words)*

**2**

*Link to another screen or URL*

**H**

**1**

*Link text (required for link, but link is optional; up to 10 words)*

**2**

*Link to another screen or URL*

Screen Name:

Use one blank form for each desired layer (up to five).

The diagram illustrates a digital tombstone layout with the following components and callouts:

- A**: Display Title (recommended; up to 12 words)
- B**: Main Text (appears on all layers; recommended; scrollable)
- C**: ...
- D**: ...
- E**: ...
- F**: ...
- G**: ...

The layout includes several text boxes and media item placeholders, each with a numbered callout:

- 1**: Layer Title/Layer Link (required; up to 7 words)
- 2**: Main Media Item (recommended; JPG or GIF)  
May have optional associated movie (MOV or SWF)  
OR  
May link to another screen or URL
- 3**: Ancillary Media Item (optional; JPG or GIF)  
May have an optional associated movie (MOV or SWF)  
OR  
May link to another screen or URL
- 4**: Ancillary Media Item (optional; JPG or GIF)  
May have an optional associated movie (MOV or SWF)  
OR  
May link to another screen or URL
- 5**: Layer Text (optional; up to a few paragraphs)

Each media item placeholder (2, 3, 4) has a corresponding caption box below it:

- 2**: Caption (optional; up to 20 words, about 2 sentences)  
If caption is used, tombstone data will not be shown.
- 3**: Caption (optional; up to 7 words)
- 4**: Caption (optional; up to 7 words)

For both media items: If caption is used, tombstone data will not be shown.

# Media Focus Template

Screen Name:

**A**

**1**

*Display Title (recommended; up to 10 words)*

**2**

*Subtitle or Quote (optional; up to 2 sentences)*

**B**

*Text (recommended; up to a few paragraphs)*

**C**

*Still image (recommended; JPG or GIF)*

**D**

*Video (optional; MOV or SWF)*

**E**

*Caption (optional; up to 16 words)*

*If caption is used, tombstone data will not be shown.*

# Phone Dial Template

Screen Name:

**A**

*Display Title (recommended; up to 7 words)*

**C**

**1**

**2**

**C**

*Links to another screen or URL  
(optional; up to 7 words each)*

**B**

*Main Text (optional; up to a few paragraphs)*

**1**

*Introductory Text  
(optional; not scrollable;  
up to 40 words, about 4 sentences)  
This text appears in the  
central circle when the  
small circles are not moused over.*

*Circles may be skipped or left blank.  
Recommended for each filled spot:*

- 1 thumbnail image (appears in small circle)*
- 1 rollover image (appears in center)*
- 1 short caption (replaces thumbnail  
in small circle on rollover; 8 words)*
- 1 link to another screen or URL*

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

**11**

**D**

Screen Name:

**A**


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**B**

3 \_\_\_\_\_

**D**

**C**



The thumbnail label becomes the title of the new screen.

**E**

**F**

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The logo of the German Society for Quality Management (DGQ) is a black circle containing a white capital letter 'G'.

1



5

7

**J**

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2

1

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3

*Add a series thumbnail for each desired page (no upper limit).  
Scroll arrows will appear as needed to move through all series pages.*



# Slider Template

Screen Name:

Use one blank form for each desired slider item (no limit).

**A**

Display Title (recommended; up to 10 words)

**B**

Slider Media Item (recommended)

**2** Slider Image (recommended; JPG or GIF)

**3** Movie (MOV or SWF, optional)

OR

**4** Link to Screen or URL (optional)

**5**

Caption (optional; up to 14 words)  
If caption is used, tombstone data will not be shown.

**1** Label (required; up to 10 characters, 5 per line)



**6**

Slider Text (recommended; scrollable)



Scroll arrows will appear to right and left of slider as needed to move through all slider spots.

# Zoom Template

Screen Name:

**A**

*Main Image (required; JPG or GIF)*

*\* High-resolution images work best. Pachyderm automatically sizes zoom screen images at 2560x2548 pixels; prepare your image as close to those dimensions as possible to ensure a high-quality zoom image.*

**1**

*Audio file (optional; MPG or SWF)*

**2**

*Audio Caption (optional; about 8 words)*

**C**

**1**

*Audio file (optional; MPG or SWF)*

**2**

*Audio Caption (optional; about 8 words)*

**D**

**B**

*Caption (optional; about 10 words)*

*If caption is used, tombstone data will not be shown.*