



STUDENTstock



## **Mission Statement:**

STUDENTstock has two goals:

- 1) Catalog and store student work from the Harford Community College Visual, Performing & Applied Arts program.
- 2) Create a resource of stock assets at no cost for the regional, national, and international design community.

Images are uploaded to an online database and made available to people who use creative visual works such as: art directors, graphic designers, public relations and advertising firms as well as corporate communication departments.

Participating students get an idea of their market value and consumers get a broad image resource of high quality creative works to illustrate their commercial publications. Students are given an opportunity to network with professional artists outside of their community.

Buyers of images are given one-time reproduction rights and must credit the students as well as STUDENTstock in the publication.

# Organization

STUDENTstock is comprised of a president, and administrative group, stock soldiers, and freeloaders. The administrative group decides which images to host. Stock Soldiers are registered students who contribute images to the website. Freeloaders are designers who need our art.

The administrative group meets biweekly on Tuesday. They discuss problems with the website, catalog of assets, and submissions. This is also the time when submissions are reviewed and uploaded to the server. Eventually, the submissions will be filed via the website.

## **PRESIDENT:**

Elected representative who acts as website administrator and liaison to the student body and stock soldiers.

## **SYSTEM ADMINS:**

Up to five students who assist in website administering.

## **STOCK SOLDIERS:**

Students who register with STUDENTstock who collect and submit their assets for cataloging and uploading.

## **FRELOADERS:**

All who wish to download student work are given one-time reproduction rights and must credit the students as well as STUDENTstock in the publication.

# Submissions

1. Students must register for an account. Contact a Student Stock representative at [HCCst2Admin@gmail.com](mailto:HCCst2Admin@gmail.com) to acquire a registration number, be sure to provide your name and primary contact e-mail.

2. Submissions of work are accepted throughout the week.

3. Submissions are to be saved in the correct format in the sssub folder in the public folder under your name. eg. `public/sssub/ktesnau`

4. You must include the following:

a. The work.

b. A txt file including: name, contact information, file type, and summary of work.

5. Submissions will be evaluated at bi-weekly meetings held on Tuesdays.

# Legal Issues

People who download assets are given one-time reproduction rights and must credit the students as well as STUDENTstock in their reproduction.

## Attribution Non-commercial Share Alike (by-nc-sa)

This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms. Others can download and redistribute your work just like the by-nc-nd license, but they can also translate, make remixes, and produce new stories based on your work. All new work based on yours will carry the same license, so any derivatives will also be non-commercial in nature.

The Legal Code for the BY-NC-SA license is located here:  
<http://creativecommons.org/licenses/by-nc-sa/3.0/legalcode>

# Brand Identity

## Fonts:

The logo is a modified version of Manson – Regular and Friz Quadrata – Bold.

Text must be Gill Sans.

## Logo:

The logo must appear consistently and without alteration, as shown here. On a white background, use the STUDENTstock logo in black or Waifish Melancholy Cyan (C: 58; M: 0; Y: 18; K:0). On a black background, use the STUDENTstock logo in white or Waifish Melancholy Cyan (C: 58; M: 0; Y:18; K:0). The only Black that may be used is the black used in the examples (C:70; M:67; Y: 64; K:74).

When colored, the STUDENTstock logo must be Waifish Melancholy Cyan used in example #2. (C: 58; M: 0 ;Y: 18; K:0)

When the STUDENTstock logo is used on a colored background, it must be Verdant Spring Moss Green used in example #4. (C: 18; M: 0 ;Y: 71; K:0)



1. Black (C:70; M:67; Y:64; K:74) on white background


2. Waifish Melancholy Cyan (C: 58; M: 0 ;Y: 18; K:0) on Black background (C:70; M:67; Y:64; K:74)

3. White on Black background (C:70; M:67; Y:64; K:74)

4. Waifish Melancholy Cyan (C: 58; M: 0 ;Y: 18; K:0) on Verdant Spring Moss Green background (C:18; M:0; Y:71; K:0)

# Proposed Website:

## Main Page



My Account | Login




Username




Password

Login

Mission Browse Students

Recent Submissions:






Mission Statement:


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[>Read Full Statement](#)


Students:



Student Name  
Forte  
Submissions: 1



Student Name  
Forte  
Submissions: 1



Student Name  
Forte  
Submissions: 1

Become a user:

Desired Username

E-mail Address

Submit

Home | FAQ | Disclaimer | Conditions | Legal | Contact  
Harford Community College

# Proposed Website: Browse/Search Page



# Proposed Website: User Account Page



My Account | Logout

Username

Password

Login

Mission Browse Students

Welcome, Student.



Student Name  
Forte  
Submissions: 1

Account Settings

- Edit Preferences
- Edit User Page
- Change Avatar

My Statistics

Total Work Views	10
Total Work Downloads	2
Download Requests	0

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Something Else to be decided later.  
Where my work has been used...

My Work

All Work

Home | FAQ | Disclaimer | Conditions | Legal | Contact  
Harford Community College

# Proposed Website: Legal Page



[My Account](#) | [Login](#)

Username   
Password

[Mission](#) [Browse](#) [Students](#)

## Legal Information:

[creativecommons.org](https://creativecommons.org)

[Terms of Use](#)  
[User Agreement](#)  
[Release of Information](#)  
[Another Agreement](#)  
[Privacy Policy](#)

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## Terms of Use

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# Promotional Poster

