

Adobe Stock for Bern University:

Make your presentations and communications visually appealing with stock images

Stefan Grosjean, Medical Library, University Library Bern

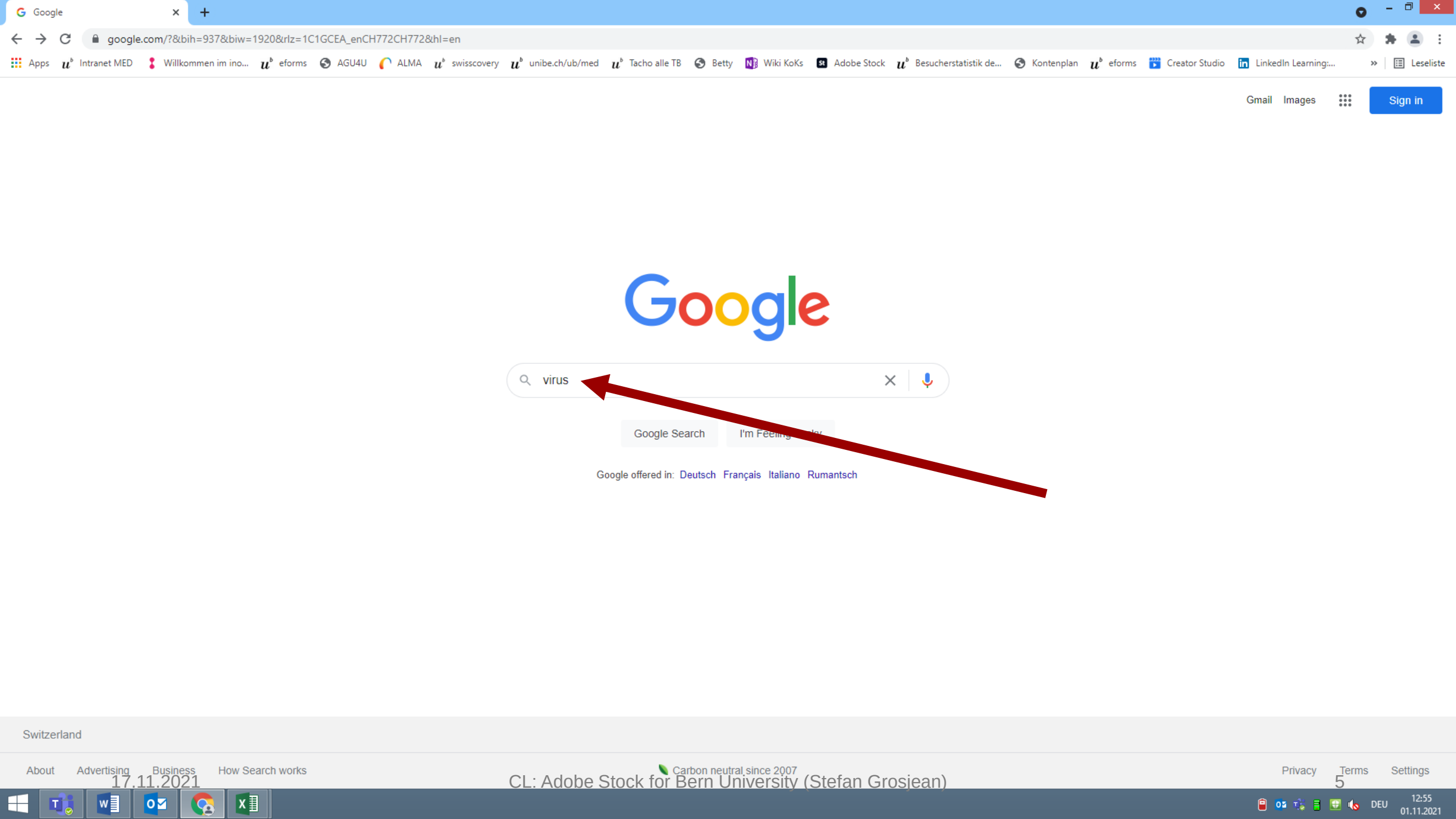


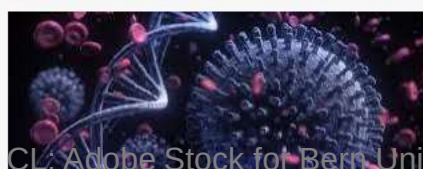
A woman with brown hair tied back, wearing a white lab coat, stands in the foreground of a laboratory, smiling at the camera with her arms crossed. In the background, a man in a white lab coat is working at a desk with a microscope and other lab equipment. The scene is brightly lit, suggesting a modern research environment.

**«People tell me, my presentations /
communications need pictures.»**

The Problem





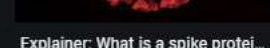
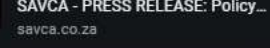
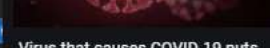
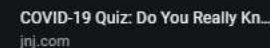


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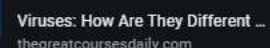
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[sciencenewsforstudents.org](https://www.sciencenewsforstudents.org)



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spinabifidaassociation.org



What's a virus, anyway? Part 1: T...
scopeblog.stanford.edu



Viruses: How Are They Different ...
thegreatcoursesdaily.com



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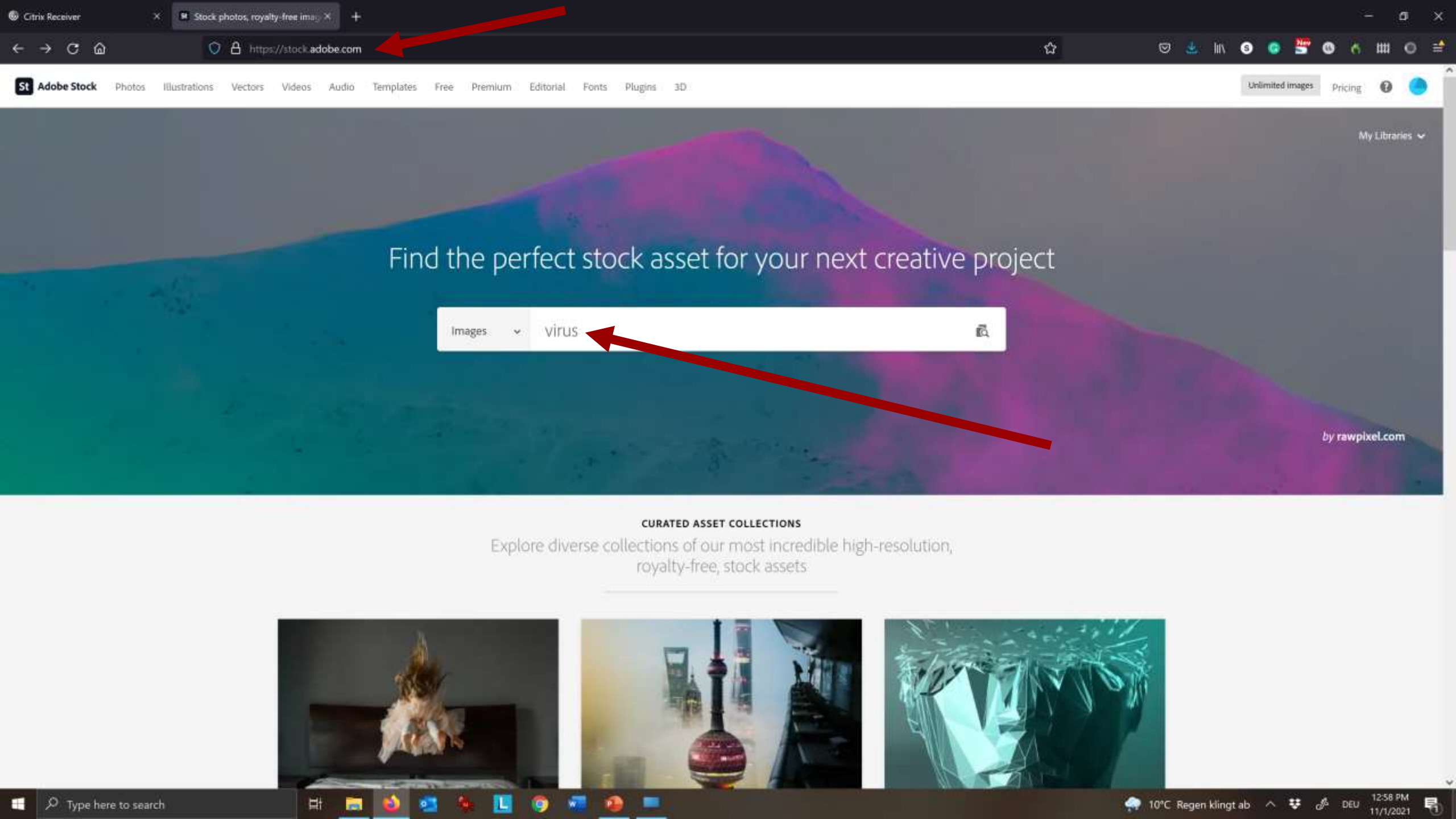


The Solution



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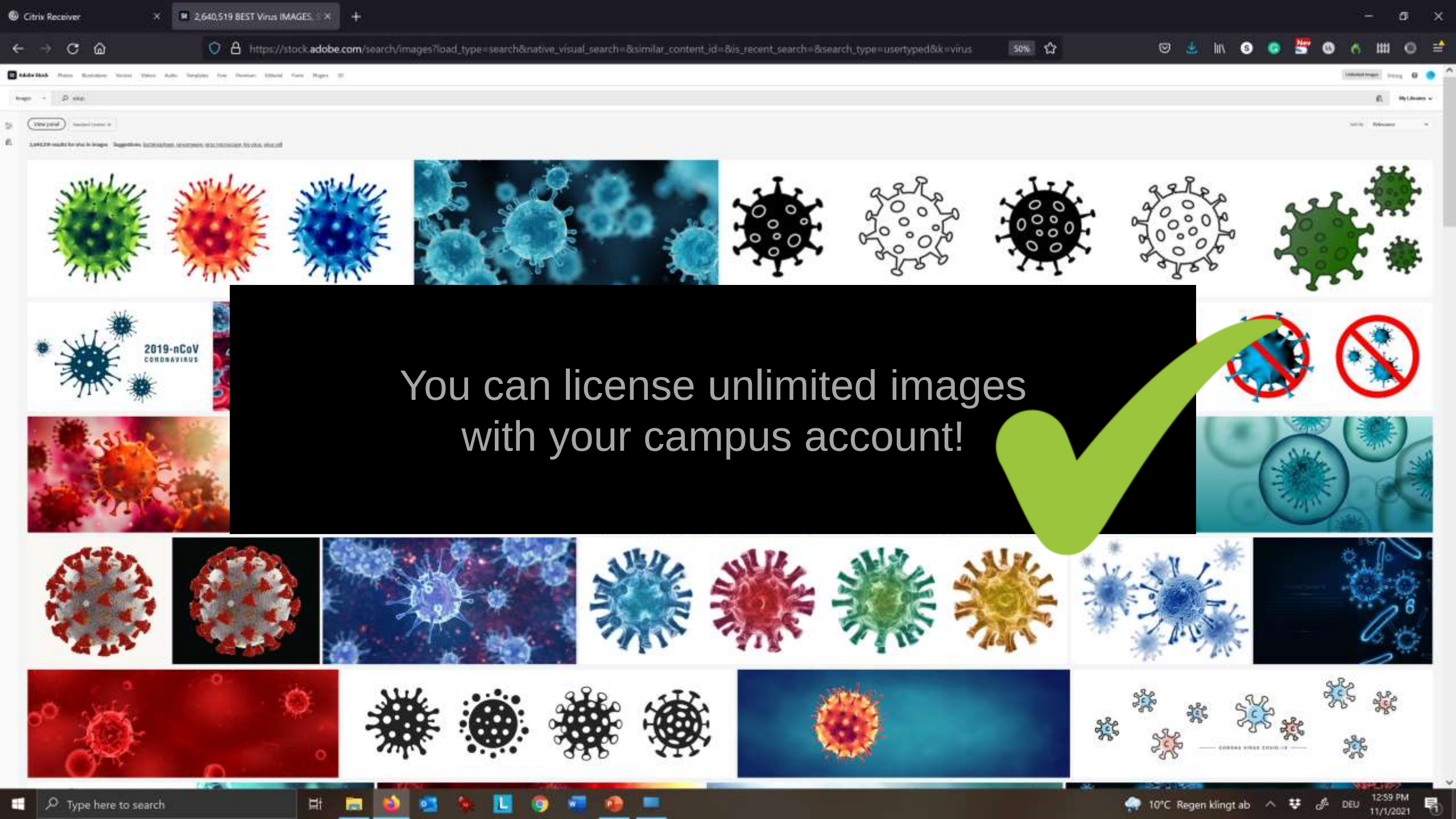
Images

virus

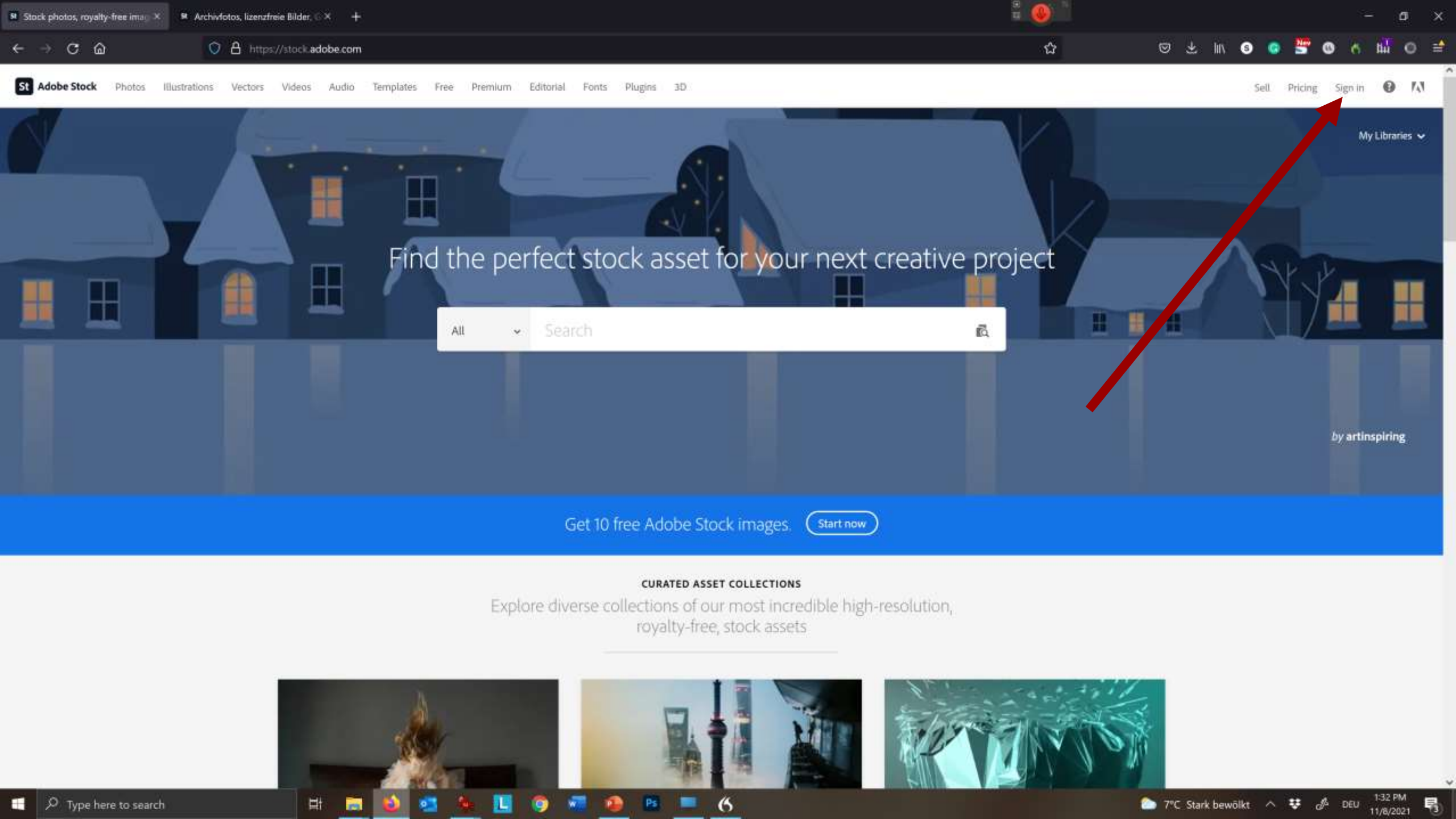
CURATED ASSET COLLECTIONS

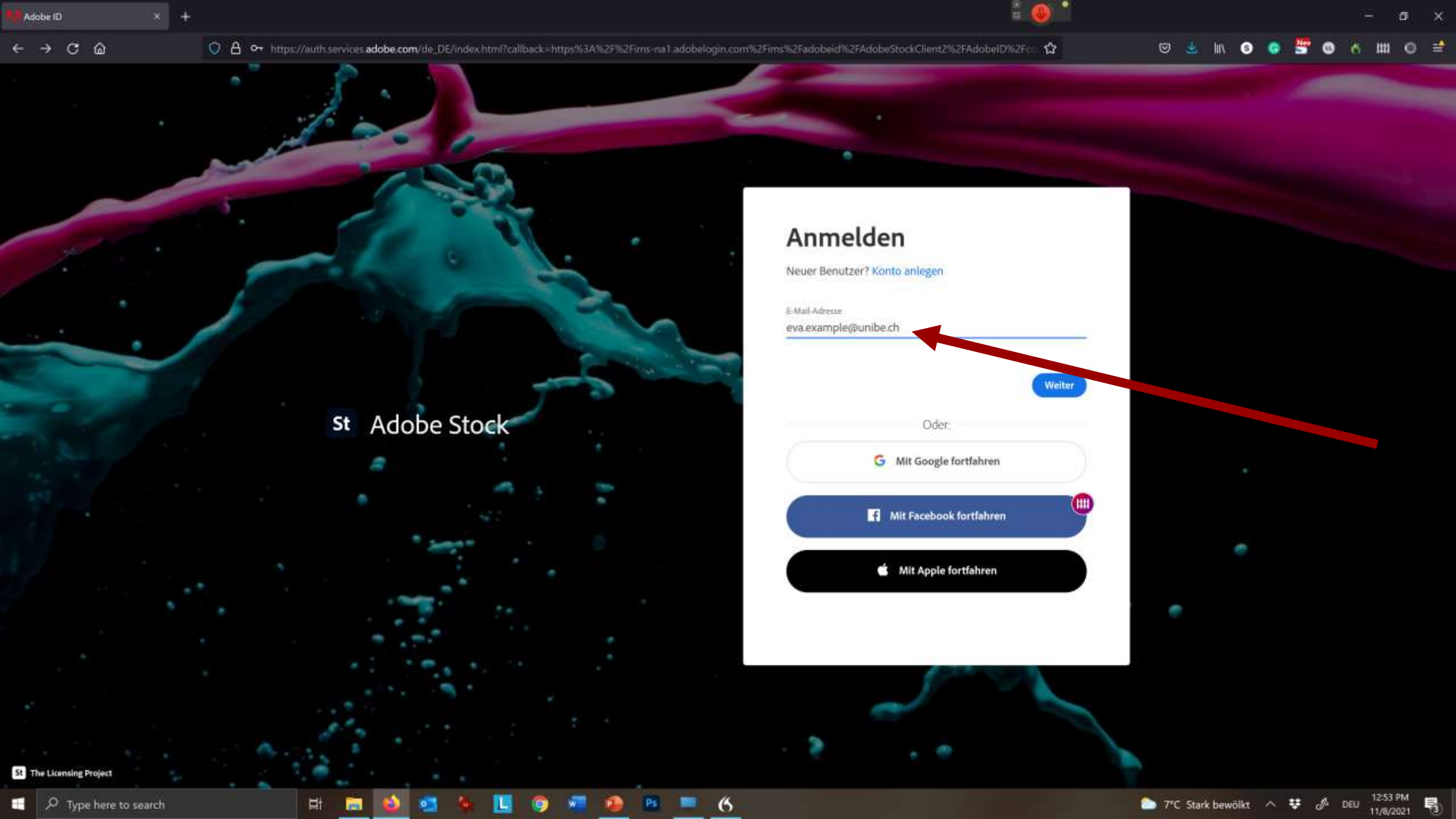
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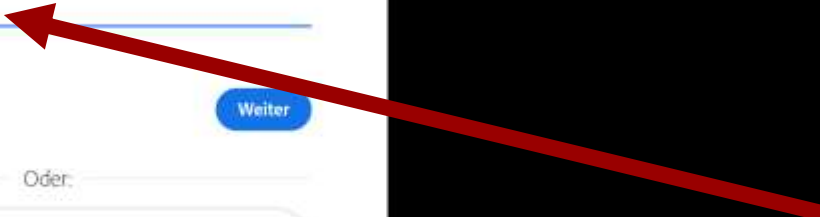
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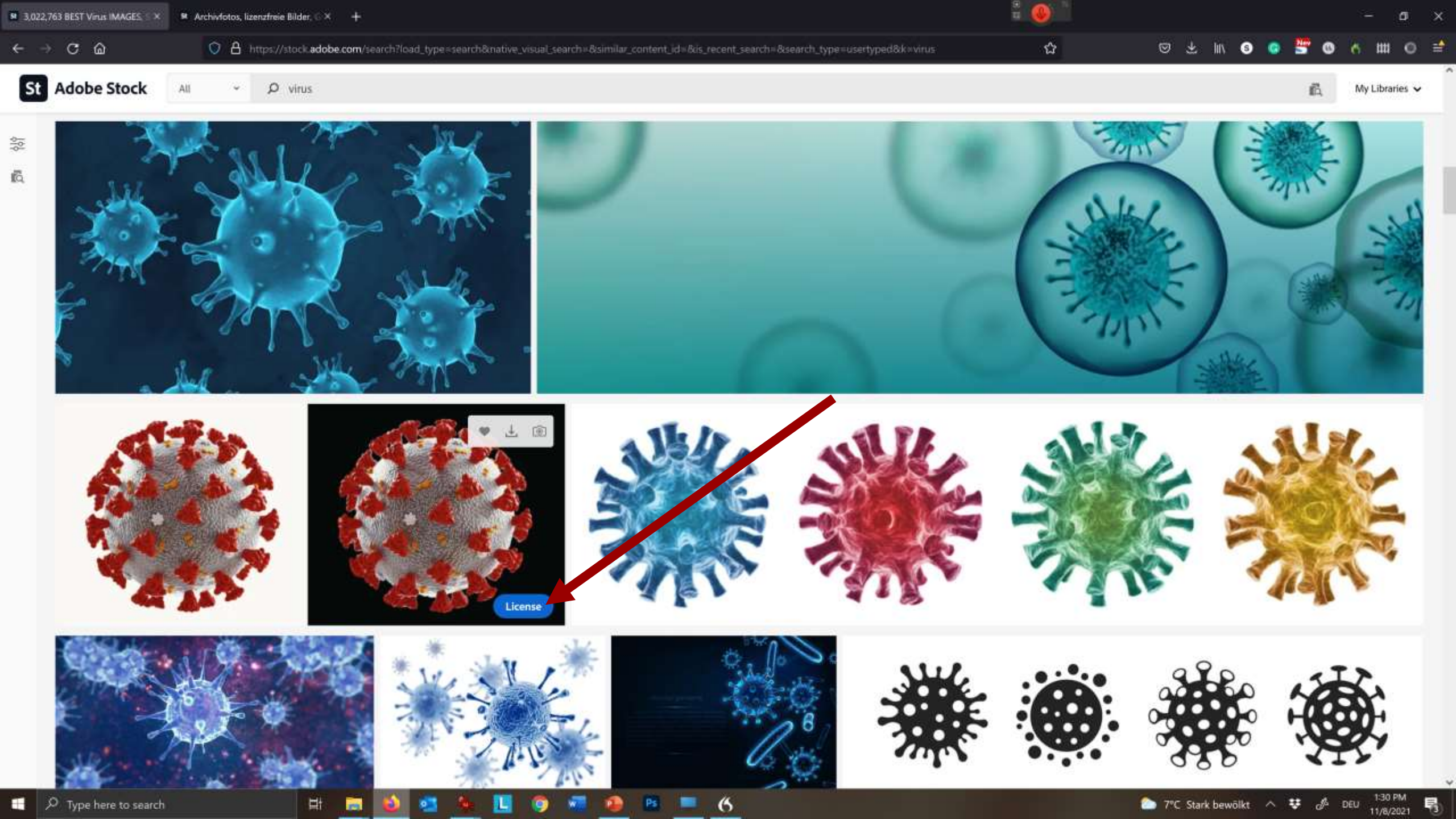
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License comparison

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Asset may be used in merchandise, templates, or other products for resale*			✓

*See [Editorial Use Only](#) restrictions.

The Takeaway?

- don't sell!
- don't use for more than 500'000 views!
(you can upgrade the license for specific assets if the need arises)



- usage must be related to Berne University
- no source or copyright info needed!



Do's and Dont's

- Observe Corporate Design Guidelines of University of Berne!
https://intern.unibe.ch/dienstleistungen/corporate_design_und_vorlagen/index_ger.html
- Try to find a style!
- Sometimes less is more!
- Pay attention to the colors!



What to avoid?

Discrimination
(man is in focus,
women are out of
focus)

Stereotypes (male
leader)

The picture maybe
feels like out of a
commercial or
corporate
communication

Discrimination
(man is big in front,
women are small in
the background)

Lack of diversity
(only white people
in the picture)

The picture is
maybe too generic
and feels
unpersonal



u^b

b
UNIVERSITÄT
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https://intern.unibe.ch/unibe/uniintern/content/e1883/e683686/e695596/e1075264/e1075265/03_UniBE_ManualGestaltungselemente_202104_ger.pdf

03_Gestaltungselemente

Erstellung Q2.2020
Freigabe Universitätsleitung 08.2020
Ergänzung
Logo University of Bern

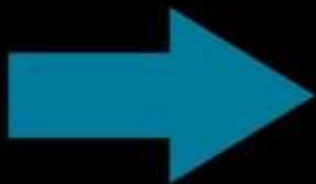
CL: Adobe Stock for Bern University (Stefan Grosjean)

17.11.2021

A few examples from our work

Are you in need of
brain food for
your research
projects?

Practical Tips in a
Nutshell.



bibmedbern



bibmedbern Zoom Link: <https://bit.ly/3xHHe5s>

The Research Support Service Team of the Medical Library is looking forward to your participation.

#bibmedbern #bibliothek #library #unibern #educationispower #educationiskey #bern #universityofbern #inselspitalbern #medizinstudium #medicallibrary #fsmbern #researchsupportservices #citationmanagement

23w



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Post

Attend our Coffee Lecture next
Wednesday 26.05. (13:00 – 13:15)

Citation Management Systems

◀ Citation management systems can make writing and citing papers much easier. But which system is best for you? Come learn about some of the strengths and weaknesses of three of the most common systems EndNote, Zotero, and Mendeley



bibmedbern



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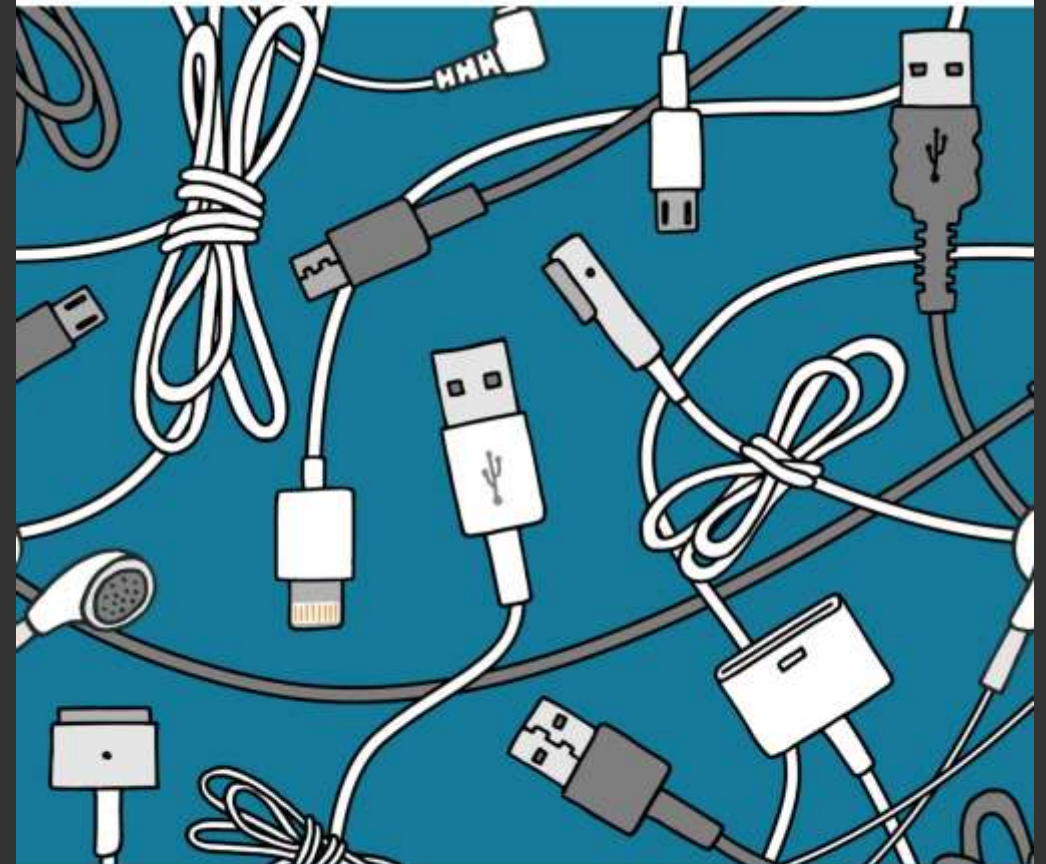
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Leise, bitte!
Die Leute sind am Lernen.



Ladegerät vergessen?
An der Theke ausleihen!



Anatomische Modelle Ausleihe in der Bibliothek

Die Bibliothek Medizin verfügt über eine Sammlung von 25 anatomischen Modellen, welche Sie zum Gebrauch innerhalb der Bibliothek ausleihen können. Bitten wenden Sie sich an die Theke.



Uniprint Weiteres Gerät im OG

Ein weiteres Uniprint-Gerät (nur A4) finden Sie im Obergeschoss der Bibliothek Medizin.



Maskenpflicht Neu auch am Arbeitsplatz

Bitte tragen Sie in allen Universitätsgebäuden eine Maske. Ab Montag 12. Oktober dürfen Sie auch an Ihrem Arbeitsplatz die Maske nicht mehr ablegen.

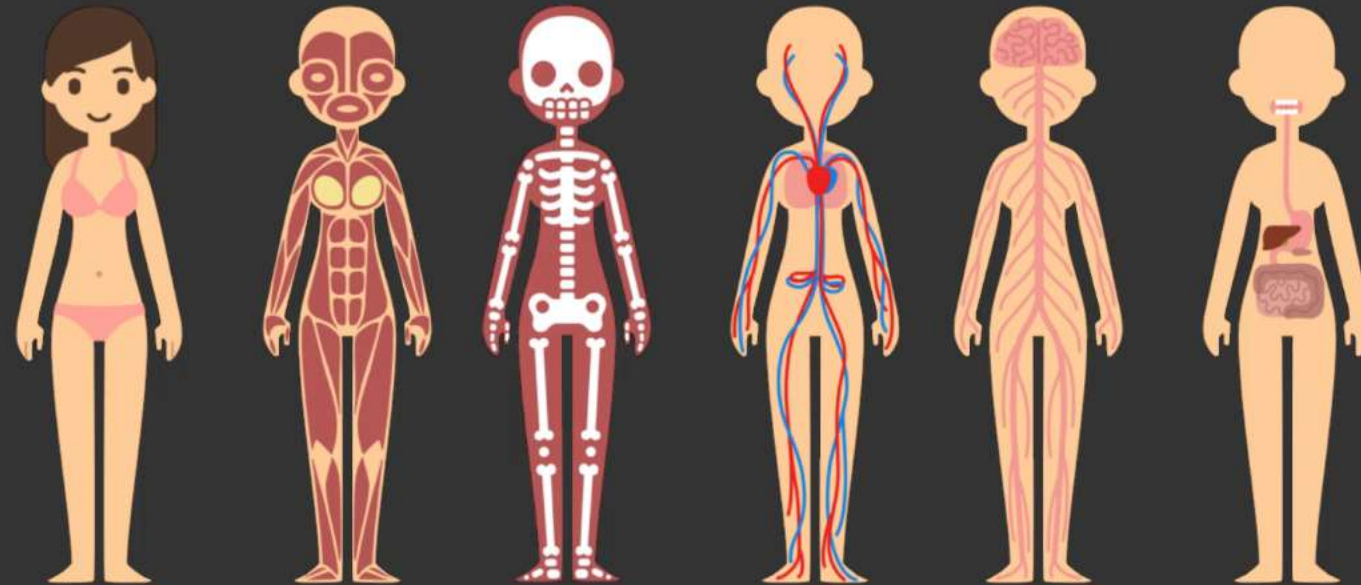


Maskenpflicht Auch am Arbeitsplatz

Bitte tragen Sie in allen Universitätsgebäuden eine Maske. Auch an Ihrem Arbeitsplatz dürfen Sie die Maske nicht ablegen. An der Theke können Einwegmasken für CHF 1.– gekauft werden.



Der Lesesaal im Wandel



Schlaglichter aus einer Untersuchung zur
Lesesaalentwicklung von Medizinbibliotheken

Der Lesesaal im Wandel

1. Theoretischer Teil: Historische Hintergründe und gegenwärtige Anforderungen, Best-Practices und Benchmarking

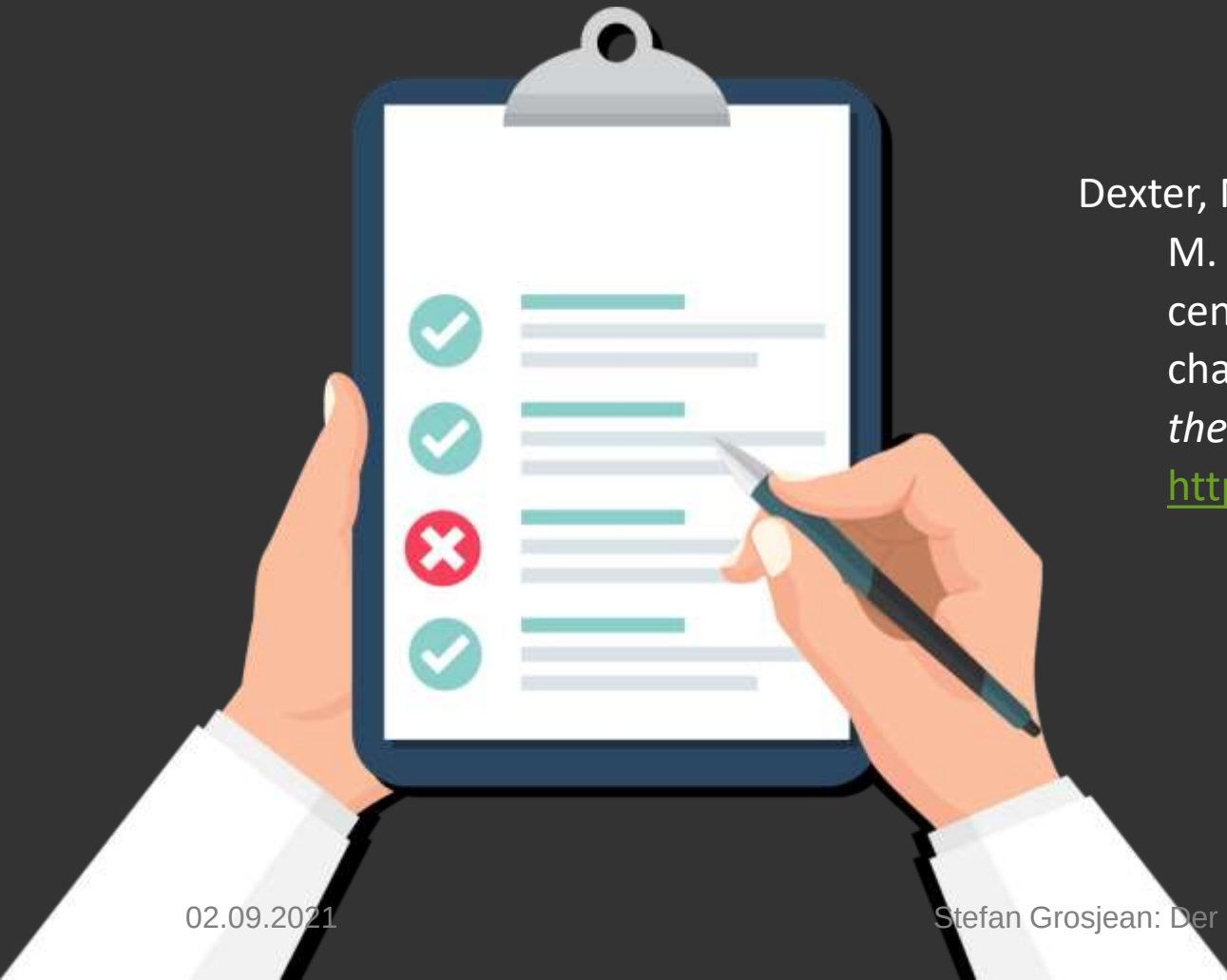


2. Praktischer Teil: Der Umbau der Bibliothek Medizin UB Bern (Konzepte und Erfahrungen)

3. Empirischer Teil: Wie beurteilt die Hauptzielgruppe den Umbau? (Evaluation)



Kriterienkatalog



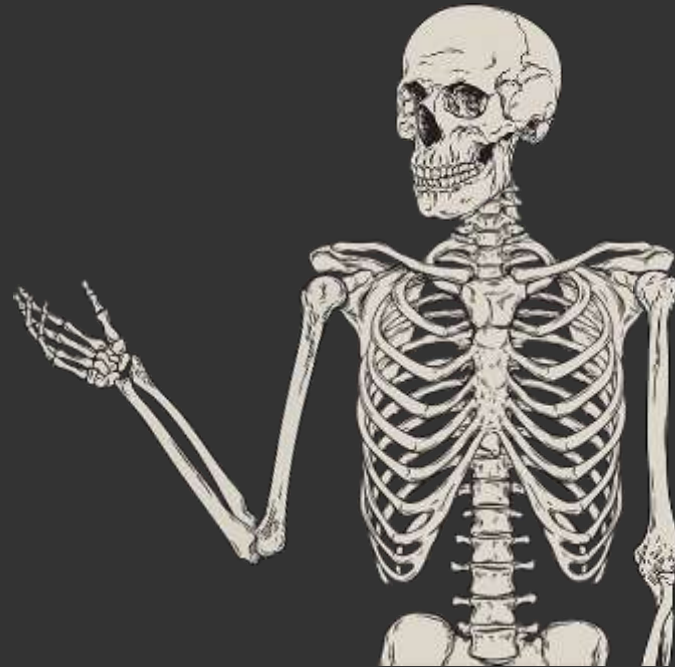
Dexter, N., Muellenbach, J. M., Lorbeer, E. R., Rand, D., Wilcox, M. E., & Long, B. A. (2019). Building new twenty-first century medical school libraries from the ground up: challenges, experiences, and lessons learned. *Journal of the Medical Library Association : JMLA*, 107(1), 6–15.
<https://doi.org/10.5195/jmla.2019.493>

“Best Practices”: Elektronische Ressourcen

- Grosser Teil des Medienerwerbungsbudgets fliesst in elektronische Ressourcen
- Umfragen zeigen, dass die Studierenden eine überraschend starke Präferenz für gedruckte Bücher aufweisen
- Best Practice:
 - Hybrides Angebot bei E-Books
 - e-only bei Zeitschriften
 - Lernapps (Kreuztool, Anatomie)

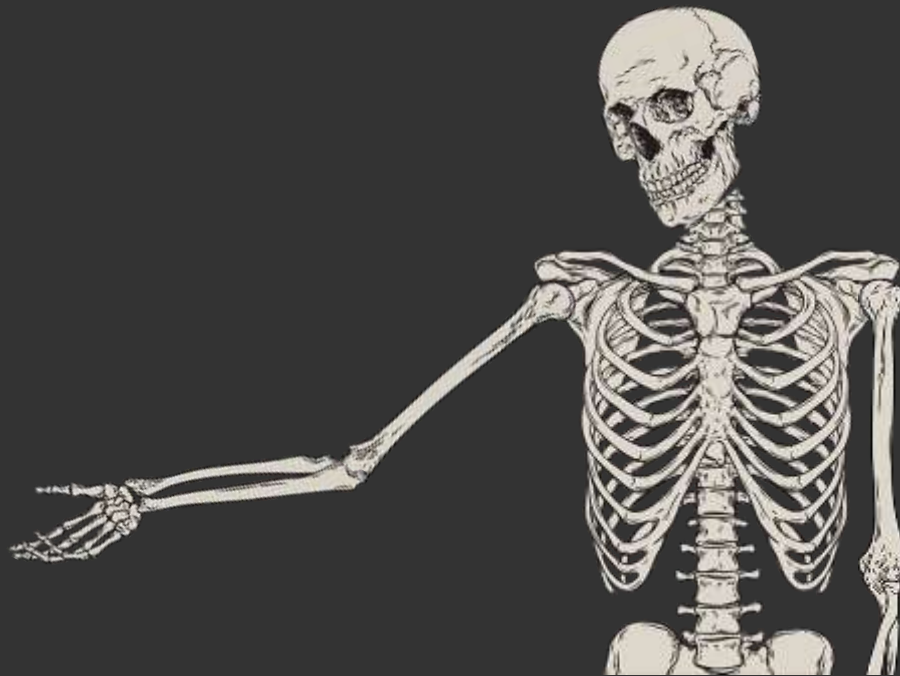


Resultat Benchmarking



Resultat Benchmarking

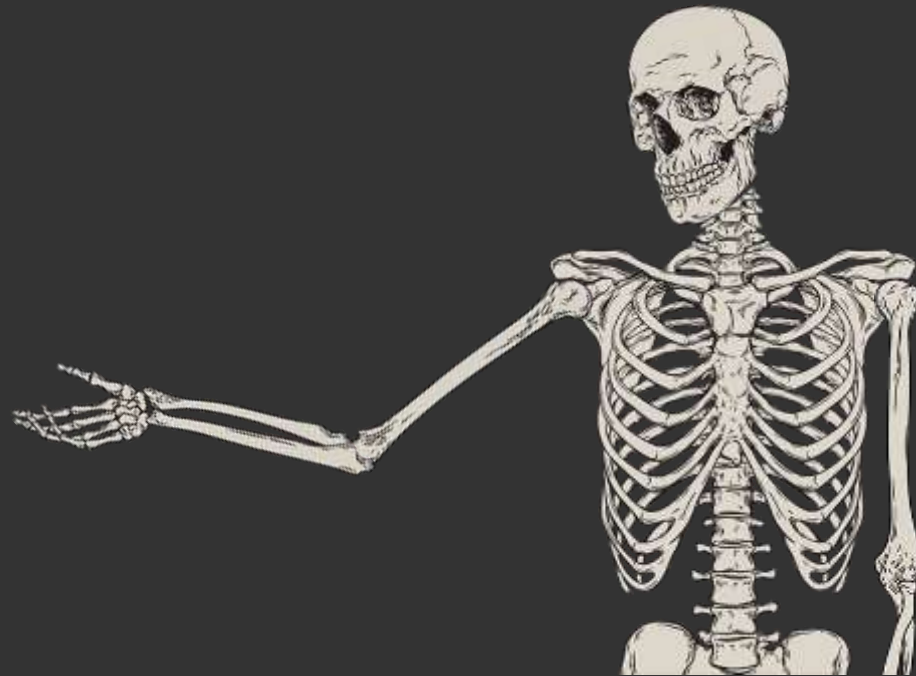
5. UB Medizin Basel



Resultat Benchmarking

4. *ZB MED Köln*

5. *UB Medizin Basel*

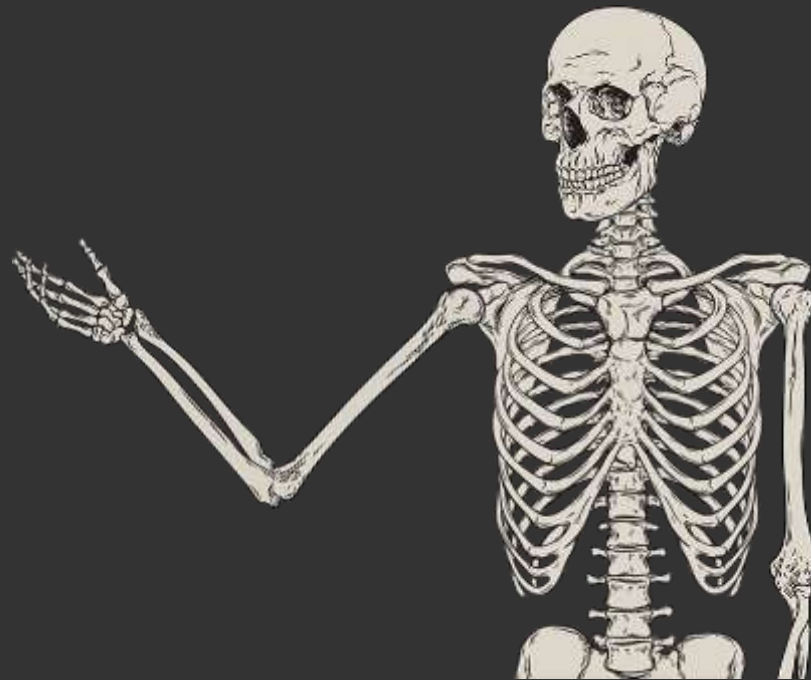


Resultat Benchmarking

3. *Bibliothek Medizin UB Bern*

4. *ZB MED Köln*

5. *UB Medizin Basel*



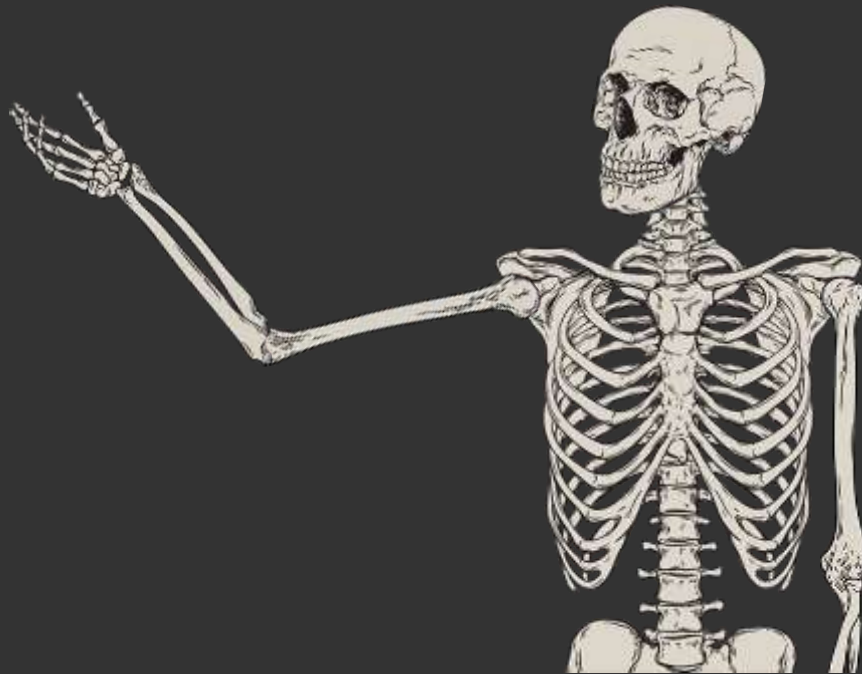
Resultat Benchmarking

2. *HBZ Medizin Careum Zürich*

3. *Bibliothek Medizin UB Bern*

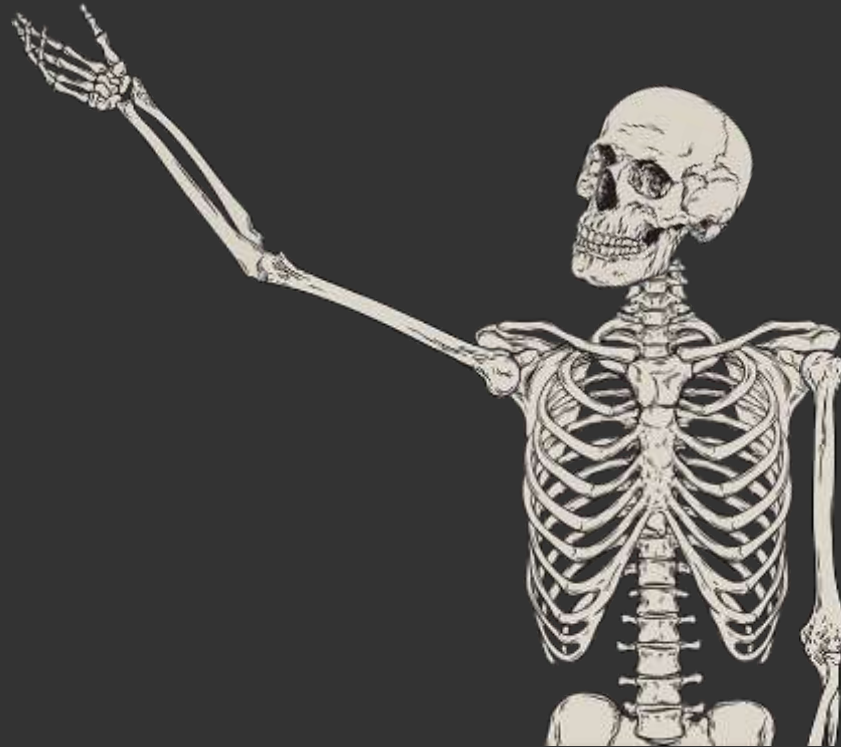
4. *ZB MED Köln*

5. *UB Medizin Basel*



Resultat Benchmarking

1. *Bibliothèque universitaire
de médecine Lausanne BiUM*
2. *HBZ Medizin Careum Zürich*
3. *Bibliothek Medizin UB Bern*
4. *ZB MED Köln*
5. *UB Medizin Basel*

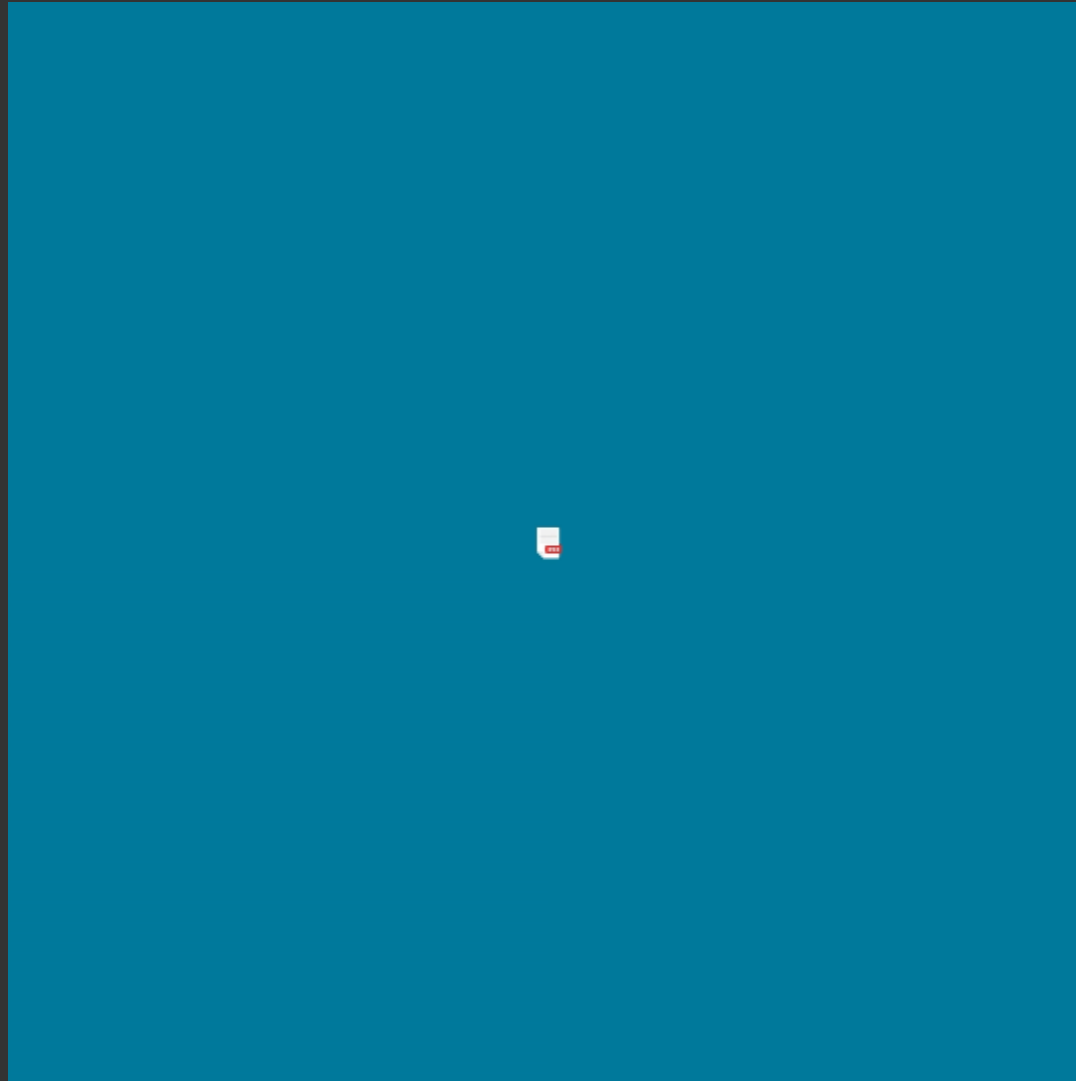


IG-Story for E-Ressources

17.11.2021



IG-Post for Uniprint per mail



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ILLUSTRATOR



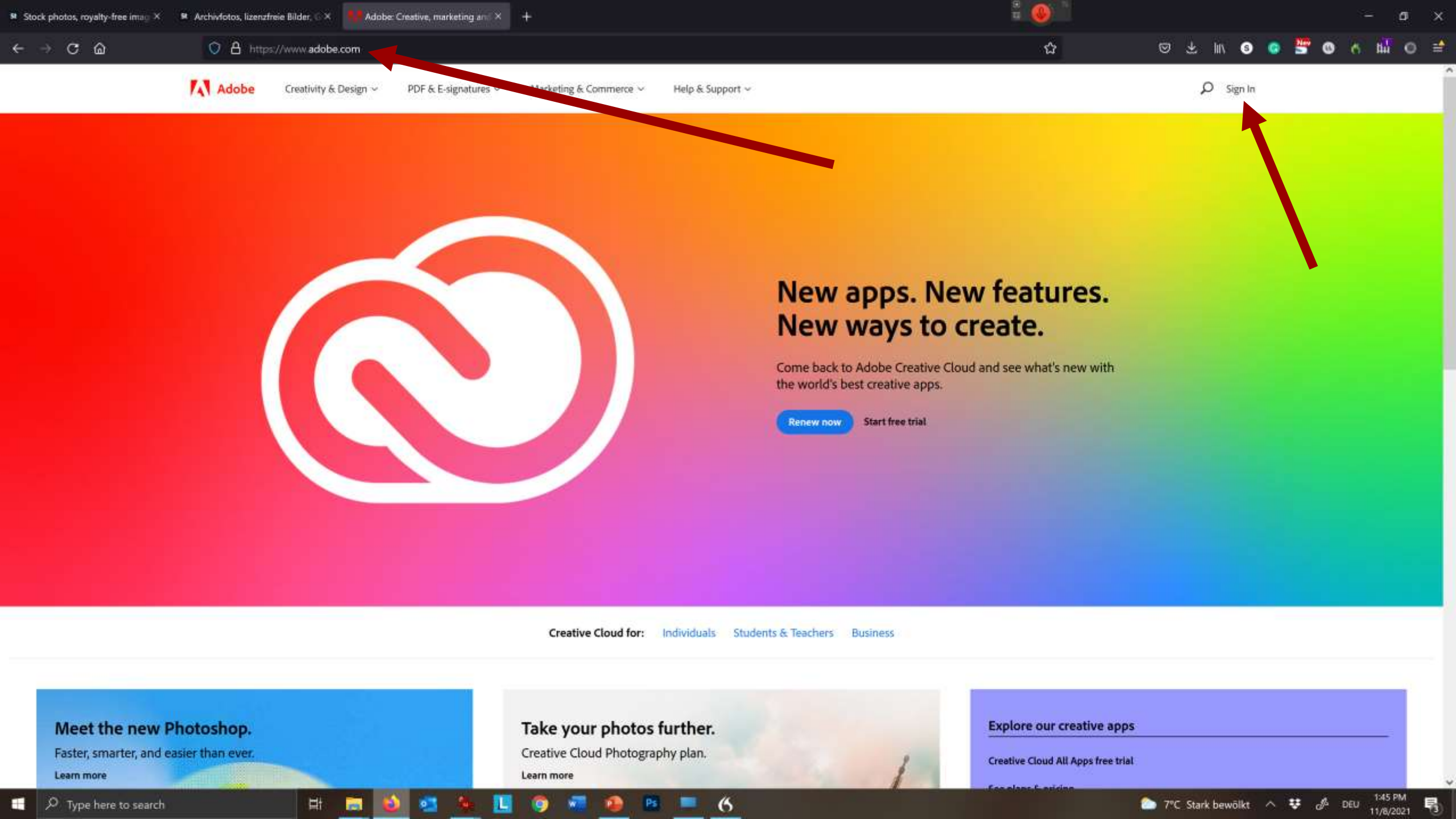
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