Customized Survey Header

Locate the survey for which you are trying to update the header. Navigate to the “Edit Survey” tab. Here, click the “Look and Feel” tab. The default of the highlighted portion below is to display the “University of Maryland” themed skins. You will want to change this to “Qualtrics,” shown below.

Then click on the second arrow at the bottom to display Qualtrics survey skin options. Select a generic theme, such as Minimal 2014 (highlighted):
Customized Survey Header
You will then want to click on the advanced tab to the right. Under “Header,” select “edit.”

You will navigate to where the image you would like as your survey header is stored, and import it using the “import graphic” button.

You can either select an image already imported by you (or another UMD staff member who saved their image to the University Library) or upload a new image from your computer (button on the right). When you first import an image, it will have a default height and width based on the image you uploaded. If the image is too small or too large, you can right click on the image as presented in the box above, and select “Image properties.”

Here, you will be able to edit the dimensions of the image. You will need to make sure the image size ratios are “locked,” that is, when changing the height, the width will change automatically to maintain the same dimensions. Refresh your survey and view until the desired dimensions are determined.

Also in this command box is the ability to add “Alternative Text.” This text will be used in the event that the image cannot be downloaded for some reason and will also be read by survey respondents using screen readers who cannot view the survey.