

Passed: RC Web Advisory Committee
Approved: Council of Deans
Approved: Faculty Senate

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This document sets out the basic procedural steps necessary to gain permission to publish official web pages on the USF St. Petersburg web site. The procedure, described in Part 1 is accomplished in 3 easy steps. Part 2 describes page element requirements.

I. Permissions and Procedures

Terms:

Site Owner - The person who is ultimately responsible for all site content.

Author - These subject matter experts are persons who write site content.

Page Editor - The persons, trained in the use of Macromedia Contribute (a web authoring application), who have permission to access, add, and edit content on a web site. Page editors are responsible for keeping page content up-to-date.

Webmaster - The expert who is responsible for providing all current and future site functionality, access and reliability of functions as well as technical support for the corps of web page editors.

Web Advisory Committee - The campus wide committee responsible for advising the Regional Chancellor on all Internet related matters.

Step 1 - Author content, style guide

Authors are the subject matter experts who compose content.

University Relations (UR) can provide assistance with tips and suggestions for web authors. UR can also assist with editorial style, providing proof reading and checks on language style for the web. The [Web Style Guide 2nd edition](#), Yale University Press, provides a complete general guide for designing, building and editing web content. Authors, contributors and designers are urged to consult this guide to ensure their content complies with standards.

Step 2 - Permission to publish

Site owners are responsible for the content of their site. It is the responsibility of the divisional vice regional chancellors (VRC) and college deans to ensure that material submitted for publication on their web site complies with all approved university guidelines.

All web authors should submit work to their site owner (or designate) for approval of content.

USFSP site owners:

Divisions and Colleges -

Academic Affairs: VRC Academic Affairs and for each college:
College of Arts and Sciences: Dean
College of Business: Dean
College of Education: Dean
Poynter Library: Dean
Enrollment Services: Dean

Administration and Finance: VRC Administration and Finance

Student Affairs: VRC Student Affairs

Regional Chancellor's Office: Assistant Regional Chancellor (ARC),
Advancement

Step 3 - Publishing the approved new page, web page appearance, style guide

The appropriate **du[Y YX]hcf** within each division/college/department publish approved content. The page editors are responsible for adding the authors approved text and graphic content to a web site.

Again, the [*Web Style Guide 2nd edition*](#), Yale University Press provides a complete general guide for designing, building and editing web content. Authors, contributors and designers are urged to consult this guide to ensure their content complies with standards.

Consistency within each division and/or college site is necessary to provide usability, professional appearance and logical navigation of content. Web pages must be laid out in the approved university design, using the templates supplied by the webmaster. Any alternative web page design for a particular division and/or college or purpose must first be approved by the RC's Web Advisory Committee, then by the ARC for University Relations and the USF SP webmaster.

Once material has been published, the contributor should notify the webmaster for inclusion on:

The appropriate portal page
The site map page
The 'What's New' links page

The webmaster publishes and updates the above pages on the web in order to help attract and direct traffic to your site. Notify the webmaster of new pages or substantial updates to existing pages whenever you produce fresh or updated material. This is a very effective method of letting your web visitors see what has changed since they last visited our campus site. It keeps the site fresh and offers direct links to the most up-to-date information from all parts of the campus. The webmaster will maintain content of these central pages for both internal and external linkages.

II. Page elements

Required elements for official university web-pages

All official university pages must contain the information prescribed, and adhere to the [university system-wide guidelines](#).

The university templates insure that the global navigation elements required of each official page are included. The template consists of a header and footer.

All pages should contain these elements:

- the university template including header and footer (local navigation is at page left)
- current information (a date stamp records the last time a page was updated)
- links to any other appropriate menus and local sites
- the name of the page author or page editor with an e-mail link
- a link to the university campus webmaster (included in the footer)

Use of logos

The university web site logo which appears at the top left of all official USF SP pages is part of the web based template and is inappropriate for any other use. Use of this logo is permitted only on official USF SP web site pages.

Please use official university logos provided and do not, under any circumstances create, replicate or produce your own versions either by scanning the logo in from letterheads or by attempting to re-create it by other graphical means. Customized individual logos for divisions, colleges, departments and units are not permitted and must not be created or used on university web pages.

Links to the official university logos for USF St. Petersburg are located on the Faculty and Staff Portal page under "Quicklinks":

:: USF St. Petersburg Logos - [Official logos & Visual Identity Standards Manual](#)

Use of the official university logo is permitted as outlined in the Visual Identity Standards Manual.

Home pages

Each division, college, department should maintain their home page (use index.htm as the file name) as an entry point to their web site.

Top level central web pages

The webmaster will maintain the USF St. Petersburg home page and top-level central web pages which are portals for funneling traffic to the division, college and department web sites. Please contact the webmaster if you require additional links to any other pages from the portal pages.

Additional links

As above, the Webmaster maintains the portal pages of useful links leading from the university's top-level central web pages to the division, college and department web pages. Divisions, colleges and departments that would like to maintain their own pages of subject-specific links may and are encouraged to do so. The Webmaster will also compile links to pages for the benefit of external web visitors on the site map page. Contributions and suggested links from the university community are welcome.

Navigation

The USF St. Petersburg campus web site should be accessible to as many users as possible; including those with speech or text only browsers and users with older, slower computers and slow internet connections. University web authors,

page editors and designers should take this into consideration when creating web page content. All page content should be kept up-to-date with the most current information available.

Keeping navigation obvious, logical, and standard helps ensure that users can always answer these three vital user-centered questions:

1. Where am I?
2. Where can I go?
3. Where have I been?

Use of the university templates, provided by the webmaster, includes a number of features which help users answer these questions: breadcrumbs at page top, global navigation elements also at page top, local site navigation at page left and the official USF St. Petersburg campus web logo.

Style for textual links

Textual links should be left to the web default of blue for unvisited links and purple for visited links. By not specifying link colors, the user's browser will use the default.

Web style

The webmaster recommends the [*Web Style Guide 2nd edition*](#), Yale University Press. This essential guide provides practical, concise advice on creating well-designed and effective web sites.

Additionally, a cascading style sheet has been adopted to ensure font type consistency and is included for MM Contribute css font selection.

Departmental image directories

It is recommended that an image directory be created within every web site directory for images used exclusively by pages within that particular site. Images by authors are added to their site directory by contributors, should have a suitable name of no more than eight characters. (i.e. Class04.jpg.) Both authors and contributors should not give their images generic names such as image1.jpg. When authors and contributors use generic names, they make future authors and contributors guess file content.

Use of Images

Any images used on the campus web site must have copyright permission for use. The webmaster can provide a suitable photo release upon request. Other images must have copyright permission from the author.

All images must have the screen size and suitable, alternative text (alt tag) in the html:

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This convention is necessary because some users may be using slow connections, speech or text only browsers, or have image loading turned off in their browsers. Specifying the height and width makes the browser produce a blank square to the

correct dimensions. This keeps the layout in the desired format, and gives the impression of a faster loading page.

Image alternative text displays a description of the image while it is loading, this helps users with text only browser, allows other users to see whether the image is worth waiting for and allows speech browsers to describe to the user the information they need, i.e. whether the image is a link.

Images on the campus web site should be an optimized file size at 100% dimension. If an original image is 500x500 pixels in size, and is to appear on the web as 100x100, it should be re-sized in a graphic application. It would take just as long as the original image file to load if it not resized in this manner. Additionally, the image can become distorted if it is not appropriately resized.

Images for use on the campus web site can be optimized by the webmaster: submit your image and permission for use as well as intended size.

Please limit the use of images on each web page, depending on the image file sizes. This is due to bandwidth issues and addresses the needs of users with slow internet connections. Depending on the users connection speed, the age of their computer and the amount of other 'traffic' on the web, the speed of page downloads can be extremely slow. If a user gets tired of waiting for your page to load (typically less than 10 seconds), they will likely stop their browser and go elsewhere making your page useless. The webmaster can provide a report of the total number of seconds it takes to load your draft page using a 56k modem.

Image File Formats

Images with flat color and no tints and shades should be saved as .gif files. Gifs only use up to 256 colors and most applications able to save images as .gif give the creator the option to save using the web safe palette. Gif's can also be saved with transparent areas.

Images with many colors, tints and shades, such as photographs, should be saved as .jpg. Trying to save photographs or similar images as .gif files, will cause undesirable color distortion.

Again, the webmaster can provide useful services to optimize your images.

Use of Clip Art and common animated gifs

Clip art can be useful for internal news letters and leaflets, but they are not appropriate for the USF St. Petersburg campus web site as they give a wholly unprofessional appearance to the outside world. Please do not use clip art or common animated gifs. Any free images found on the web are bound to have been used by many others, so use these images sparingly if at all and be sure to have the author's permission to use.

Use of color - general

Many users still connect to the web with older, more basic computers which have a palette of 256 colors. Taking this and the fact that Mac users have a similar but different palette of 256 colors into account, the cross-over palette of both PC's and Mac's amounts to 216 colors. These 216 colors are referred to as a 'web safe palette'.

The 216 colors on the web safe palette are "non-dithering" colors. Dithering is a process whereby missing colors are represented by intermingling pixels of two or more colors in the images palette. If the missing color is too unlike the colors in the palette, the result will leave a grainy or mottled appearance. If you want all users to be able view your graphics as you intend them to be displayed; you should only use colors from the web safe palette.

Be aware that photographs cannot use the web safe palette as photographs use millions of colors and have tint and shade variations.

Color blindness, the inability to distinguish some colors and shades, affects approximately 8% of males and 1% of females nationwide. When designing a web site, care should be taken not to block accessibility to those with vision impairment. Background patterns and color should contrast well with the lettering to maintain readability. Avoid using similar hues together. For example, do not place blue-green lettering on a blue background. Dark shades of blue, violet, purple or black lettering on backgrounds of light shades of blue-green, green, yellow or orange are easiest to read.

For more information on color contrast for people with low vision and color deficiencies see The Lighthouse, Inc.'s web site at:
http://www.lighthouse.org/color_contrast.htm

Use of color - USF specific

See the official [USF Visual Identity Standards Manual](#) (.pdf)

Use of Type - CSS

The USFSP webmaster will provide the latest site css, no other styles may be used.

Please consult with the RC's Web Advisory Committee and the USFSP webmaster for additional updates to this draft document.

Update: Term "Contributor" updated to "Page Editor"

Update: Use of Type updated to webmaster will provide latest site css.