

SRJC DEPARTMENTAL WEB GUIDELINES

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(PDF available online)

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INTRODUCTION

Public Relations' redesign the Santa Rosa Junior College's Web site has unavoidably altered the College's Web guidelines and approval process for developing Web sites. So, before embarking on any Web design work, contact Public Relations at ext. 4266 to schedule a discussion about your goals and the Web development process.

If you are considering designing a new Web site, first download Information Technology's (IT) technical guidelines to become familiar with *SRJC CWIS Web Guidelines* and to gain approval of new sites and pages:

<http://www.santarosa.edu/compserv/iss/web-guide/web-guidelines.pdf>

It is required that SRJC Web sites incorporate official institutional mastheads and other standard elements, conform to a designated design format, and meet Section 508 Accessibility Standards. Failure to follow the college Web standards can result in the Web site developer being asked to make the necessary corrections. Failing this, notification will be sent to individuals with administrative oversight over the Web site pages in question until any issues are resolved.

Both Public Relations and IT work closely to monitor the college Web site for quality and consistency of presentation. The design of SRJC's Web site is intended to strengthen the College's Web presence and institutional identity, while enhancing services to students and other online users through a more logical and user friendly presentation. SRJC's top-level Web pages include standard institutional mastheads and navigational features that enable users to transition across pages and levels quickly (key links) and to easily find their way (bread crumbs).

In any site development work it's important that you do not place additional logos or identifiers on your Web pages. The use of SRJC's standard Web mastheads identify all of the College's programs, departments, services, and instructional offerings. The good news is that despite the use of standard identity elements and mastheads, there's still much creative room for college sites to include unique messages and content, photos, and graphics that work together to make your site readily identifiable and inviting. Public Relations will work collaboratively with you to give your site a special presentation.

Adherence to SRJC's Web standard ensures that the college Web site is informative, helpful, and responsive to our users and that the colorful images of our diverse students and faculty engaged in instructional activities at our many sites reflect the College's outstanding learning community. By maintaining a high quality presence online, our Web site presents Santa Rosa Junior College's excellent faculty, staff, and services to students as a unified - *one* - College. When we speak and present in "one voice," we increase SRJC's visibility through clear presentations of *who we are*, *what we do*, and *all that we offer* to our students to build their knowledge and skills.

It is the combined talent and cooperation of many individuals who continue to be involved in designing and refining SRJC's Web site that makes our online presence such a successful enterprise!

SECTION I APPROVAL PROCESS

STEPS TO DEVELOPING SRJC WEB SITES/PAGES AND THE APPROVAL PROCESS

STEP 1

Review with your supervisor (Chair, Dean, Vice President) the scope, ideas, and purpose of developing a Web site, and develop a rough content outline. Identify funds to support your Web development effort. **Gain project approval.**

- Request a copy of the *SRJC Departmental Web Guidelines* from Public Relations, ext. 4266, and download the *SRJC CWIS Web Guidelines* at <http://www.santarosa.edu/compserv/iss/web-guide/web-guidelines.pdf> . Read these guidelines *carefully* to avoid unnecessary changes to your developing Web pages.
- Schedule an appointment with **Public Relations** for a creative discussion about the content and design aims, photography, editorial and graphic standards, and other elements and features to help build your Web site.
- Meet with **Computing Services** to discuss Web site approach, identify available technical tools, and a draft a technical outline. If requested, Computing Services will provide Web space on the College's Web server for development efforts.

STEP 2

Develop your Web project, including content, key links, preferred photos, and other elements. Once full content is prepared, **meet with your supervisor** to be sure that no information or elements have been left out; gain supervisor's approval. **Approval (signature)**

STEP 3

Forward your project to the Dean of Instruction, General Education (Abe Farkas) for review of its curricular content. **Approval (signature)**

STEP 4

Submit to Public Relations your entire Web site in **CD and hard copy** of all pages with the signed approval sheet. PR will then review content, images, and design and identity elements, and make editorial and design recommendations to finalize your pages. **PR will sign off** on your pages when content and design elements are final. **Approval (signature)**

- Entire Web pages/site on CD
- Hard copy of all Web pages
- Signed approval sheet

STEP 5

Public Relations will send approved disc to Computing Services for technical review. If there are major technical changes, Computing Services will return the Web project to the initiating department or unit to implement changes. If changes are minor, Computing Services may assist. Upon sign off by Computing Services, the pages will be posted within approximately a week.

Approval (signature)

STEP 6

When you need to **update your departmental pages** you do not need to go through the above approval process again. Make corrections and upload the files to your department's CWIS directory on the College Web server (see attachment for an example of uploading in *Section III – Attachments*). If you need assistance, contact the College Webmaster at extension 1765 or webmaster@santarosa.edu

SRJC'S DEPARTMENT WEB PAGE APPROVAL SHEET

Department: _____

Name: _____

Phone: _____ E-mail: _____

Preferred URL: _____

CATE URL (if applicable) _____

Gain approval of your Web project from the following:

1. Your **DEPARTMENT CHAIR** (to move forward on Web design projects)

Name: _____

Signature: _____ Date Approved: _____

2. Send to Your **SUPERVISING ADMINISTRATOR** (to ensure funds, staffing)

Name: _____

Signature: _____ Date Approved: _____

3. Send project to the **DEAN OF INSTRUCTION, General Education**

Name: _____

Signature: _____ Date Approved: _____

4. Send project to the **PUBLIC RELATIONS OFFICE**

(For content, editorial, graphic, identity review)

Name: _____

Signature: _____ Date Approved: _____

5. Send to the **SRJC WEBMASTER** in **COMPUTING SERVICES**

(Technical review)

Name: _____

Signature: _____ Date Approved: _____

Date Webmaster notified department of URL: _____

Name: _____

Signature: _____

SECTION II GUIDELINES

1. GRAPHIC AND EDITORIAL WEB STANDARDS

Department Web Site

IT will provide a **standard masthead and navigational elements** on departmental level pages that include:

- Official logo
- Department name
- Breadcrumbs
- Search box
- Footer (text links that reflect main header navigation)
- Date of site update
- Copyright clause

The header on the departmental page level should not be altered in any way.

Do not add additional SRJC or other logos to your Web pages.

Your home page should include a brief description of what your department, service, or committee does. Your introduction should captivate the readers' interest. Be sure to write in a concise, welcoming, and informative manner that is strongly student focused. Your text should outline the advantages and benefits of your programs and activities to students and users. Public Relations will review your content before the site is launched to provide usage corrections and any editorial recommendations.

Official Typefaces

The main headers in the standard masthead are in the college's official font, Fritz Quadrata. The typeface for sub headers are Verdana; the body text is also Verdana. (Fritz will default to Verdana on computers that do not have Fritz Quadrata.)

Departmental Contact Information

- Location of department office(s)
- U.S. Postal Service mailing address for the department.
- Department's office hours of service
- Department telephone number(s)
 - include (707) area code before all phone numbers
- Department's contact person
 - department chair, secretary, other, including:
 - Name
 - Title
 - Phone number
 - E-mail address

SECTION II GUIDELINES

2. FEDERAL WEB CODE SECTION 508C

Federal Code Section 508 © offers many provisions that apply to material on SRJC's Web site <http://www.access-board.gov/sec508/508standards.htm>. SRJC does fall under this law, including section 1194.22 outlined below.

For most of SRJC departments, the main issues to look out for are a, c-f, k, n and o, but if any of the other rules apply they also must be followed.

1194.22 Web-based Intranet and Internet information and applications:

1. A text equivalent for every non-text element will be provided (e.g., via "alt", "longdesc", or in element content).
2. Equivalent alternatives for any multimedia presentation shall be synchronized with presentation.
3. Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.
4. Documents shall be organized so they are readable without requiring an associated style sheet.
5. Redundant text links shall be provided for each active region of a server-side image map.
6. Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
7. Row and column headers shall be identified for data tables.
8. Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.
9. Frames shall be titled with text that facilitates frame identification and navigation.
10. Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
11. A text-only page, with equivalent information or functionality, shall be provided to make a Web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
12. When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
13. When a Web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with ?1194.21(a) through (l).
14. When electronic forms are designed to be completed online, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.

15. A method shall be provided that permits users to skip repetitive navigation links.
16. When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.

A fairly detailed guide with explanations of how to comply with federal codes, what the rules mean and why those rules exist at:

<http://www.access-board.gov/sec508/guide/1194.22.htm>

A number of additional tools are also available at:

<http://www.w3.org/WAI/ER/existingtools.html>

Be sure to either check for Section 508 compliance. If they only offer WAI WCAG (Web Accessibility Initiative, Web Content Accessibility Guidelines) checking, you must check for level 1 compliance and then manually check for compliance with rules (l), (m), (n), (o) and (p). Both Bobby and LIFT and support section 508 checks.

SECTION II GUIDELINES

3. SRJC CWIS WEB GUIDELINES

Download the *SRJC CWIS Web Guidelines* at

<http://www.santarosa.edu/compserv/iss/web-guide/web-guidelines.pdf> .

Read these guidelines *carefully* to avoid unnecessary changes to your developing Web pages.

SECTION III ATTACHMENTS

A. UPLOADING PAGES

Example – USING WinSCP2 TO TRANSFER WEB FILES

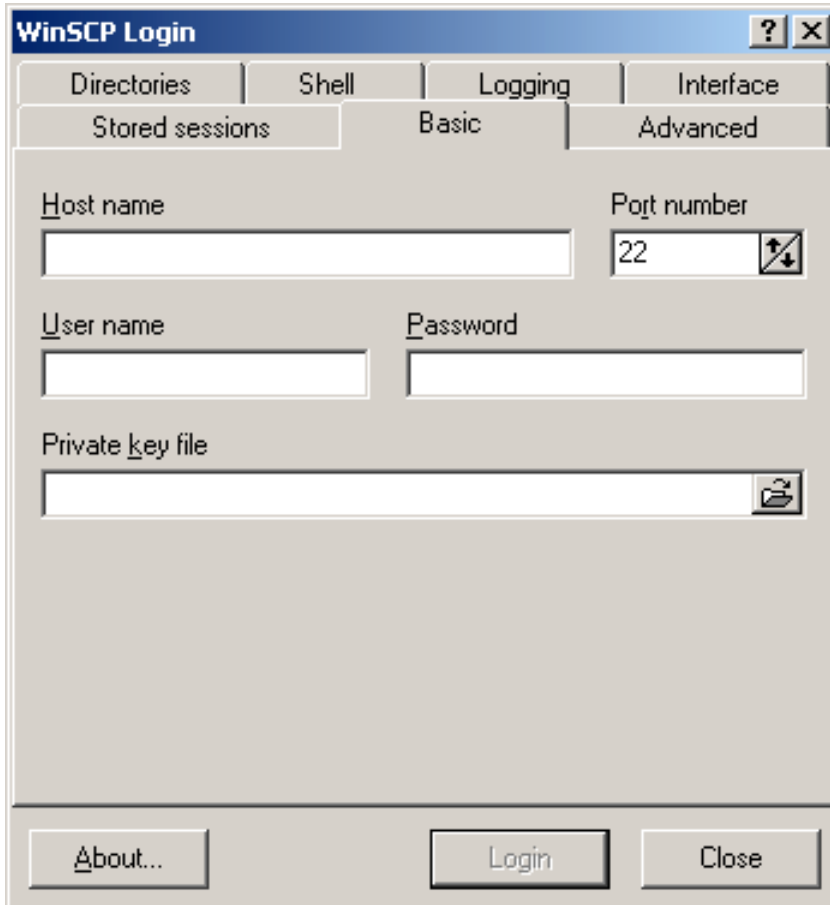
WinSCP2 is an easy to use and secure method of transferring files from your computer to the SRJC Web server. Unlike FTP clients, WinSCP2 encrypts your username, password, and files, so your sessions are completely secure. WinSCP2 will work from any computer on the Internet unlike FTP, which, generally, can only be accessed from our internal network.

Getting and Installing WinSCP2

1. WinSCP2 is available from the WinSCP Web site (<http://winscp.vse.cz/eng/>). Download and save the latest version onto your local hard drive in a convenient location (say, c:\WinSCP).
2. Open Windows Explorer, and find the file you just downloaded. Double click on this file. This will start WinSCP immediately – no installation program is necessary.

Using WinSCP2

1. When you start WinSCP2 you will see a window similar to this:



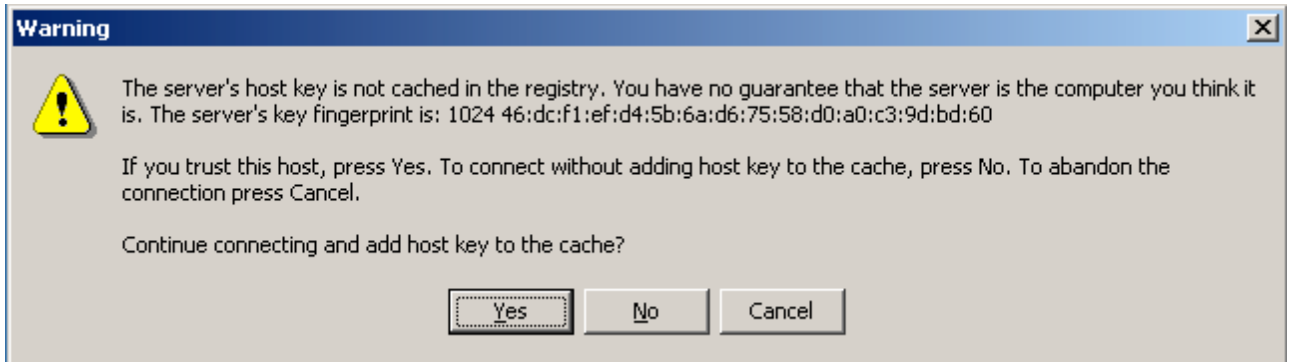
The image shows the WinSCP Login dialog box. It has a title bar with a question mark and a close button. Below the title bar are several tabs: Directories, Shell, Logging, Interface, Stored sessions, Basic, and Advanced. The Basic tab is selected. The dialog contains the following fields and controls:

- Host name:** A text input field.
- Port number:** A spin box with the value 22 and up/down arrow buttons.
- User name:** A text input field.
- Password:** A text input field.
- Private key file:** A text input field with a browse button (represented by a folder icon).

At the bottom of the dialog are three buttons: About..., Login, and Close.

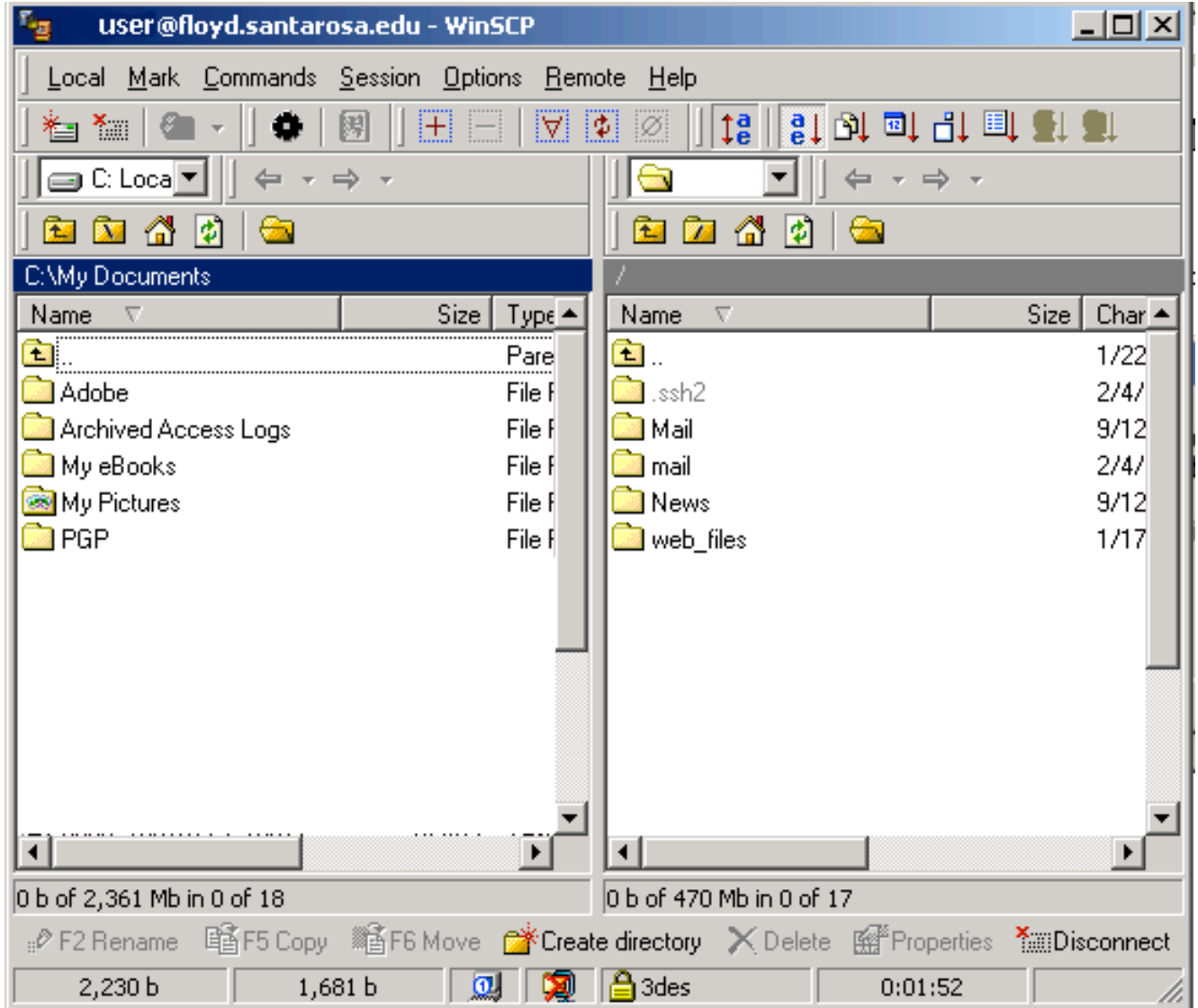
Under **H**ost name, enter **floyd.santarosa.edu**. Under **U**ser name, enter your UNIX username. Under Password, enter your UNIX password. (You should already have your username and password. If you're not sure, contact the Help Desk.) Do not change any other of the settings. Press **L**ogin.

1. The first time you connect to the Web server, you'll see this message (or one similar to this):

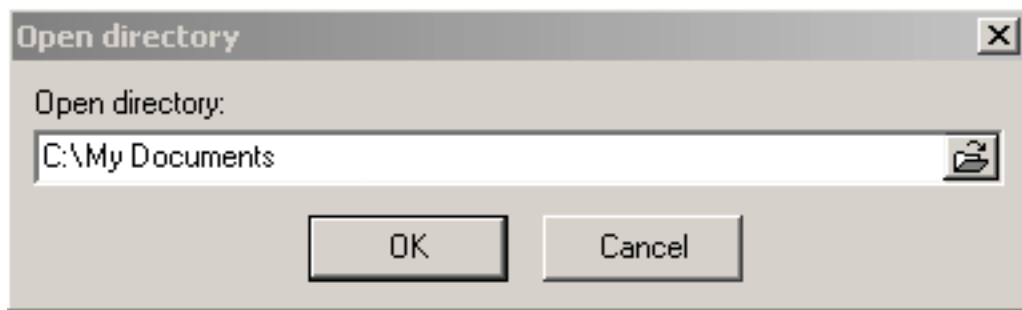


If you see this message, Press **Yes**. Otherwise, skip to the next step.

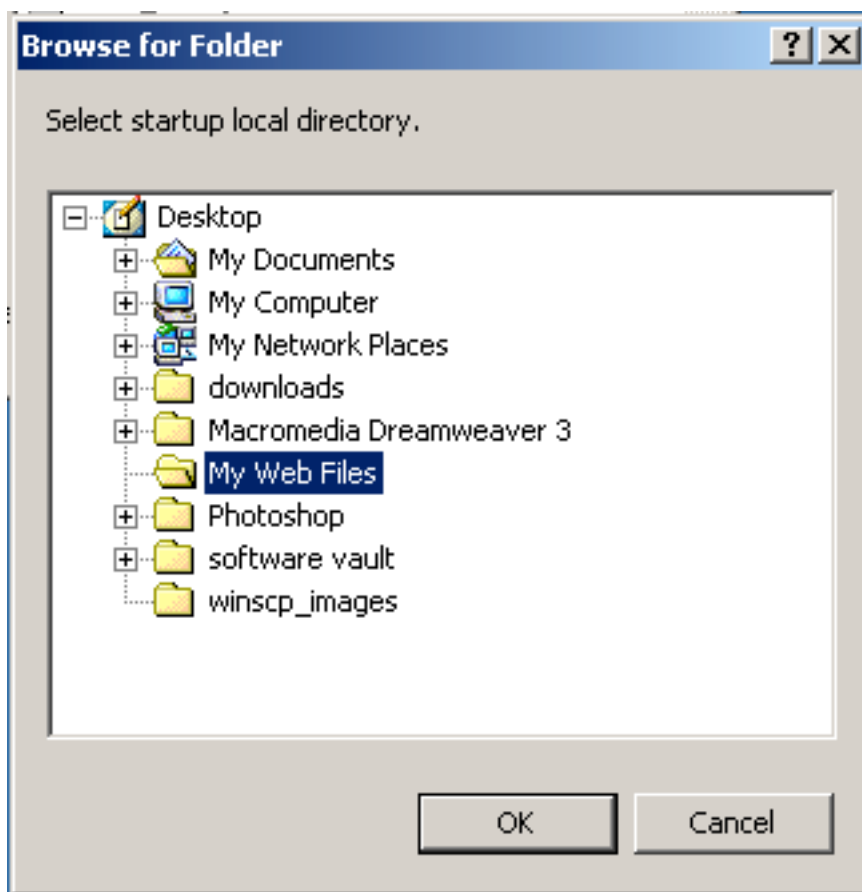
2. You'll now see the main WinSCP window:



3. To change to your local directory (where the HTML files are on your local computer), select **Local / Go To / Open Directory ...** from the file menu. You'll see this window:

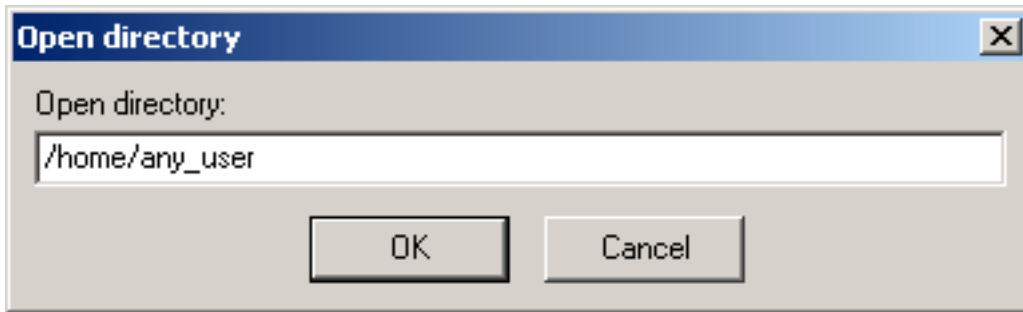


Press the folder icon on the right side. You'll now see this window:



Find the folder where your Web files are located, and press OK.

4. To change to the directory where your Web files are on our Web server, Select **Remote / Go To / Open Directory ...** from the file menu. You should see a window similar to this:



Under **Open directory:** enter the directory your files are located in. The home directory of our Web site is `/home/CWIS/`. You would add the location of your department's Web files to the end of our home directory. For example, if the Web address of your pages is <http://www.santarosa.edu/MyDirectory/>, the directory your files are in is `/home/CWIS/MyDirectory/`.¹ Please note that these names are case sensitive – `mydirectory` is different than `MYDIRECTORY`!

5. You can now drag and drop files freely between your local computer and the Web server. For example, if you have a file in the left window named `test.html`, dragging that file to the right will copy that file onto the Web server. Reverse the process to copy files from the Web server to your local computer.

Important Points to Consider

Always back up your files! Once you copy files onto our Web server, the changes are immediate and the old files are lost. In most cases, it's impossible for us to retrieve old files!

If you leave WinSCP idle for too long, your session may time out. If this happens, just quit WinSCP and start it over again.

¹ There is an exception to this rule if your files are located in a *personal directory*. A personal directory has a tilde (~) in front of it. In this case, the home directory starts with `/home/WWW_pages/`. So, if your Web site address is <http://www.santarosa.edu/~jsmith/>, your file directory is `/home/WWW_pages/jsmith/`.

SECTION III - ATTACHMENTS

B. Quick Reference for Web Editorial Standards

The following brief list offers an at-a-glance quick reference sheet for accurate and standard editorial usages for SRJC Web pages. For the full *Editorial Standards*, access [\(GIVE LINK OR TO PR SITE\)](#). Remember, editorial standards change over time, much like English is a living and ever changing language. Before your site is approved for launch, Public Relations will review and edit your content to catch any usage errors or to recommend changes to your content. You may also find that some of the usages included in our *Editorial Standards* have alternative usages that are also correct. Our standards include preferred usage for consistency of college Web and print products. Always feel free to call Public Relations with any editorial, graphic, and Web standards questions at ext. 4266.

January 23, 2004

He promised to attend the class on *January 23, 2004, before he left for Europe*. She left in May 1989 and returned the following year.

Monday through Friday (when written in text)

She goes to school *Monday through Friday*, but never attends on Sunday.

M – F (use on lists)

M, T, W, Th, F, S, Su

The class was held *M – Th* on the Petaluma Campus.

8:00 AM – 5:00 PM

Noon to 6:30 PM (not 12:00 noon): Noon - 6:00 PM

(Although we have chosen to use upper case AM and PM on the Web site for clear readability, a.m. and p.m. are also correct usages in other print documents.)

Seasons are lowercase: fall 2004, spring 2004, summer 2004

For formal college semesters: *Fall 2004 Semester*, Summer 2004 Semester, Spring 2005 Semester - Do not use: Fall Semester 2004

TEL (707) 778-2461

FAX (707) 521-7832 (*fax* in a sentence; avoid use as a verb)

**Santa Rosa Campus, Petaluma Campus, Technology Academy,
Culinary Arts Center, Public Safety Training Center, Shone Farm** - initial cap formal
name of campuses, centers, buildings)

Burbank Auditorium

Plover Library

Barnett Hall

Room 1284

Web Link

Do not use: WebLink, Weblink, weblink

Web site

Do not use: website, web site, web-site

Internet

Do not use: internet

Login

Do not use: Log-in, Log in, Log In

E-mail (noun)

(Also correct in text sentence e-mail) (verb)

Do not use: email, Email

Online

Do not use: on-line, on line, On Line

Noncredit

Do not use: non credit, non-credit

Prerequisite

Do not use: pre-requisite

College - initial cap as a noun when referring to SRJC; lowercase as modifier.

The activity was sponsored by the *College*.

The *college* policies clarify that position. (lowercase as a modifier)

The *College* takes a neutral position on these issues.

District - Initial cap when used as a noun reflecting the Sonoma County Junior College District; lowercase when modifies.

The *District* noted its position in the meeting minutes. (initial cap as noun)

She participated in a number of *district* activities. (lowercase as modifier)

Many students presented the petition to the *District*.

College policies, district policies

State - Lowercase in all state of constructions: *state* of California, the states of Virginia and Georgia, state Rep. Cheryl Smith (initial cap only in formal titles, Washington State, State of California)

Federal - The *federal* court in Los Angeles, at the federal level. The *federal* government provides relief programs.

Cap in official titles: *Federal* Reserve System

Governor - Lowercase:

The *governor* of California spoke at the conference. It was Governor's Brown's term.

Initial cap and abbreviate in formal title: *Gov. Brady* repeated the law to the crowd.

United States and U.S. (not US)

Communitywide, districtwide, multicultural, multimedia, collegewide, districtwide - Spell Check is incorrect with words using 'wide' and 'multi' (not multi-cultural or community-wide)

Hyphen Use - use hyphen when modifying; omit when used as noun.

He is a *full-time student*. She's a *part-time instructor*. He works *part time*.

Working in the *health-care system*, he's astute. I want to work in *health care*.

It was a solid *decision-making process*. It's all about *decision making*.

I like his *problem-solving skills*. They are good at *problem solving*.

He worked in a *child-care* facility. Her career interest is *child care*.

Academic Degrees -The preferred form is to avoid an abbreviation, and use instead a phrase such as: Janie Smith has a doctorate in English.

bachelor's degree, B.A., bachelor of arts degree

doctorate in mathematics. Ph.D., LL.D

Daniel Moynihan, Ph.D., spoke at the convention.

Dr. Pam Jones, a chemist. (Do not use: Dr. Pam Jones, Ph.D.)

A.A. and A.S. degree(s)

associate in arts degree

associate degree

master's degree in biology, received an M.B.A. degree. M.A. in biology

Academic Titles

Initial cap and spell out formal titles, such as instructor, professor, chairman, etc., when they precede a name: Professor Al Johnson

Lowercase elsewhere: The instructors brought much discussion to the debate.

Lowercase modifiers: history Professor Oscar Fernandez, department Chairman Jerome Washington

Executive Director Howard Hall

Howard Hall, Executive Director, met with the team.

Executive Director Howard Hall met with the team.

Do not use quotes for emphasis, but for actual quoted passages.

Do not use italics for emphasis. Use italics for publication titles.