



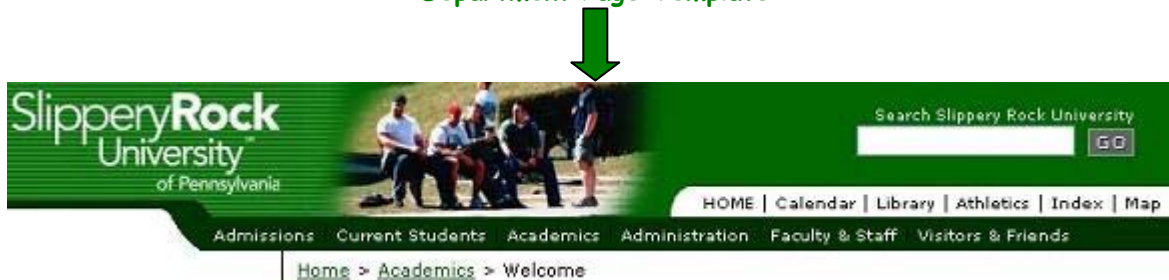
## WEB CREATION GUIDELINES

The official Slippery Rock University web pages should follow these guidelines. An official SRU web page is one which is intended as official, public information about the campus, programs, departments, offices, and other divisions of the university.

### University Identification

- Every official university web page should include clear identification of Slippery Rock University. The University's web services are centrally organized at a top level web presence. The top level serves as the entry point for prospective students and other external constituents. These top-level pages, including all administrative and academic department units, should conform to the current University template (Sitebuilder). Individual teaching department pages will be linked from a standardized Fact Sheet. Sitebuilder training is available by contacting the university's web contact: Sherry Mellott, ext. 2178 or [sherry.mellott@sru.edu](mailto:sherry.mellott@sru.edu).

#### Department Page Template



- All logos, wordmarks, and university symbols displayed should meet the currently approved guidelines set forth by the university's Public Relations Office. Old logos should be replaced with current ones. Current approved logos and banners are available at: <http://www.sru.edu/pages/10111.asp>
- All top level department pages must include contact information for the department, including address, fax, phone and email or a clearly visible link to that information.
- The main page of each departmental site should have an easily identifiable link back to the university's main page. If using the banner above, "Home" provides the link. Subsequent department pages should always have a link back to the main department page.
- All sites must have a **university employee** (not a student) designated as the person responsible for content, compliance with policies and laws, and maintenance (current and accurate information).
- All official sites must abide by copyright laws and respect the intellectual property of others. For more information about copyright law, visit the Stanford U. site: (<http://fairuse.stanford.edu/>)

## Page Specifics

- Web pages should be free of spelling errors. Please proofread carefully and use the spell-checker.
- The Hex values for Slippery Rock University's green colors are: #336633 and #006633.
- For the purpose of accuracy, where official university information is present on the SRU web site, link to that information instead of recreating it on your page (i.e., link to the undergraduate catalog for course descriptions and programs, etc. - the catalog is current and is maintained by the Provost's Office and is considered the official "legal" academic document of the university). If you are unsure about whether information is already available, email the Webmaster.
- The Sitebuilder standard link colors are: green for hyperlinks, purple for visited links, and red for active links. If not using the Sitebuilder template, the convention for link colors is: blue for hyperlinks, purple for visited links, and red for active links.
- Pages must be free of non-working links. All links should be checked after the initial page upload and at regular intervals. Links can be checked manually or by using a link checker (such as Netmechanic (<http://www.netmechanic.com>) or Dr. Watson (<http://watson.addy.com>) to check the entire page.
- All graphics, once loaded in Sitebuilder, are added to one large database. To identify your graphic, it should be renamed with either the department name or last name of author plus a period plus name of graphic plus period and either jpg or gif (example: smellott.oldmain.jpg or IT.oldmain.jpg).

## For Individualized Department Web Pages

- For those departments and faculty that wish to create their own web pages, Information Technology has provided an academic server, currently named as the "Z" drive. Contact the Help Desk for assistance in accessing this drive.
- The server includes five categories: Academic, Administration, SRU Faculty, Organizations, and sruwebclasses. All five categories can store Word documents, pdfs, images, powerpoints, html, web pages, and other related materials. To request a folder, complete the on-line web request form (<http://academics.sru.edu/infotech/webrequest.htm>).
  - The *Academics folder* is for individual academic departments.
  - The *Administration folder* is for all administrative offices
  - *SRU Faculty* - each faculty member already has a folder created. If the faculty member completes the web request form (<http://academics.sru.edu/infotech/webrequest.htm>), the folder will be converted to a web folder with FrontPage extensions enabled.
  - *SRUwebclasses* is a folder that a faculty member can request so that students in a class have space to create web pages. This folder is deleted at the end of each semester and a faculty member will have to request new space each semester.
  - The *Organizations* folder is where student organizations can request web space to have an individual web presence. This folder is reviewed by the Director for Student Leadership and the Coordinator for Student Organizations for content appropriateness.

- The URL for this server is as follows depending on which category the folder is located.
  - Academics: [http://academics.sru.edu/name\\_of\\_department/name\\_of\\_folder/name\\_of\\_file](http://academics.sru.edu/name_of_department/name_of_folder/name_of_file)  
(ex.: <http://academics.sru.edu/infotech/webrequest.htm> )
  - Administration: [http://administration.sru.edu/name\\_of\\_department/name\\_of\\_folder/name\\_of\\_file](http://administration.sru.edu/name_of_department/name_of_folder/name_of_file)
  - SRU Faculty: [http://srufaculty.sru.edu/faculty.name/name\\_of\\_folder/name\\_of\\_file](http://srufaculty.sru.edu/faculty.name/name_of_folder/name_of_file)
  - Organizations: [http://organizations.sru.edu/name\\_of\\_organization/name\\_of\\_folder/name\\_of\\_file](http://organizations.sru.edu/name_of_organization/name_of_folder/name_of_file)
  - SRU webclasses: [http://webclass.sru.edu/name\\_of\\_class/name\\_of\\_student/name\\_of\\_file](http://webclass.sru.edu/name_of_class/name_of_student/name_of_file)
- Pages should have a clear descriptive title within the <TITLE> tags. This title is what is displayed by search engines and user bookmarks. The use of keywords in <META> tags will facilitate the location of your page by search engines.
- Keep file size to a minimum to facilitate download time. The standard for acceptable download is 30 seconds on a 28.8 modem.
- A font style and size should be specified. Using the "default font" or "normal" is dependent on the user's browser settings. The font styles most frequently used on the university's web pages are "Arial" and "Verdana." Avoid using unusual font styles for text on your pages. If the font style is not on the user's computer, the browser will use a default font style and the user may not see the page as you created it. If you want to use an unusual font for a heading, etc., create it as a graphic.
- The Hex values for Slippery Rock University's green colors are: #336633 and #006633.
- The standard link colors should be used: blue for hyperlinks, purple for visited links, and red for active links.

## Accessibility and Usability

- To ensure web usability and accessibility, all web pages should be tested.
  - View each page in multiple browsers (i.e., Internet Explorer, Netscape, Firefox, etc.).
  - There are free online services that will report spelling errors, html errors, broken links, etc. Two such services are: Netmechanic (<http://www.netmechanic.com>) and Dr. Watson (<http://watson.addy.com>). Each page should be tested with an accessibility checker such as Bobby (<http://bobby.watchfire.com>).
- All web pages should adhere to the Priority 1 requirements of the current version of the W3C Content Accessibility Guidelines (<http://www.w3.org/TR/WAI-WEBCONTENT/checkpoint-list.html>).
  - Pages should be fully viewable on an 800 x 600 screen without scrolling.
  - To accommodate text-only browsers, all images should be accompanied by an ALT tag (alternative text) describing the image. Spacing gifs, bullets and incidental images should use an empty ALT tag (ALT="").
  - Add a <no frames> tag which links either to the main content frame or to an alternative page if you are using frames.
  - Java and JavaScript are often not implemented on browsers used by the visually impaired. Make certain that essential information is not represented through Java or JavaScript.

