

SLCC Website Migration to Cascade CMS Guide

Webpage Elements and Best Practices

Main content area: 470 pixels when Right Column Boxes are used on the page
710 pixels full width of main content (w/o Right Column Boxes)

Titles/Headers: must be written in Title Case (capital initial letters for the principal words only) formatted Heading1, Heading2, Heading3– no other colors are allowed for titles or headers.

Homepage: Contains key information about the department and its offerings. Departments Web pages should contain information that is known, collected, and maintained only at a local level. Content should be engaging, relevant, and appropriate to the target audience. Paragraphs and sentences should be simple, short, and to the point.

Lower pages with more information will necessarily be longer. If possible, shorten the content and/or divide it into several pages.

Employ **scannable text**, using:

- Highlighted **keywords** (hyperlinks serve as one form of highlighting)
- Meaningful **sub-headings**
- Bulleted **lists**
- **One idea** per paragraph.
- The **inverted pyramid** style, starting with the conclusion
- Half the words count (or less) than conventional writing

Do not overuse **bold**, *italic*, and all CAPS -

Avoid web clichés that are not necessary on the contemporary web pages:

- Welcome to [our department] website
- Click here to find out... (use relevant words/keywords to create hyperlinks)
- On this web page you will find... (make it clear with effective navigation)

Hyperlinks: Create user-friendly text links containing relevant word (keyword) from the information presented. Do not use “click here” or “visit this link.”

Email: must be displayed and hyperlinked, i.e. CascadeCMS@slcc.edu

Images: Width: Full page: 700 pixels
Image with text: 180-220 pixels
Personnel Photos: 100 pixels
Thumbnails: 75 pixels

All images must be optimized before importing them into the CMS. Even a full-page image should not exceed a file size 100 K. Smaller images should not exceed 50 K in file size.

Only Black and White photographs may be used on the department’s homepage. Images with spot colors or partially desaturated colors are allowed. A graphic library is available for the homepage image selection at www.slcc.edu/webresources.

Images used for decoration purposes must be BW.

Color photographs may be used for: photos of staff/faculty, department’s events.

Images should not exceed 1/3 of a page width (~220 pixels) Exception: photos of a large group of people (up to 700 pixels)

PDF – acceptable use:

- forms (if a web form is not an option, or as an alternative to web form)
- official College policies

PDF may not substitute website content; it may be used as an alternative to web content.

Use white background (no color or image background). A branded banner – 100K or less file size image - may be used.

Flyers may not be used to communicate information or advertize events on the website. Use Right Column Boxes for events and announcements. New page or a web-friendly PDF can be used for more information about the event.

External Links

All links pointing to the external websites* should be listed on a separate web page, and the target should open in a new window (_blank). All pages providing external references should use the following disclaimer:

The links provided on this web page are not under the direct or indirect control of Salt Lake Community College, and are provided as a convenience to you. By clicking on any such hyperlink, you will be leaving the SLCC website.

*This regulation does not apply to the approved SLCC partners' and organization's websites.

Accessibility

- Headers: use H1, H2, H3 formatting; Title Case
- Main content: no formatting or use “default” or “paragraph”
- Images: use alternative text tag (avoid graphical representation of text)
- Color text: use “red” style for *temporary* display of critical information/announcements
- Tables: use for tabular data only – use available styles; fill up “Summary” on Advanced tab
- Video: providing captions or auditory descriptions of the visual track is mandatory
- Flash plugin is not available in all browsers; hence, avoid using Flash animation, components, and video players.

More information at: <http://www.w3.org/WAI/intro/accessibility.php>

Support Resources and Contacts:

www.slcc.edu/webresources