

WEB COMMUNITY

November 18th, 2016

New Navigation Possibilities

- Introduction to the new navigation
- Survey Questions
- Feedback

Web Standards/Guidelines

- The public web at UVU is a centralized system governed by standards, policies, and procedures to maintain our brand, our image, and our content at the highest standards. The standards and suggestions can help guide the development of your site.

CREATING PAGES

Page Layout

- Pages shouldn't be designed using tables. Tables are meant to display tabular data in rows and columns; they are not meant to align different pieces of content in your site. Tables don't allow for sites to adapt properly, and if used improperly, are not accessibility-friendly.

Table Layout		
	Cell B content	
Cell A content	Cell C content	Cell D content

Coding Basics

- Though it's not required, learning the basics of HTML and CSS can make working on your department site easier, and can provide skills for advanced customization on your site. There are many tools and tutorials that make learning code basics easy, including some that have been selected by Web Development Services. It can be especially useful to learn a bit about Bootstrap, which is used to make all of UVU's website mobile-friendly.



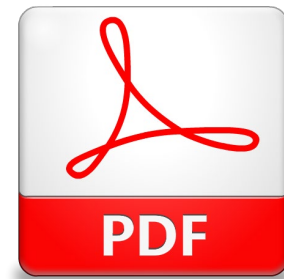
JS, jQuery, etc.

- While JavaScript, jQuery, and other languages are supported on uvu.edu, it is important to inform Web Development Services of your intent to use them on your department site. WDS might already have a solution or tool to accomplish what you are trying to do, or the code you plan to implement may result in conflicts with existing code, present security concerns, or cause problems with accessibility. Be sure to contact Web Development Services before implementing any code beyond standard HTML and CSS.

```
2496     },
2497     // checks whether Insights data hasn't been
2498     // included for this message
2499     resolveMissingInsightsData: function(){
2500         var model = this,
2501             insights;
2502         if (model.get('type') === 'fb_post'){
2503             insights = _.filter(model.get('message'), function(v, k){
2504                 return (
2505                     // check that value at insights key isn't null
2506                     !_.contains(model.insights_keys, k) &&
2507                     !_._isNull(v)
2508                 );
2509             });
2510             if (insights.length === 0){
2511                 model.set(
2512                     { insights_error: true },
2513                     { silent: true }
2514                 );
2515             }
2516         }
2517     },
2518     toStacks: function() {
```

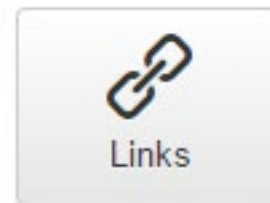
PDFs

- PDFs can be useful for displaying content in an easily-printable format, however it is not always ideal for the web. PDFs can be large files, and may take a long time and a lot of bandwidth to download. They are also not always the best solution for optimal search engine results. PDFs can also be tricky when it comes to providing content that meets accessibility standards. Whenever possible, try to make your content available on a web page in HTML before resorting to a PDF, and use PDFs carefully and judiciously.



Page Checks

- Publishing a page is the final step before your content goes live, so it is helpful to run built-in page checks in OU Campus before publishing your pages. Just before finalizing your publish, you will have the opportunity to run checks on your page for broken links, accessibility compliance, and W3C compliance. These checks will inform you of any errors or warning that may need to be addressed before your page goes live.



Publish Notes

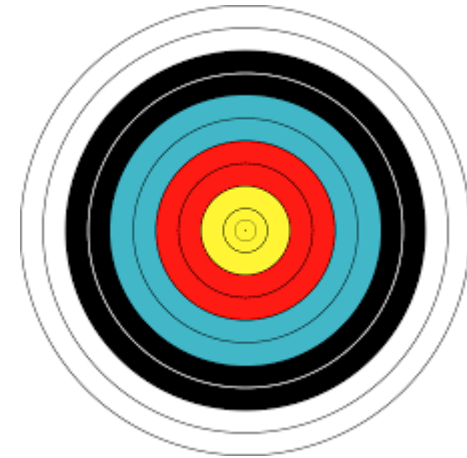
- Part of the publish process in OU Campus allows for adding notes about changes that have been made to the page. Take advantage of this feature to remind yourself, or others who may be working on your site, about what changes have been made and why. This is especially helpful if the page ever needs to be reverted.

Version	<input type="text"/>
Description	<input type="text"/>
	0/256

CONTENT AND SITE ARCHITECTURE

Audience

- Be sure to remember your site's target audience as you write and edit your content. Be sure to architect your content in a way that makes sense to the audience that is using your site, and don't add content that is irrelevant to your audience.



Relevant Content

- It can be helpful to think of your content in "chunks" rather than in entire pages. This can help prevent adding extraneous content simply for the sake of filling pages. Once you know your content chunks, you can organize them in a way that makes sense. Don't be afraid to edit your content and remove anything unnecessary. Your site shouldn't be treated as an archive.

Mobile Friendliness

- Be sure to take mobile visitors into consideration as you organize and build the content on your site. Important information should be near the top of your pages, and pages should be easy for mobile visitors to "digest."



DESIGN, STYLES, LOGOS AND COLORS

Colors and Fonts

- Colors are a great way to add some visual interest to your pages. Be sure to use UVU-approved colors on your pages.
- Use only standard, web safe fonts.
- Do not underline text. Underlines should be reserved for links. Use other methods of emphasizing text, such as bold, italics, headers, etc.
- We recommend a limit of three or fewer fonts and font colors used on any page.
- We do not recommend or support Comic Sans MS, Cursive.

Primary Palette

UVU Green - Primary Color 500 #275D38	UVU Silver - Primary Color 500 #75D3B8
Variations	
100 #87A590	UVU White - Primary Color 500 #FFFFFF
200 #6F937A	
300 #578164	UVU Black - Primary Color 500 #000000
400 #3F6F4E	
500 #275D38	
600 #235332	
700 #1E482C	

Logos

- Don't modify UVU marks or logos. Follow the guidelines for UVU marks and logos.
- Don't modify the logos of social media icons, etc. in an effort to match them to your site.



General Design Guidelines

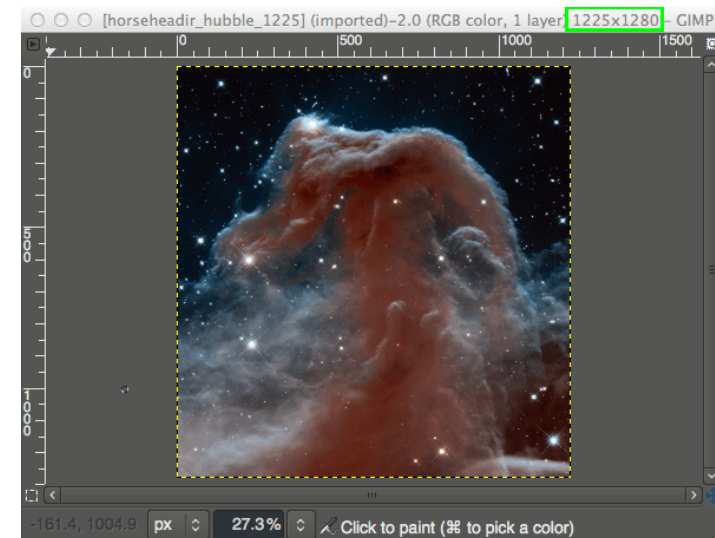
- Follow the current university style guides. If you need help with design elements, don't hesitate to contact University Marketing & Communications for help, or to ask questions.



IMAGES

Resizing Images

- Make sure to resize images before uploading them to your site, or use OU Campus's image resizing tool. Don't upload "raw" images to your site, or overload a single page with images -- it takes too long to load.
- Image resizing tools can help with optimizing images.



Images as Content

- Don't use images of text in place of content on your site. They are not search engine friendly, and they are not accessible. You may use images to supplement your text content, but not instead of text content.

Image Quality

- Make sure that the images your use on your site reflect the serious and professional nature of UVU as a higher education institution. Don't use copyrighted images. (There are many sources for high-quality, royalty-free images.) Don't use images that are too small for the space you are trying to fill. Test to make sure your images look good on mobile devices.



ACCESSIBILITY

Final Check or Publish



Using final check allow the user the capability to perform a series of quality assurance tests on a page before publishing.

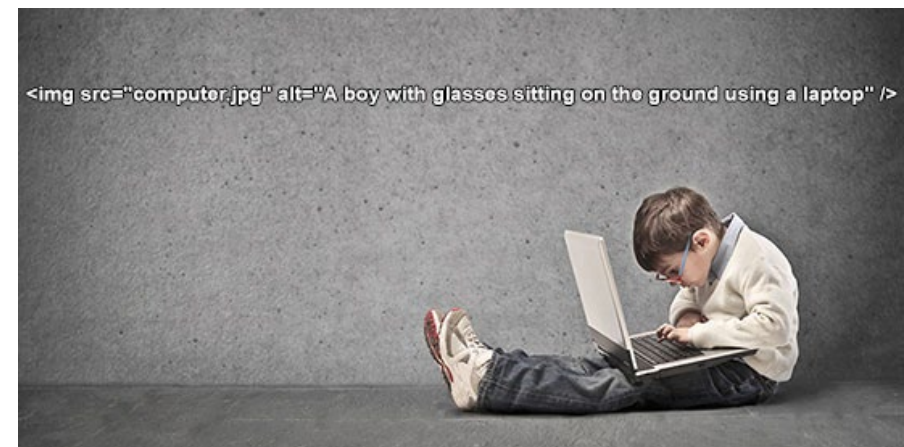
Links

- When including links in your content, use text that properly describes where the link will go. Using "click here," "learn more," "more," is not considered descriptive, and is ineffective for a screen reader user.

Example: [Learn more about making links accessible.](#)

Images

- Alt text should be provided for images, so that screen reader users can understand the message conveyed by the use of images on the page.
- When creating slider or photo galleries assets for your website. Make sure to add a description of the image in the description field.
- If an image is the only content of a link, provide alt text for images that are used as links.



Headings

- Headings should be sequential. For example, "Heading 2" should not be used before "Heading 1"; "Heading 3" should not be used without a preceding "Heading 2."
- The same level of headings may be used together (i.e., "Heading 2" may have multiple sub-items using "Heading 3" before the next "Heading 2."), however, a page should only have one "Heading 1."

Heading 1: Sections

Heading 2 : Major Topics

Heading 3 : Minor Topics

Heading 4: Sub-Topic

Color

- Make sure that users can read text that is presented over a background.
- The most common form of color deficiency is red-green color blindness, which affects approximately 8% of the population. Be sure to use other visual indicators to distinguish and organize your content, and to use a color contrast checker to make sure your text and background colors have enough contrast.



Tables

- Using tables for page layout adds additional verbosity to screen reader users. Whenever a screen reader encounters a table, the user is informed that there is a table with "x" number of columns and rows, which distracts from the content. Also, the content may be read in an order that does not match the visual order of the page.

Name of cereal	Amount of elemental iron from least to greatest
Coco Puffs	3
Total	5
Corn Pops	1
Cheerios	4
Fruit Loops	2

Captions

- Captions are text versions of the spoken word presented within multimedia. Captions allow the content of web audio and video to be accessible to those who do not have access to audio. Though captioning is primarily intended for those who cannot hear the audio, it has also been found to help those that can hear audio content, those who may not be fluent in the language in which the audio is presented, those for whom the language spoken is not their primary language, etc.



Documents

- When people talk about "accessible" PDF files, they usually are referring to "tagged" PDF files, even though there is more to an accessible PDF than tags. PDF tags provide a hidden structured, textual representation of the PDF content that is presented to screen readers. They exist for accessibility purposes only and have no visible effect on the PDF file.

WEB COMMUNITY RESOURCES

<http://www.uvu.edu/web/standards/>