

## **Background and Purpose**

Indiana University of Pennsylvania encourages faculty, staff, and students to publish freely and openly on the World Wide Web within the constraints of existing laws, policies, and the web design plan.

The web design plan conveys minimal stylistic consistency guidelines and provides some guidance on the procedural nuances of communicating on the World Wide Web.

The web design plan addresses official university unit home pages and other official pages, known as exhibit pages. This document also contains some guidelines and useful suggestions for all pages published by members of the IUP community. These guidelines are intended to augment, not replace, existing policies at IUP.

## **Official University Unit Home Pages**

For the purposes of this design plan, an official university unit home page is a single page that introduces an organizational unit of the institution and provides links to more detailed information about the unit. These pages should follow the web design plan. It is preferred that these official university unit pages be generated and powered by the content management system (CMS) [to be chosen by through an RFP process].

To assure continuity, maintain a consistent image, and increase usage of information electronically published by IUP, a **web services department** (*a proposed new unit to assist in managing the university's web image and providing web design training and web page development*) and the Communications Group may reserve the right to monitor and review all official university unit home pages for the colleges, their departments, the divisions and their offices and the other official pages to ensure that they abide by the web design plan while also being as user- and audience-friendly as possible. The new proposed Web Services Department should also be charged to research and develop more sophisticated applications (i.e. Rich Internet Applications, etc.) in the web environment that will facilitate much more useful web sites rather than the current focus on information delivery.

The official university unit home pages include, but are not limited to:

- Main Infrastructure pages
- College pages
- Academic Department pages
- Division pages
- Administrative Office pages

These pages (descriptions of each appear on pages 3-7) must follow the standard design scheme outlined in ***IUP Web Design Documentation*** (*this would be the document that the consultant creates – which must include a series of templates, examples, guidelines, best practices, etc.*) Additional pages may be created to best fit the needs of a given unit; however, it is strongly encouraged that units follow the web design plan and it is preferred and highly recommended that official unit pages that are core to the unit's official business be created by the CMS.

## *IUP Web Site Design Subcommittee – “Web Design Plan”*

To ensure integrity, best practice, and privacy, photos taken by the university photographer will be shared under the guidance and counsel of the university photographer and related communications staff members, who will work to create a library of images for use on the home page and all official university unit pages. Unit web maintainers could utilize the image library when developing their sites. Unit web maintainers and others who create web pages are expected to work closely with the university photographer, the web services department, and the communications staff when choosing and manipulating images to display on official pages.

Standard design elements in the *IUP Web Design Documentaion* should include (but are not limited to):

- Common band across the top w/ standard logo or branding
- Audience based and subject based
- Breadcrumbs
- Ability for pages to be dynamic (ability to show different pictures/graphics upon each visit to a page)
- Current news & features
- Search capability
- 800x600 centered “table”
- Hit counters and stats (optional)
- Printer friendly
- Use of sidebars for additional links
- Standard navigation
- Standard footer that displays name and address of IUP
- Send page reference to a friend option
- Font size control option
- Ability to easily add items to the Navigation menu (under the required elements)
- Simple navigation
- Ability to tab
- Use of CSS when appropriate (cascading style sheets)
- Attractive color and layout design
- Friendly urls
- Well documented Style guide

### **Main Infrastructure pages**

Web design elements on the main infrastructure shall be consistent in design, maintain the IUP identity, be dynamically created by the CMS and offer the simplest form of navigation and still provide creative and vibrant pages. These pages should be audience based (e.g., prospective students, current students, faculty and staff, alumni, parents and families, visitors, etc), subject-based and/or interest based. They shall include (but are not limited to) elements (links) as follows:

- Site Search option
- People Search option
- Academics
- News and Events (dynamic graphics)
- Highlighted Dept/Program/Office/etc that would change daily/weekly
- Athletics
- Campus Tour
- Admissions (applying to IUP)
- Aid
- Technology/Computing
- IUP Libraries
- University Calendar(s)
- Giving to IUP
- About IUP
- Site index
- Contact IUP
- Legal statements
- Jobline Link
- I-Mail
- URSA

## **College pages**

All college pages will be consistent in design, using the defined templates, maintaining the IUP identity, and being powered by the CMS. These pages shall include the following elements (at a minimum):

### Homepage

- Full address of college
- Name of dean with e-mail address
- On-campus phone and fax numbers
- Global e-mail address if appropriate
- Brief descriptive paragraph of the college, which could refer to policies, facilities, or other pertinent info.)

### Personnel

- At minimum, lists official names of all employees with on-campus addresses, telephone numbers, and links to e-mail; More information may be displayed.
- This page may act as a directory to personal pages. See section on personal web pages for more information.

### Departments and Programs

- Lists and offers links to websites of departments, minors, concentrations, and other programs.

### Major and Minors Listing

- List of all majors and minors in the college – use relevant links back to the catalog as appropriate

### Additional Link

- Possibly called “More information on the College” could be used to take the user to an Exhibits site (if desired).

### Use of Side Bars (optional)

- for Headlines, news, etc.

## **Academic Department pages**

The academic department pages will be consistent in design, using the defined templates, maintaining the IUP identity, and being powered by the CMS. These pages shall include the following elements (at a minimum):

### Homepage

- Full address of department
- Name of chair with e-mail address
- On-campus phone and fax numbers
- Global e-mail address if appropriate
- Brief descriptive paragraph of the department

### Faculty and Staff

- At minimum, lists official names of all faculty members and support staff with on-campus addresses, telephone numbers, and links to e-mail; may carry more information.
- This page may act as a directory to personal web pages. See section on personal pages for more information.

### Programs of Study

- At minimum should list all the department's offerings. May also describe them and carry live links to appropriate sites (Exhibit sites if desired). Should carry links to the graduate and undergraduate catalogs and other supporting documentation).

### Major and Minor Requirements

- List Majors and Minors and the list of courses that are required (using appropriate links to course catalog)

### College Computing and Technology

- List the support structure
- Provide technology system links

### More about the Department

- Supplements short descriptive paragraph on the homepage and can describe facilities, department history, special projects, and current initiatives. This could be the links to the department's exhibits sites (if desired).

### Use of Side Bars (optional)

- for Headlines, news, etc.

### Link to College

## **Division pages**

The division pages will be consistent in design, using the defined templates, maintaining the IUP identity, and being powered by the CMS. These pages shall include the following elements (at a minimum):

### Homepage

- Full address of division
- Name of VP with e-mail address
- On-campus phone and fax numbers
- Global e-mail address if appropriate
- Brief descriptive paragraph of the division’s work

### Personnel

- At minimum, lists official names of all employees with on-campus addresses, telephone numbers, and links to e-mail; may carry more information.
- This page may act as a directory to personal web pages. See section on personal pages for more information

### Offices within the Division

- At minimum, carries links to varying offices or operations within the division. Descriptive paragraph of each, with name of department head could also be added.

### Policies and Procedures

- Policies and procedures should be outlined on this page (if available); likely, links to sub pages that carry the information will be in order.
- This link would not be necessary if no policies are available

### Additional Links

- Possibly called “More information on the division” could be used to take the user to exhibits sites (if desired).

### Use of side bars (optional)

- for Headlines, news, etc.

## **Administrative Office pages**

The administrative office pages will also be consistent in design, using the defined templates, maintaining the IUP identity, and being powered by the CMS. These pages shall include the following elements (at a minimum):

### Homepage

- Full address of office
- Name of director with e-mail address
- On-campus phone and fax numbers
- Global e-mail address if appropriate
- Brief descriptive paragraph of the office’s work

### Personnel

- At minimum, lists *relevant* names of all employees with on-campus addresses, telephone numbers, and links to e-mail; can carry more information.
- This page may act as a directory to personal web pages. See section on personal pages for more information

### Services

- Should describe what services the office offers and offer links to appropriate material deeper in the sites

### Policies and Procedures

- Policies and procedures should be outlined on this page; likely, links to sub pages that carry the information will be in order
- This link would not be necessary if no policies are available

### Additional link

- Possibly called “More information on the “Office” could be used to take the user to an Exhibits site (if desired).

### Use of Side Bars (optional)

- for Headlines, news, etc.

### Link to Division

### **Other Official Pages (Exhibits)**

Pages related in any way to the programs of IUP and its units may be considered official, however, if these pages do NOT fall under the “Official University Unit Home Pages” (as defined on page 1), they shall be considered “Exhibit pages”. Exhibit pages should be seen at three levels:

The first level is Aspirational. This is the site for the technically/visually adept and demanding programs, such as Art, Theatre and Dance, etc., where visual sophistication must be demonstrated as part of the marketing effort, and where event and calendar information for performances/exhibits/concerts are another marketing necessity.

The second level is, in effect, Remedial. This is the site where there is no “in-house” designer and where there is no perceived need for sophistication in presentation. We recommend that a “template kit” approach be taken in this instance that allows the department/program to choose graphics/photos, etc. that can be dragged and dropped into a pre-established and recognizable format.

The third level of site is that which sits between the other two. This is for the program that aspires to a sophisticated site, but has not the requisite technical skill in its faculty or staff. These programs need access to a higher level of design/technical help.

For these Exhibits sites, it is required that a “brand” of the institution (i.e. possibly the official seal of the university) must appear on every exhibit page. The color of the brand can be changed as desired to fit into the exhibit design. This “brand” should take the browser back to the IUP Home site when clicked.

It is strongly encouraged that these pages include some or all of the elements listed above (pages 3 through 7) when it is reasonable, practical, or appropriate to do so. Appropriate templates will be available to encourage the same “look and feel” of these pages.

It would be beneficial to offer several templates for the Exhibits pages (just as we will offer templates for the “Official University Units”). It would also be beneficial to define a universal way (method of entry and location of entry) to enter an Exhibits site. As these “Exhibits” are created, it is strongly encouraged to link them into the standard navigation menu of the “parent” official university unit home page.



**Personal Pages**

The Web Design Plan does NOT control personal web page content.

**Disclaimer**

The web design plan is not a RFP or a finite set of required components for a consultant. This document should be used as a starting point for the website steering committee and possibly an outside consultant to document the basic design goals of the Website Design Subcommittee. This document is subject to change as the planning and implementation of the website continues.