

# LCC Web Guidelines

The following guidelines should be followed for all web pages to ensure accurately and consistently LCC's navigation, brand and image. Failure to do so may result in modifications made by LCC Web Management.

Below is an explanation of the standard folders and files found in the Folder List Task Pane, when Web is open in SharePoint Designer.

## Websites/Folders

### Folders:

- **\_styles** folder contains **local\_styles.css** (file). This is for any styles that are unique to only your web.
- **navigation** folder contains the right and left navigation (files) named, right-nav.master and left-nav.master.
- **templates** folder, not to be confused with \_templates. Contain two files these are the primary Web page templates.
  1. template-standard-layout.aspx - standard three column layout, with right navigation bar
  2. template-two-column-layout.aspx - two column layout, which omits the right navigation
- index.aspx (file) resides on the root of the Web and is the home page

**Index Page:** All websites and folders must have a page titled "index.aspx".

- Must include a paragraph detailing services or other relevant information.

**File Names:** All file names must be in lowercase and relate to the content of the page.

- Example: A web page discussing academic resources would be named "academic\_resources.aspx".
- Do not use special characters in files names, such as + ? /, use an underscore or hyphen. These characters are not recognized by the new server and code.

**File Storage:** Do not use your website directory as a storage area for files not relevant to the website.

- These types of files will be deleted by LCC Web Management.

**Outdated Files:** Files that are no longer being used must be deleted within 14 days.

- These files will be deleted by LCC Web Management.

**Shared Topics:** Departments that share related subject topics must request that their information be added to an intermediate web page administered by LCC Web Management.

- Example: The Employment Opportunities web page discusses Student Employment Opportunities, Faculty and Staff Employment Opportunities, Co-ops and Internships and Employment Resources.
- Questions regarding this should be directed to LCC Web Management.

## Templates/Page Setup

### Web Editor

All web pages must be created and maintained in MicroSoft Office SharePoint Designer.

- This application can be loaded on your computer by contacting the LCC Help Desk.
- MicroSoft.NET Framework 2.0 will also be needed for the application to run properly. This can be downloaded from the ITS website.

### Templates

As part of the 2008 web redesign, the new Web page templates use newer technology called master pages.

- right-nav.master
- left-nav.master
- template-standard-layout.aspx
- template-two-column-layout.aspx

[Understanding how master pages work](#) (PDF)

**Altering Templates** - Templates cannot be altered in any way, except to change the title line, breadcrumb trail, footer information and content.

- Templates have been designed to comply with the Americans with Disabilities Act (ADA).
- **Use of frames** will break the ADA website guidelines, so they cannot be used.

**Faculty Web Accounts for Instructional Pages** - should not use LCC templates.

[Using SharePoint Designer and Templates](#) (PDF)

## Page Layout/Design

### Overall Look & Feel

- Pages must be designed to complement the look and feel of the overall website and organizational identity.

### Navigation Menus

- Buttons within the left navigation menu should be listed in alphabetical order, with two exceptions.
  - If a website is part of a division or department, then the division/department should be at the top of the navigation menu.
  - The last button in a navigation menu should be for contacting the division or department.
- It is recommended that the right navigation menus also be alphabetized, if possible.

## Color

- Follow templates with minimal use of additional colors.
- Make sure images are of small size to minimize overhead in page download speed.

## Formatting

- Must be consistent throughout each website.
- Make certain to differentiate between defined elements.
- Maintain a consistent format for links, headers, etc. [More on Fonts >](#)
- Maximum width - any item with a width greater than these dimensions will break the layout of the template.
  - 367 pixels - three column layout (template-standard-layout.aspx)
  - 530 pixels - two column layout (template-two-column-layout.aspx)

## Hyperlinks

- Test all links.
- Notify user when link connects to a PDF file. This can be done with text or by using PDF icons.
- Notify user when linking to an email address.
- Avoid redirects as this can be very confusing and frustrating for users who may not be overly familiar with computers and using the Web.
- Use virtual links, see examples.  
Example of correct path:            /webmgmt/web\_guidelines/fonts.aspx  
Examples of incorrect path:    http://www.lcc.edu/web\_guidelines/fonts.aspx  
  http://edge/web\_guidelines/fonts.aspx
- Links should clearly state where the link will take a user. Do not use "click here" as the text for a link. "Click here" does not tell a visitor where "here" is.  
Example: "Register Now" instead of "To register, click here"
- Notify user when link opens a new page or popup window.
- Text should not repeat for different links. The first word or phrase in a link should not be repeated in other links. Multiple links that point to the same page are an exception, in which case they should use the same link text.

## Graphics/Photos

- To ensure the look and feel of the overall site is maintained, graphics and photos must be approved by or requested from LCC Web Management.
- Photos in the right navigation - you can use your own photos. These must be in the proper format. Contact Web Management for information.

## Content

### Getting Started

- Develop a navigation plan and informational structure before development begins
- Be certain users can find what they need easily
- Organize the information into easily understandable, manageable pieces
- If assistance is needed, contact LCC Web Management

### Web Audience

As content is developed, keep in mind that the website should be written and navigated to respond to audiences in the following order:

- Students
- Business and Community
- Faculty and Staff

### Language

- Use student/public language and avoid educational jargon
- The goal - make information easily accessible, particularly to students
- [How to write for the web](#) (PDF)

### Relevant Information

- Do not include information that pertains only to faculty and staff on web pages directed to students, business and community. A separate web page should be developed for this content.
- Internal information intended for "employees only" should be placed in the LCC workspaces.

### Duplicate Content

- If content presently exists elsewhere, a link should direct users to the information.
- Example: Course schedules and registration information, course descriptions, academic calendars, etc.

### External Links

- If linking to a website outside of lcc.edu, launch the website in a new window.

### Web Administrator Link

- Email is directed to Information Services and College Development.
- Email is reviewed daily and questions are directed to the appropriate areas on campus as needed.
- This link should not be replaced under any circumstances.
- Contact information should be made available in the contact section of each individual website.

## **Writing Styles and Grammar**

- Refer to the Associated Press Style book for content style/guidelines (for punctuation, grammar, abbreviations, etc.).
- If a reference cannot be found, consult the Webster's Dictionary.
- [How to Write for the Web](#) (PDF).

## **Under Construction**

Under no circumstances should a page be listed as this.

- If a web page is incomplete, do not link to it.
- Images with "Under Construction" themes should also not be used.
- Web pages of this sort will be removed by the LCC Web Management.

## **Maintenance**

Each division must designate an individual to monitor and coordinate all websites related to their division.

### **User Accounts**

- Access to websites is available through user accounts, which include a user name and password.
- Only one user account will be created for each website, since multiple individuals can use the same account concurrently.

### **Web Assignment Changes**

- If there are any changes to the assignments for website content and maintenance, LCC Web Management must be notified.

### **Web Content and Maintenance**

- There must be an assigned individual responsible for the content and maintenance of each website.
- For college-wide websites that include content from more than one division/department, a member of LCC Web Management will be assigned to maintain them.

### **Web Monitoring**

- Assigned web content and maintenance representatives, LCC Web Management and the Divisional Web Coordinators are responsible for monitoring and coordinating proactive updating of these web pages.
- Information Services and College Development may contact you to make updates to your website from time to time.