

Cañada College Web Policies and Guidelines

Definitions

Cañada Web Site

The Cañada Web Site consists of all information displayed on the District server and located at <http://canadacollege.edu>.

Web Site

A Web site is a group of Web pages structured to provide a coherent body of information about a particular subject.

Site Owner

The Site Owner is the Division Dean, Department or Program Head, Student Organization Advisor or delegate, or faculty member maintaining a faculty site. The Site Owner is responsible for the content of the site.

Requirements

- Publication of all Cañada Web sites is subject to prior approval of the Web Content Coordinator. Site designers should consult with the web content coordinator prior to beginning design/development of Web site.
- The Cañada College Web Content Coordinator will determine the site's location within the information architecture of the college Web site. Each Division 'home' page falls within the core section and a design template will be provided. If the Web site falls outside of the core section of the college Web site, i.e. individual program or department site, student organizations sites, then the requesting party may determine the visual design of the Web site **within the limitations of the Web Policies and Guidelines.**

Division Dean or Department head must approve the site content prior to it being posted on the District server by the web content coordinator, or other authorized person. Students are not allowed access to the District server. Division Dean or Department head must make provisions for periodic updating of site.

- All Web sites representing Cañada College will be reviewed periodically for timely updates, accuracy and conformance to the Web Policies and Guidelines.
- Web site owners are responsible for the content and design of their Web sites. Responsibilities include ensuring that all online material conforms to local, state, and federal laws including copyright and other intellectual property laws. All online material must be consistent with District and Cañada policies and regulations.
- Do not place personal or private business ads on any pages residing on the Cañada College web server.
- Use of Cañada College seal and logos:
 - Approved artwork must be used and the design cannot be altered in any way. No variations, adaptations, or new logo units should be created.
 - Minimum sizes for use on the web are:
 - Seal may never be less than 70 pixels across

- College logo and University Center logo may never be less than 130 pixels across.
 - The logos and seal may only be used in black, white or the following web-safe dark green: R=0, G=102, B=51
- Page Title – Use a unique, meaningful page title. A meaningful page title makes it useful to the reader when they bookmark the page. DO NOT use only ‘Cañada College.’
- All information displayed on the Cañada Web site should professionally represent the College and should be:
 - Accurate – Publishing of web pages should follow proper review and approval prior to publishing. Proof for grammar and spelling prior to publishing.
 - Timely – All pages should be regularly updated.
 - Designed for accessibility:
 - See: <http://www.section508.gov/> or <http://www.w3c.org> for an accessibility guideline. There are many other guidelines available online.
 - Images and Multimedia - Use good ALT text for all graphics – describe the function of visual elements Provide text-based alternatives to multimedia presentations, such as Flash files, audio or video files. Use height and width attributes.
 - Image Maps – Use client-side image map and provide text for hot spots.
 - Forms - Provide an alternative to online forms.
 - Links - Use text that makes sense when read out of context. For instance, do not use “click here.”
 - Frames - Label with the title or name attribute if frames are used. Use of frames is strongly discouraged, as frames have many drawbacks associated with them. Each frame is treated as a separate page by search engines. Taken out of context of the other parts of the frameset, they are often void of navigation, identification, and/or content.
 - Tables – Make line-by-line reading sensible. Summarize. Avoid using tables for column layout.
 - Support reader’s formatting options – allow for text resizing.
 - Page organization should use headings, lists and consistent structure. Use CSS for layout and style where possible.
 - Meta tags – Use descriptive words or phrases that accurately describe the content on the specific pages
 - Validate your pages. Use a validator like the W3C CSS (<http://jigsaw.w3.org/css-validator/>) and HTML (<http://validator.w3.org>) validators.

Departmental and Faculty Web Sites

All academic and administrative departments and faculty may create and maintain Web sites. Division Dean, Department or Program Head serves as the site owner of division or department sites. The faculty member is site owner of individual faculty site. These sites should tie in to the main Cañada site through the use of similar style and color.

Departmental home pages should clearly display:

- Cañada’s name or logo. Use only approved logo or seal.
- Always use the tilde in Cañada.
 - on a Mac, type: alt+n n

- on a PC, type: alt+164 (using the numeric keypad)
 - in HTML, type: ñ (include the semicolon)
- Department name
- Department contact with e-mail (use “mailto” tag and the actual email address written out as text) or phone number
- Mailing address
- Link to Cañada’s home page
- Date of last update

Secondary pages should include at least a link back to the departmental home page, and preferably a link back to the Cañada home page also.

Faculty home pages should clearly display:

- Cañada’s name or logo. Use only approved logo or seal.
- Always use the tilde in Cañada.
 - on a Mac, type: alt+n n
 - on a PC, type: alt+164 (using the numeric keypad)
 - in HTML, type: ñ (include the semicolon)
- Department contact with e-mail (use “mailto” tag and the actual email address written out as text) or phone number
- Link to Cañada’s home page
- Up-to-date course listing, if course listing is included
- Date of last update

Secondary pages should include at least a link back to your home page, and preferably a link back to the Cañada home page also.

Recommendations:

- Preview your pages in multiple browsers.
- Use META tags, KEY WORDS and description to make it easier for search engines to find your pages.
- Use a ‘signature’ on at least the first page of a department or program site. The signature should include the department or program name, full mailing address, contact name with email address using “mailto” tag and contain the actual email address written out as text, and date of last update.
- Keep text clear and readable. Use high contrast; black on white is most legible.
- A simple and consistent style works best.
- Make use of the inverted pyramid style of writing. Present the most important information first, followed by details in descending order of importance. Try to make your content easily scanned.
- Use well-designed headings with names that conceptually relate to the information or functions they describe.
- Use **index.html** for your primary file. Keep file names short and meaningful. Use only lowercase letters in naming your files. Keep your files organized and only upload necessary files. If you will have the web coordinator upload your files, they must be organized in a folder with no unnecessary files.
- Obtain written permission of identifiable persons in any photos posted on the web.
- Use good judgment when linking to off-site locations. Include a disclaimer if necessary.
- Use of frames is greatly discouraged, as frames have many drawbacks associated with them. Each frame is treated as a separate page by search engines. Taken out of context of the other parts of the frameset, they are often void of navigation, identification, and/or content.

- Use text-based navigation. Text-based navigation works better than image-based navigation because it enables users to understand the link destinations. It also allows users with text-only and deactivated graphical browsers to see the navigation options. It reduces download time.
- Use graphics wisely. Only use graphics that enhance content or that lead to a better understanding of the information being presented.
- Avoid:
 - Excessive use of body text in all upper case letters
 - Excessive use of italics
 - Excessive use of bolded body text
 - Excessive use of technology that requires specific plug-ins
 - Excessive use of animated graphics that continuously loop
 - Posting pages that are incomplete.
 - Pages that are more than 70K. Keep in mind that connection speed of typical users will vary, and that many people are still on dial-up modems.
 - Links to incomplete pages - a link to a page that simply says “Under Construction” is not useful.
 - Busy background images – if you want to use a background image, carefully consider the additional download time required, and carefully choose colors and textures that will not interfere with the readability of your text.