# Web Guidelines

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Introduction

Eastern Connecticut State University’s website is a mission-critical resource for the University. It serves as a major marketing, communications, and information-sharing tool; it provides transactional services (i.e. form submission, course selection); and hosts a growing online coursework enterprise.

Creating, maintaining, and expanding web pages are daily tasks at Eastern, shared by dozens of people. The guidelines and principles found in this document are designed to make page creation and maintenance easy for even the most nontechnical-oriented personnel.

At the same time that this manual serves as a resource guide for Eastern’s web authors, it also establishes the basic and advanced web-specific design principles and guidelines used by Eastern Connecticut State University to ensure that its website reflects the same graphic and written standards found in other Eastern communications. Following these guidelines will help to convey a consistent “look and feel” for Eastern’s website visitors. (Faculty are encouraged to consider these guidelines for their personal pages but do not have to use the templates described below.)

A key component of Eastern’s web management system are editable templates, created in the Office of University Relations with technical support from Information Technology Services, which allows users to easily update and modify content within the Contribute platform. A comprehensive training program has been established to assist web authors in using the templates.

In general, it is the University’s goal to have all department home pages have a consistent, modular look and navigation for the ease of its constituencies. Academic departments also have common content (areas of study, schedule of classes, faculty/staff roster, course descriptions, etc.) that are supported by the template system. Lower page templates, for both academic and administrative units, are more open and flexible.

In order to manage limited resources wisely, the University has made a commitment to purchasing and supporting the Contribute webpage management platform. Templates have been developed for use with Contribute and training will be provided in support of template use. Other web development tools at the department page maintenance level are not supported. The ultimate goal of this policy is to ensure that Eastern’s website is managed and maintained as one system.
Graphic Design Basics

WHITE SPACE AND COLOR
White space is good. Color is as well. Leaving white space on the page will cause the eye to draw to the important factors in the page – allowing the reader to understand the key points. If a page is too cluttered, the reader doesn’t know what to look at, and you run the risk of your message getting lost. Finding a balance between the white space and the color is essential to good design.

TYPE FONTS
Don’t let your fonts overpower the message. Whether creating a piece for a website or a magazine the font you choose is important. Make sure not to pick too many fonts and keep them appropriate to the material. The best rule is to choose three fonts: one for the main writing, one for the headers, and one ‘fun’ font for highlighting specific words. This will allow your message to get across cleanly and still allow you a little fun.

COLORS
Pick colors that compliment, not detract. There is no such thing as the right color – mixing things up is a good thing. But, trying to mix too many colors can be overwhelming.

CLARITY
If people have to hunt for it, they won’t find it. Want people to call you? Give them your number. Want people to email you? Give them your email. Simple. Many times, we get so carried away with making a design ‘look pretty’ that we forget to make it useful too. The goal is to get a response, so make sure that the people can respond easily.

SPELL CHECK/GRAMMAR CHECK
Spell check. Grammar check. No matter how beautiful the site or the design is, if there are spelling or grammar errors, it will be ruined. Do not trust your computer to check the grammar, it won’t. This also includes double checking that your contact information is right, and all the links work. A non-working design fails, no matter the beauty of it.

RULES
It’s okay to break the ‘rules’ Sometimes it is okay to step outside what is expected, to get that surprised response from your audience. Just remember, do it too often, and like anything else, it gets old and boring.
Web Design Basics

**FONTS/COLORS/CLARITY**
Web sites text needs to be easy to read. Select text and background colors very carefully. Certain colors and shades camouflage each other. Font selection needs to come from a narrow collection of system fonts. These are the fonts already on your computer. They vary between users, although there is a core of about fifteen fonts which are on just about every computer and these are known as system fonts. Some fonts can be a little tricky to make out. Broadly speaking, serif fonts like Times or Verdana are easier to read. Dark-colored fonts against a light background also tend to be easier to read. These are only rules of thumb. Text size is an issue. Obviously small sizes are difficult to read and large sizes tend to be a bit ‘in your face’. It is not a precise science; every individual user has the ability to set their screen resolution to a range of settings all of which render text differently, but large enough to read easily with headings emphasized slightly either through color, size or styling (e.g. bold).

**BULLETS**
People do not sit down to read a good website. They go, get information and get out. Bullet points are hateful things in brochures and on PowerPoint, but they are effective on websites.

**PARAGRAPHS**
Small paragraphs are good. Chunked up information, made up of self-contained points each making sense on its own or as part of a greater weight of prose, is good – modular in structure.

**HIGHLIGHTS**
Highlighted content allows visitors to do what they are already trying to do i.e. scan the screen, pick up words and phrases that resonate and then read around those phrases. Your visitor should not need a map and compass to navigate a web site.

**LINKS/IMAGES**
Make sure that your links are clear. Graphic images, such as buttons or tabs, should be clearly labeled and easy to read. It is more important that your navigational buttons and tabs be easy to read and understand than to have “flashy” effects. Link colors in your text should be familiar to your visitor (blue text usually indicates an unvisited link and purple or maroon text usually indicates a visited link), if possible. If you elect not to use the default colors, your text links should be emphasized in some other way (boldfaced, a larger font size, set between small vertical lines, or a combination of these). Text links should be unique - they should not look the same as any other text in your web pages. You do not want people clicking on your headings because they think the headings are links.

**THREE CLICKS**
They say three clicks is the optimum – if it is important then getting there in one click is essential. Secondary information can be a click or two further away. Make sure that your labeling is descriptive and make sure your structure is straightforward.
PURPOSE
Web sites are communication tools. In most instances, a web site works best as a simple platform for displaying information, goods and services. If it tries to be a work of art, science, wonderment or magic it will fail as a communication tool and instead of looking impressive or clever, you will come across as self-indulgent. Presentation is important and the skills of a creative graphics and interaction designer are essential. A good designer will recognize the imperative and channel their creativity in support of the objectives.

IMAGES AND TYPE USE
Images can and do say more than words. Typography is an important aspect as it layout, user journey and creating a sticky site that people want to stay on. These are elements of design which are absolutely essential to a website. In general a consistency of design throughout the site is professional and also maintains the same standards and protocols of hierarchy, navigation, links and presentation.

NAVIGATION
Your web site should be easy to navigate. Your contact information should be easy to find. People like to know that there is a person at the other end of a web site who can help them in the event that: they need answers to questions which are not readily available on your web site; some element on your site is not working and end users need to be able to tell you about it, and directory editors need you to modify parts of your site to be sure that your site is placed in the most relevant category. By giving all relevant contact information (physical address, telephone numbers, fax numbers, and email address), you are also creating a sense of security for your end users. They can contact you in the way that makes them feel the most comfortable. Your web page layout and design should be consistent throughout the site. Just as in any document formatted on a word processor or as in any brochure, newsletter, or newspaper formatted in a desktop publishing program, all graphic images and elements, typefaces, headings, and footers should remain consistent throughout your web site. Consistency and coherence in any document, whether it be a report or a set of web pages, project a professional image. Your web site should be quick to download. Studies have indicated that visitors will quickly lose interest in your web site if the majority of a page does not download within 15 seconds.

PRIORITIES
Finally, before you consider the personal preferences of your web page design, you should consider all of the above rules FIRST and adapt your personal preferences accordingly. The attitude “I don’t like how it looks” should always be secondary to your web site’s function. Which is more important: creative expression/corporate image or running a successful business?
Website Development — Getting Started

1. Establish an account with ITS so that you can author and publish pages
2. Take the template training provided by ITS.
3. Purchase/acquire the Contribute software platform which is the official standard for department-level website maintenance.
4. Develop an outline of what you want your site to look like, what content appears on each level, etc.
5. Gain approvals as needed.
6. Collate content (copy, photos, graphics)
7. Work with University Relations and within approved templates to develop pages.
8. Test on Safari, Firefox and IE7.
9. Launch.
10. When updating pages, include “date updated.”
Web Page Design Features and Guidelines
Eastern Connecticut State University

GENERAL
1. Fonts, font sizes, font colors: These are all pre-defined for your convenience in Contribute as various “classes.” The templates show you which to use in different situations.
2. Tabs, tables, boxes, and headings are also clearly defined in the templates.
3. Spacing, padding, margins: in order to manage how web pages look on variable-sized monitors, it is important to follow spacing and margins parameters. (built into template)
4. The templates are designed to 1024 x 768 and larger resolution.
5. Designers are encouraged to design pages for one screen of information; two screens worth maximum. Otherwise, divide up content; no one likes to scroll endlessly!

BANNER (Locked)
1. Created in consultation with University Relations
2. Includes department name and photo/graphic representation
3. No need to repeat department name in introduction on homepages
4. No Flash.
5. Consult with University Relations when adjustments are needed.

HORIZONTAL MENU (Locked)
1. For official links (Administration, Admissions, Calendars)
2. Global for entire website

SIDE MENU (Locked)
1. Maximum of eight items (use dropdowns to manage cascading content)
2. Maximum of 10 items on dropdown menus; maximum of two tiers. Go to static pages after that to manage content. (Show example)
3. Consult with University Relations when adjustments are needed.
4. Other features include “Pathways to Other Sites” and Eastern logo
5. Used on lower levels of each department site to allow for consistent navigation

TEXT
1. Standard fonts, sizes are managed through the Contribute style sheet
2. Dark Blue (PMS 289) only (red is used to indicate a hot link)
3. Ease of reading—use “click for more” (links to secondary page showing complete text) and other techniques to keep text blocks at 150 words or less.
4. No underlined links!
5. “Image Rollovers” are to be avoided as they are not supported by Contribute.
6. Consult University Relations written style manual for grammar/written word usage.

FOOTER
1. The phone/fax numbers are editable in Contribute.
2. Departments are encouraged to use departmental (admissions@....) vs. personal emails.
PHOTOS
1. Home pages should feature a photo gallery to attract visitors
2. Recommended maximum of 10 images per slide show
3. 96 dpi minimum resolution (150 dpi optimum)
4. Pixel dimensions: 350 x 222
5. Be selective: department-specific, current, engaging

GRAPHICS
1. Standard Eastern logos are used. Consult the Office of University Relations if you need a downloadable version.
2. 96 dpi jpegs
3. .png files also an option
4. RGB codes (supply)
5. No watermarks or background colors
6. Avoid .gif images
7. PDFs: don’t embed PDFs into pages; instead link to them. (150 dpi resolution)

TABLES, BOXES, AND TABS
(See following section on these applications)

EDITABLE TEMPLATES
(See following section on these applications)
TEMPLATES

(The template reference guide that follows this introduction will provide web authors with the instructions they need to easily manage content within the Contribute platform.)

Introduction
Commercial businesses, especially larger companies, typically manage their websites very tightly through a centralized process. Content creation and approval is carefully controlled in the interest of business objectives. Universities exist to discover, explore and debate ideas. Therefore, university websites, by their nature, tend to be decentralized, robust and eclectic. Achieving a balance between a cohesive, University-wide “look and feel” and an expansive, content-rich website populated at the department level is our goal at Eastern.

Eastern’s philosophy is to develop a University-wide website structure where content is maintained at the department level. One popular but expensive approach is the use of a Content Management System (CMS) —a fixed visual structure that allows for easy content updating. Eastern has created its own CMS using UR/ITS resources, one that is populated with content at the department level using templates and Contribute software. Certain features of the template are locked down, while the majority of space on each page is managed at the department level.

Locked Down Areas
1. Top Banner (can be adjusted in consultation with UR)
2. Horizontal Menu Bar
3. Side Menu (can be adjusted in consultation with UR)
4. Footer (standard disclaimer, customized contact information; fax and phone are editable)

Editable Areas
The main areas of each page template are modular in nature, with content modules that are editable in Contribute. Lower level pages have increasing open space and flexibility. Samples follow.
Department Homepage Example with “Additional Link” No Tabs

Below you will see an example of the department homepage page with no tabs and how to work with it. The name of this template is “Master_Template_Homepage_links_Template.”

To add or modify links to the “Additional Links” section do so inside the correct editable area. If you need additional rows, click inside the editable region in the row you wish to add to and then click on the “+” symbol. To delete extra rows that you may have created, click inside the editable area of the row you’d like to delete and click on the “-” symbol. To arrange any multiple content rows that have been added, click in the editable area of that row and use the “up” or “down” arrows.

Remove this image!
Insert your image here
Image Size Must Be:
Width=350 pixels
Height=222 pixels
Department Homepage Example with “Additional Link” Tabs

This page is the same as the department homepage, except that it has a tabbed region for its “Additional Links,” which enables your department to have many more links in this area while using minimal space. Below you will see how to use this tabbed region. The name of this template is “Master_Template_Homepage_Tabbed_Template.”

Remove this image!
Insert your image here
Image Size Must Be:
Width=350 pixels
Height=222 pixels
Department Staff Page Example

Below you will see an example of the staff page and how to work with it. The name of this template is, “Master_Staff_Page_Template.dwt”

To add another faculty or staff member, click on the ‘+’ sign, then fill in the content in the editable regions. To delete a faculty member, click anywhere inside an editable area, in their table then just click the ‘-’ sign. To arrange faculty/staff members in the order you’d like, click inside an editable area inside the table you’d like to arrange and then click on the Up and Down arrows.

EASTERN CONNECTICUT STATE UNIVERSITY

To add another Adjunct or UA, click on the ‘+’ sign to add another row, then fill in the name of the employee and link their name to their respective EASTERN email address (non-Eastern emails are not allowed on Eastern department or official webpages) in the editable region(s). To delete a faculty member, click anywhere inside the editable area with their name, then just click the ‘-’ sign. To arrange faculty/staff members in the order you’d like, click inside an editable area which contains their name and then click on the Up and Down arrows.
Department Area of Study Example

Below you will see an example of the area of study page and how to work with it. The name of this template is, "Master_Area_of_Study_Template."

To add content to the "Additional Content Area Section," do so inside the editable area. If you need additional rows, click on the "+" symbol. To delete extra rows that you may have created, click inside the editable area of the row you’d like to delete and click on the "-" symbol. If you do not need any additional content, delete the row as above. You will be able to add it back later if needed, by clicking on the "+" symbol.

To arrange any multiple content rows that have been added, click in the editable area of that row and use the Up or Down arrows.

Remove this image!
Insert your image here
Image Size Must Be:
Width=350 pixels
Height=222 pixels

Click on the image, then click "Delete" key on your keyboard. In "contribute," click on "insert." Then choose either "image" or "flash," go to the location of your file, click on the file (image or flash slideshow) and click "select."

Add or update content inside any of the editable areas on the page, denoted by the teal-colored titled tab and border. PLEASE remember that these areas are meant for text and links only (except for the "Photo Gallery" area), not tables. Tables can and will most likely throw off the alignment of the page. PLEASE avoid using paragraph tags, as this could also affect the padding/spacing of the editable area and the entire page.

Make sure your department Phone and Fax numbers are correct.

Add or update content inside any of the editable areas on the page, denoted by the teal-colored titled tab and border. PLEASE remember that these areas are meant for text and links only (except for the "Photo Gallery" area), not tables. Tables can and will most likely throw off the alignment of the page. PLEASE avoid using paragraph tags, as this could also affect the padding/spacing of the editable area and the entire page.

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Add or update content inside any of the editable areas on the page, denoted by the teal-colored titled tab and border. PLEASE remember that these areas are meant for text and links only (except for the "Photo Gallery" area), not tables. Tables can and will most likely throw off the alignment of the page. PLEASE avoid using paragraph tags, as this could also affect the padding/spacing of the editable area and the entire page.
Below you will see an example of the Major General Core page and how to work with it. The name of this template is, "Master_major_general_core_Template."

## Department Major Core Page Example

### Major Title

[Title of Major Here] Major:

#### Degree Type

(Enter degree - ie AS, BA, BS, etc...) Degree Requirements

#### Recommended Course Sequence:

- **Degree Title**
  - The following courses are required for all (Enter Degree Title) majors.

### Intro Information

Enter the required courses need for the major degree in the space below. If the degree for your department is simple (i.e. not broken down into different categories or stages), simply enter your subjects/courses below and delete the "Headers" (i.e. pink rows) you don't need. Note: Do not delete the last row for total credits. Please read the instructions below.

### I. Common (Enter Major) Core to be completed by the end of the sophomore year (xx credits)

<table>
<thead>
<tr>
<th>Repeat</th>
<th>Insert Additional Row Core</th>
<th>+/−</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Course_Number</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>number</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Title**

Insert Course Title Here

### II. Row Senior Years +/− of 300 & 12 cr. of 400 level courses from the list below (xx credits)

<table>
<thead>
<tr>
<th>Repeat</th>
<th>Insert Row Senior Years</th>
<th>+/−</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Course_Number</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>number</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Title**

Insert Course Title Here

### III. Senior Seminar course

<table>
<thead>
<tr>
<th>Repeat</th>
<th>Insert Addition Row Senior Seminar</th>
<th>+/−</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code</td>
<td>Course_Number</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>number</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Title**

Insert Course Title Here

### Footnotes

* Enter Footnotes if needed. Otherwise, delete this text.

Click on "+" to add rows; Click on "−" to Subtract rows; Click on up and down arrows to arrange rows in the appropriate order. You MUST click inside the row you want to delete or rearrange in the table before using the "−" or "+" up and down arrows. These directions should be followed for all similar sections on this page.
Department Course Sequence Page Example

Below you will see an abridged example of the Course Sequence page and how to work with it. Note: The example below only displays a program's first-year courses. Additional course information for subsequent years will be added to the bottom of the live page. The name of this template is, "Master_Course_Sequence_Page_Template."
Department Minor Page Example

Below you will see an example of the Minor page and how to work with it. The name of this template is “Master_minor_Template.”

If the degrees offered by your department is are simple (i.e., not broken down into different categories or stages), just enter your subcategories below. You need an additional table to enter further courses for the minor, click on the “+” under “Repeat Extra Minor Table” heading to add a table setup like the one below. To delete a table, click inside the table you want to delete and click on the “-” as shown here. To arrange multiple tables, click inside an editable region in the table you want to rearrange and use the Up and Down arrows to change the order of the table.
Department Lower Tier Page Example

This template is for third tier and lower pages. Instructions on how to use this template to create pages are shown below. The name of this template is, "Master_Lower_Tier_Flexible_Page_Template."

To add additional rows, click inside the editable region in the desired row and then click on the " + " symbol.

To delete extra rows that you may have created, click inside the editable area of the row you’d like to delete and click on the " - " symbol.

To rearrange rows containing content that you have added, click in the editable area of that row and use the "up" or "down" arrows.

Special Instructions: To create the layout structure needed for your page, first add the desired number of rows (see above). In these new rows, you can merge the columns as needed (except for the first row, which you will delete before publishing the page). An individual row can have anywhere between one-to-four columns (see below), however the column width cannot be modified. This template is the ONLY one that can handle the insertion of additional tables inside the editable rows and columns. The total width of the editable template rows is 750 (pixels), therefore if you insert a new table its width MUST be less than 750 (pixels); suggested width is 740 (pixels). If you merge columns in a row to have a two-column row (instead of four columns) and insert a new table into each column, the combined width of both tables for that row needs to be less than 750 (pixels).

Please note: If you do need a table with more than four columns, add a new row, then merge all the columns in that row into one column. Then, insert a new table with the amount of rows and columns needed. Again, your table MUST be less than 750 (pixels), suggested width would be 740 (pixels).
Department Lower Tier Table Page Example

This template is for third tier and lower pages. Instructions on how to use this template to create pages are shown below. The name of this template is Master_Lower_Tier_Flexible_Table_Page_Template.dwt.

To add additional rows, click inside the editable region in the desired row and then click on the "+" symbol.

To delete extra rows that you may have created, click inside the editable area of the row you'd like to delete and click on the "-" symbol.

To rearrange rows containing content that you have added, click in the editable area of that row and use the "up" or "down" arrows.

Special Instructions: To create the layout structure needed for your page, first add the desired number of rows (see above). In these new rows, you can merge the columns as needed (except for the first row, which you will delete before publishing the page). A individual row can have anywhere between one-to-three columns (see below), however the column width cannot be modified. This template is the ONLY one that can handle the insertion of additional tables inside the editable rows and columns. The total width of the editable template rows is 750 (pixels), therefore if you insert a new table its width MUST be less than 750 (pixels); suggested width is 740 (pixels). If you merge columns in a row to have a two-column row (instead of three columns) and insert a new table into each column, the combined width of both tables for that row needs to be less than 750 (pixels).

Please note: if you do need a table with more than three columns, add a new row, then merge all the columns in that row into one column. Then, insert a new table with the amount of rows and columns needed. Again, your table MUST be less than 750 (pixels), suggested width would be 740 (pixels).
How to Use the Style Sheet Examples

To choose a style to use, click on the drop-down arrow. A menu will appear, with all the styles listed from the style sheet. Then click on the correct style and Contribute will insert it into the section of your page that you have selected. See next page for an example.
After you have clicked the drop-down arrow to use the style sheet, you will see a menu that contains all of the styles available for your department's site. Click on the appropriate style needed for the content you are creating or editing and Contribute will insert it into your code for you.
Appendix A:
Advanced Web Design Guidelines

For faculty use on personal web pages, Dreamweaver users, etc. Not needed for Contribute-based page maintenance.

Tables
The general rule of thumb for designing tables:

1. Space.
   Set the width of tables carefully, according to the content. When it comes to tables too much width is definitely better than too little width. If you don't know the perfect width, simply set the width of the table to 100%.

2. Cells need some padding.
   Define some space between the cells; cramped up table cells are so much harder to read. Each table cell relates to each other.
   Minimum padding: .25em
   Maximum padding: 1em

3. Use soft colors.
   Tables are read similarly to the way we read text. So be careful with the amount of contrast you are giving to your table. Use soft colors — it’s easier for the eyes.

Examples:

**Horizontal Table**

Each entity of Horizontal tables is represented by a row. Simply set enough padding to the cells and put a 2 pixel border underneath the header.

<table>
<thead>
<tr>
<th>Name</th>
<th>Office</th>
<th>Phone</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward Osborn</td>
<td>Room 332</td>
<td>465-5043</td>
<td>Director</td>
</tr>
<tr>
<td>Bev Canfield</td>
<td>Room 331</td>
<td>465-5735</td>
<td>Assistant</td>
</tr>
<tr>
<td>Raymond Wykowski</td>
<td>Room 331</td>
<td>465-4361</td>
<td>Web Designer</td>
</tr>
<tr>
<td>Jane Hsu</td>
<td>Room 331</td>
<td>465-4361</td>
<td>Web Designer</td>
</tr>
</tbody>
</table>
The lack of border makes this table design hard to read if it has too many rows. Simply add 1 pixel border underneath all elements in landscape:

<table>
<thead>
<tr>
<th>Name</th>
<th>Office</th>
<th>Phone</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward Osborn</td>
<td>Room 332</td>
<td>465-3043</td>
<td>Director</td>
</tr>
<tr>
<td>Bev Canfield</td>
<td>Room 331</td>
<td>465-5735</td>
<td>Assistant</td>
</tr>
<tr>
<td>Raymond Wykowski</td>
<td>Room 331</td>
<td>465-4361</td>
<td>Web Designer</td>
</tr>
<tr>
<td>Jane Hsu</td>
<td>Room 331</td>
<td>465-4361</td>
<td>Web Designer</td>
</tr>
</tbody>
</table>

**Vertical Table**

Vertically tables are useful for categorizing or comparing descriptions of objects, with each entity represented by a column. We can add white space separators between columns.

<table>
<thead>
<tr>
<th>Admissions</th>
<th>Academics</th>
<th>Administration</th>
<th>Compus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Bookstore</td>
<td>Administration Offices</td>
<td>Emergencies</td>
</tr>
<tr>
<td>Graduate</td>
<td>Catalog</td>
<td>Affiliations</td>
<td>Events</td>
</tr>
<tr>
<td>Part-time</td>
<td>Library</td>
<td>President</td>
<td>Culture</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>Online Service</td>
<td>University Senate</td>
<td>Photo Gallery</td>
</tr>
</tbody>
</table>

**Boxes Style Table**

Pick a good color scheme and then distribute background-color to all the cells. Defining the border as a separator will accentuate the differences of each cell.
Zebra Style Table

Zebra-tables are attractive and usable. The alternating background color can serve as a visual cue for people when scanning the table.

<table>
<thead>
<tr>
<th>Name</th>
<th>Room</th>
<th>Phone</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward Osborn</td>
<td>Room 332</td>
<td>465-5043</td>
<td>Director</td>
</tr>
<tr>
<td>Ray Canfield</td>
<td>Room 331</td>
<td>465-5735</td>
<td>Assistant</td>
</tr>
<tr>
<td>Raymond Wykowski</td>
<td>Room 331</td>
<td>465-4361</td>
<td>Web Designer</td>
</tr>
<tr>
<td>Jane Hsu</td>
<td>Room 331</td>
<td>465-4361</td>
<td>Web Designer</td>
</tr>
</tbody>
</table>

Boxes/Module

Boxes/Module is simply the placing of content into modular boxes/tables. These stand out from other organization methods because every element is contained in a separate and distinct box. By doing so, content is broken into chunks and can be more easily consumed.
Tabs
A tab is a User Interface (UI) design pattern where content is separated into different panes, and each pane is viewable one at a time. The content is displayed by clicking the content’s corresponding tab control.

Tabs are structural, aligned, easy to navigate, and easy to implement. Tab makes the web page easy to fit information into a limited area and at the same time.

When to Use Tabs:

The primary goal of the tabs UI pattern is to permit users to view a group of related data one at a time.

Information that Doesn’t Need to be Compared or Accessed Simultaneously

Using tabs means that information in different panes will be shown to users one at a time. Only when the appropriate tab control is activated will the view switch to another pane. When information on panes must be compared to each other, or when pane information is better presented simultaneously, it is best not to use the tabs pattern because it can produce an annoying experience when website users have to click back and forth to compare and contrast information.

Pane Content Should be Related

The module tabs design pattern implies that there is a relationship between information displayed on each pane, therefore you should have content that can be logically grouped together.
Information that is related

Information in the panes of module tabs must have some connection to each other so that users can make a logical correlation towards the content of the component.

Note: Use Short and Logical Names for Tab Control Text

Tab controls are meant to be as narrow as possible to accommodate multiple tabs.

Having shorter tab control text that contains key words also makes it easier for users who like to scan web pages or users who use in-page search for quickly finding content they’re looking for.

It is also very important to use relevant and logical key words to describe the content of the panes, so the tab control text should be well thought out.
Web Page Best Practices

Use of Tabs

The Student Government Association (SGA) provides students with the opportunity to develop skills in democratic procedures. A representative form of government, students are elected to act as the governing body for student concerns. Members work on meeting the social, economic, and curricular needs of all Eastern students, and they also serve in deliberations with the faculty and administration of Eastern. The budget of SGA is generated from the student activity fee paid by every full-time student.

The SGA comprises many segments of the student population and is constituency-based. Officers are elected annually from within the membership of the SGA. One standing committee and the Executive Board act as advisory bodies in the management of the SGA. Each student senator serves on one of the standing committees below or on University Senate.

Business Administration

Eastern offers unique business programs in Accounting, Business Administration, and Business Information Systems. They enable students to develop a theoretical and pragmatic understanding of how businesses really operate and become more successful competitive organizations. Grounded in the liberal arts, the programs provide comprehensive exposure to business concepts and applications in the areas of management, accounting, and business information systems. By emphasizing teamwork and the development of leadership skills through practical business applications, students develop international perspectives relevant and applicable to the global marketplace.

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Phone: (860) 485-0226
Email: estoff@easternct.edu

Photo Gallery
Web Page Best Practices

- Side menus that aren't too long
Web Page Best Practices

- Modular (boxes) Design
Web Page Best Practices

Correct Fonts

Dept_header

Eastern Connecticut State University...

body_text

President Elsa M. Núñez
May 2009

Dept_header

Our strategic plan to make Eastern Connecticut State University a University of First Choice has made extraordinary progress during the spring 2009 semester. More than 200 faculty, staff and students have volunteered to create and refine proposals to actualize our vision to be a premier public liberal arts university. By the end of the spring semester 13 of the 18 initiatives will have been reviewed by our faculty, staff and student implementation and presidential advisory committees. New projects to enhance our campus culture, improve our residential environment, refine our information technology plan, and implement our physical master plan have been approved. I thank each of you who have participated in this process, as an active member of committees or as an individual reviewer of proposals. Your work matters. We will see the results of these efforts gradually during the next months as we finalize all initiatives and institutionalize our efforts.

body_text
Appendix B: Resources and References

1. Contribute 3 (consult with CIT for acquisition and training)
2. Contribute Training (schedule with ITS)
5. Content Maintenance Checklist — use every six months (http://149.152.34.67.SelectSurveyNET/TakeSurvey.aspx?SurveyID=n400662)
6. Department Photo Archive (in process)
7. Photo Resizing/Editing Tools
   a. www.getpaint.net/index.html
   c. http://picasa.google.com
8. Technical Support and Guidance can be obtained from the following people:
   a. Blogging Support (Mike Palumbo)
   b. Technical Assistance (Kevin Gill)
   c. Web accounts/permissions (Bill Kenney)
   d. New Web Page Development/Other issues (Ed Osborn)