SHRP WEB AUTHORS STYLE AND CONTENT GUIDELINES

STYLE GUIDELINES
September 1999

VERY IMPORTANT NOTE: To diagnose style problems, authors need to view their pages in BOTH INTERNET EXPLORER AND NETSCAPE before finalizing their pages!

1. Body text should be regular Estrada default font with no bold, Italics, or font size changes and should be left justified.
2. Headings or titles can be centered, bolded, underlined, colored, and slightly enlarged, but not "extra large" (please view in both browsers!).
3. Abstracts should be no more than 1-2 lines long in the place where they are viewable (i.e., this makes them much shorter when placed in the sidebar).
4. Only one line should be placed between paragraphs that have no images.
5. All school pages must be under the SHRP banner and the name of the referring program should be in gold capital letters below the breadcrumbs bar (AKA "page header"). Sites seeking their own banner must get the Dean's approval.
6. All sites must have a site-specific navigational sidebar appearing on every page. SHRP HOME, department HOME, and program HOME (if available) should be the only items in capital letters. These items should be listed in the order of 1) school, 2) department, and 3) program.
7. All pages need to have a minimum of three titles (choices/clicks) or five lines of text to be considered a "page." Authors considering making pages smaller than this should include the information in an abstract or put the information on the facing/referring page.
8. E-mail addresses must be hyperlinked (i.e., written using the HTML tag <a href…>)
9. Information must be stated clearly and not misleading.
10. Authors should use correct spelling, grammar, and punctuation.
11. Detailed information such as application deadlines, program entrance dates, degree requirements, degree conferred, and dates must be accurate.

Addendum to Style Guidelines
July 2000

12. Sidebar items need to be in capital and small letters (sidebar footer) (see #6 above).
13. All pages linked from the home page (first-internal link) must retain the site sidebar unless it is not possible in Estrada. If you must lose the navigational sidebar, you must warn users to "use the browser back button to return home."
14. Pages must be viewable in the entire "printed area;" i.e., pages must not include content that makes them "too wide" to be printed.
15. From the homepage, site navigational items must be viewable on the first screen users see, with no scrolling, to allow for quick navigation and easy access to content.
16. Use of blinking, flashing, scrolling, etc. "active" web features should be limited to no more than one item per web page.
CONTENT GUIDELINES
Developed July 2000
(Training July 27, 2000)

All programs, departments, and where possible committees, catalogs, and research/outreach websites in the School of Health Related Professions must include the following content.

1. The first line of Homepage text (< 120 characters) which describes what you do, what your site does, what service you provide, etc. so web crawlers can correctly categorize your homepage. Remaining text on the homepage must describe the field of study or the services provided, etc.
2. A blue "Contact Us" button at the bottom of the sidebar. On the "Contact Us" page, there must be an e-mail feedback mechanism as well as addresses, phone numbers, and e-mail addresses of the program, department, or research/outreach center(s).
3. Applications for admission to programs in Adobe on your site at the top of the sidebar (in red).
4. A "faculty directory" page where every faculty name is a page title. Individual faculty pages must include a hypertext linked e-mail address (that either goes to the faculty member or to the program).
5. All Homepages must include at least one photograph or image in the main text area.
6. Every program site must link to its corresponding catalog homepage, as well as the following internal catalog homepages: general program information, program curriculum (and course descriptions), admission requirements, and financial information. Pages copying catalog bricks must begin with the following statement: "This information is taken from the 1999-2001 SHRP Online Catalog" where the last statement is hyperlinked.

RECOMMENDED FEATURES, CONTENT, AND STYLE
July 2000

1. Register with search engines.
2. Unique URL established for the site
3. Keywords set up in site "properties"
4. Description set up in site "properties"
5. E-mail assigned properly at "properties"
6. An "FAQ" (frequently asked questions) page.
7. A "News and Events" page
8. Pictures/images on inside pages (other than the homepage where it is required).
9. Set your program's homepage as the default site to open for both Netscape and Internet Explorer on every computer used by faculty, staff and students in your program.
10. Faculty pictures on faculty pages.
11. "Page as a drop down menu" or "Index" or "On-page links" included to assist users in scrolling down long pages.