

**Office of Marketing and Communications**

**Communications Office**

**University Web Site - Redevelopment Guide**

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## **2 Introduction**

The University undertook to substantially redesign the website and it was decided to introduce the design through the Content Management System (CMS).

This is good news for sites which are currently managed through the CMS; ensuring that they benefit from central investment in the University web presence – in addition to the CMS itself and the web statistic software, you also get an up-to-date design optimised for our students.

Although the way in which you use the CMS remains largely unchanged, there are some new opportunities available to you. This document sets out how you can benefit from these additional features.

### 3 Summary

The new design (see below) brings a new focus on our student markets using updated navigation, colour coding and more imagery. The new features available to you – over and above all the tools and techniques you have been using since you started working with the CMS - are :

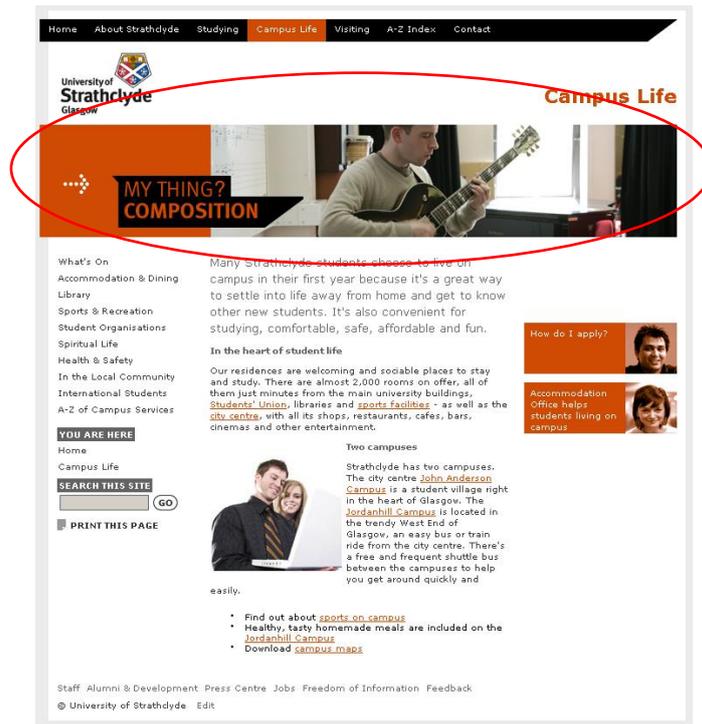
- More templates to allow you to differentiate your pages and tailor them to suit your content and messages
- A banner feature to allow you to get visitor’s attention when they first visit your pages.
- A right column area to allow you to highlight news, links, adverts and snippets of information to draw them to your visitor’s attention.

The screenshot shows the University of Strathclyde website. At the top is a navigation bar with links: Home, About Strathclyde, Studying, Campus Life, Visiting, A-Z Index, and Contact. Below the navigation is the University of Strathclyde logo and the page title 'About Strathclyde'. A large banner image features a group of smiling students with the text 'MY THING? MAKING FRIENDS'. The main content area contains a welcome message, a list of links on the left, and a central text block. The right-hand sidebar includes three promotional snippets: 'A forward-looking university with a fascinating history', 'Do you want to get to know the people in charge?', and 'DID YOU KNOW Glasgow is home to a student population of over 168,000 The largest in Scotland'. At the bottom, there is a footer with links for Staff, Alumni & Development, Press Centre, Jobs, Freedom of Information, and Feedback, along with a copyright notice for the University of Strathclyde.

## 4 Changes

**Please Note** : In order to preview any of the following techniques, you **must** approve any content you wish to see in the 'banner', 'rightcol' or 'uninav' sections.

### 4.1 Banners



Banners are a prominent aspect of the new design allowing titles or images to be used at the top of your pages to grab your visitors’ attention. There are two types of image based banners and a text based banner. In order to make use of banners, you should follow these steps :

- 1) Create a new Section **in the Section** where you would like to use a banner.



- 2) It **must** be called ‘banner’ and the show in navigation box must be unchecked

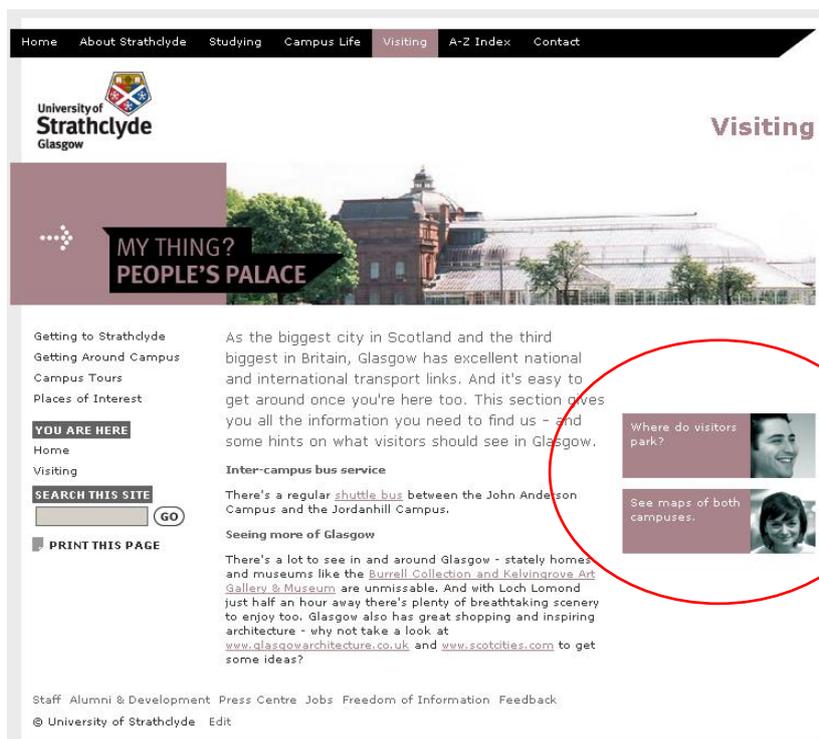
**Section:** Home > Home > Campus Life > What’s On > banner



- 3) You may then add content using “002\_Banner\_Dept\_Img”, “002\_Banner\_Toplevel\_Img” or “002\_Banner\_Toplevel\_Txt”. See 4.5 for further details.

**NB** To preview your banner, **approve** the content in the ‘banner’ section.

## 4.2 Right Column



A right column has been introduced to allow you to highlight news, links, adverts and snippets of information to draw them to your visitor's attention. Available throughout the new design. In order to make use of the column, you should follow these steps :

- 1) Create a new Section **in the Section** where you would like to use the right column.



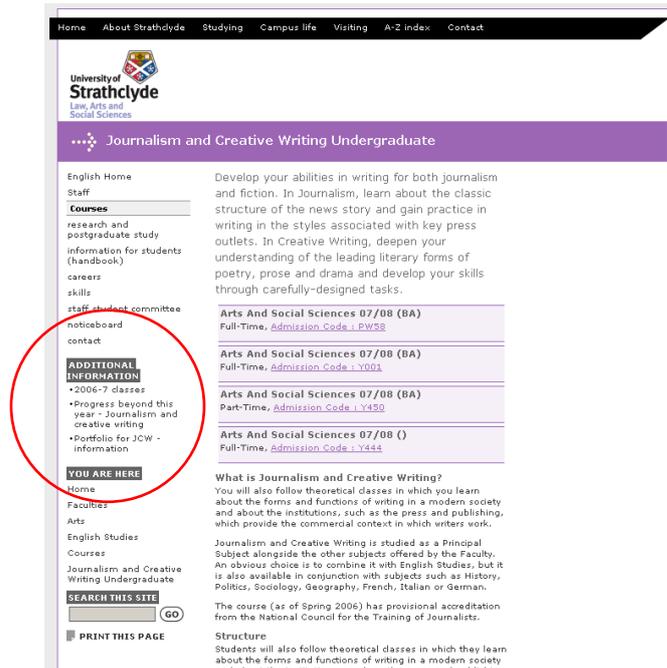
- 2) It **must** be called 'rightcol' and the show in navigation box must be unchecked  
 Section: Home > Home > Campus Life > What's On > rightcol



- 3) You may then add content using "002\_Right\_Advert\_Img", "002\_Right\_ChildLinks", "002\_Right\_DidYouKnow" or "002\_Right\_Image", "002\_Right\_News". See 4.5 for further details.

**NB** To preview your right column, **approve** the content in the 'rightcol' section.

### 4.3 Additional Navigation



Many users have already made use of additional navigation in the current design. This continues to be available in the new design – the additional menu will appear in the left navigation area, titled ‘Additional Information’. This can be used for related information stored somewhere else on the website or as links to hidden sections in your own site. To use the additional menu, you should follow these steps :

- 1) Create a new Section **in the Section** where you would like to use a banner.



- 2) It **must** be called ‘uninav’ and the show in navigation box must be unchecked

**Section:** Home > Home > Faculties > business school > uninav

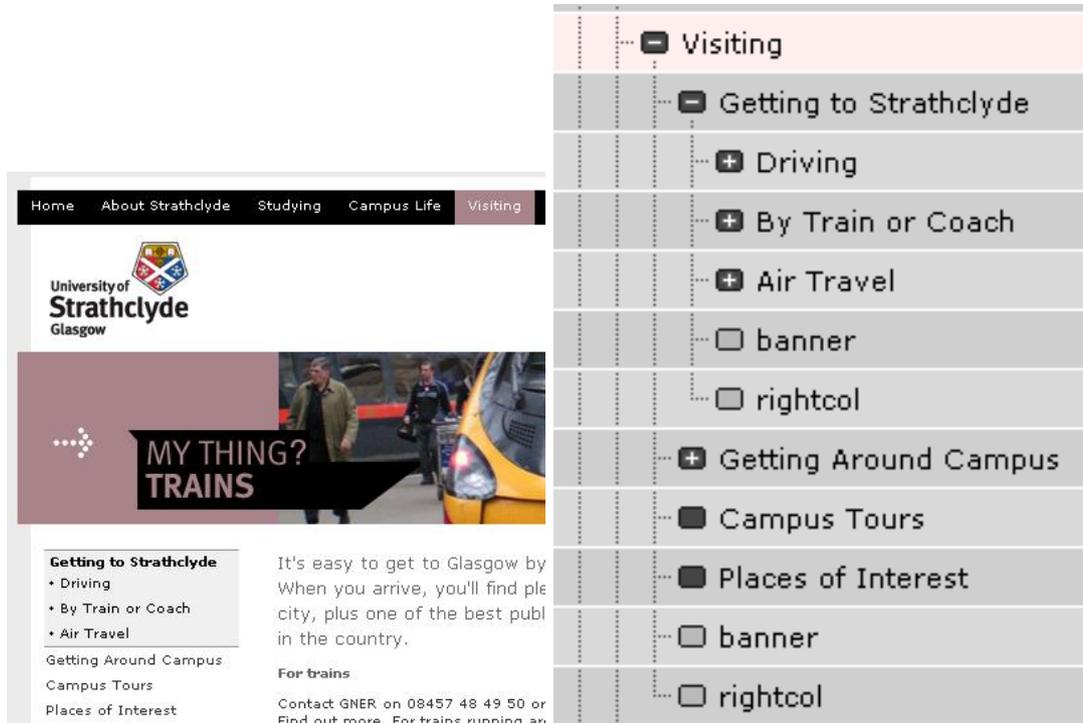


- 3) You may then add content using “002\_Main\_General”. Simply add a bullet list of the links you require.

**NB** To preview your extra navigation, **approve** the content in the ‘uninav’ section.

## 4.4 Changes to navigation

A significant change in the new design is the left navigation.



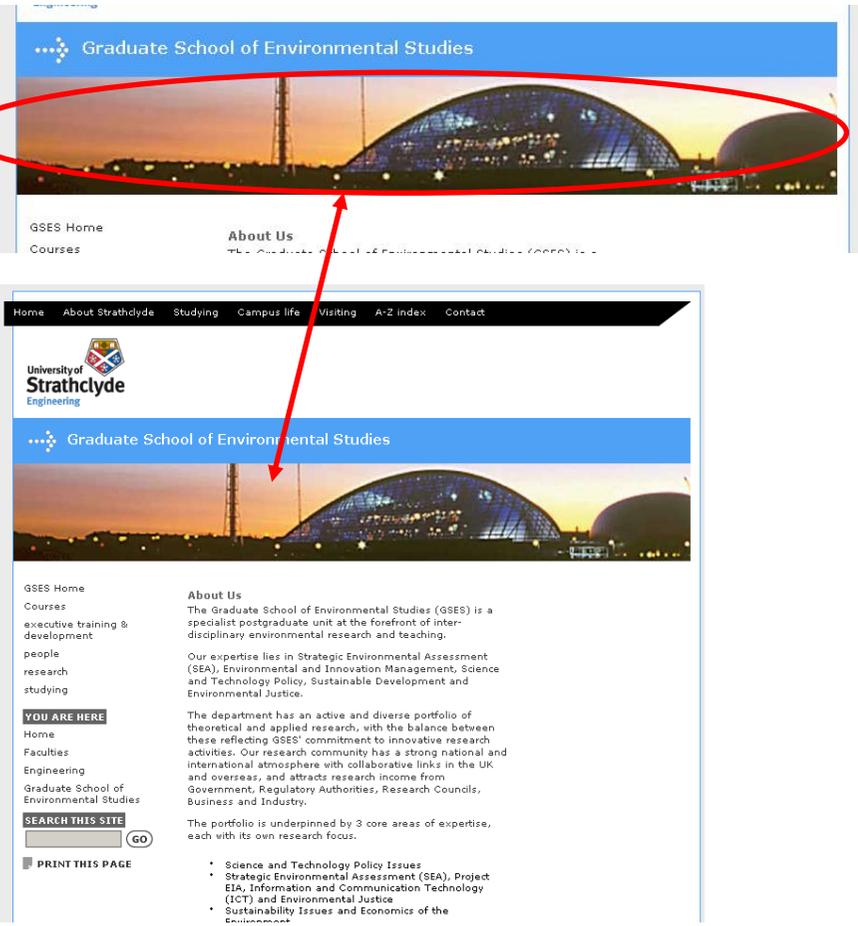
The left navigation is now 'fixed' and provides access to two levels of your site as illustrated above.

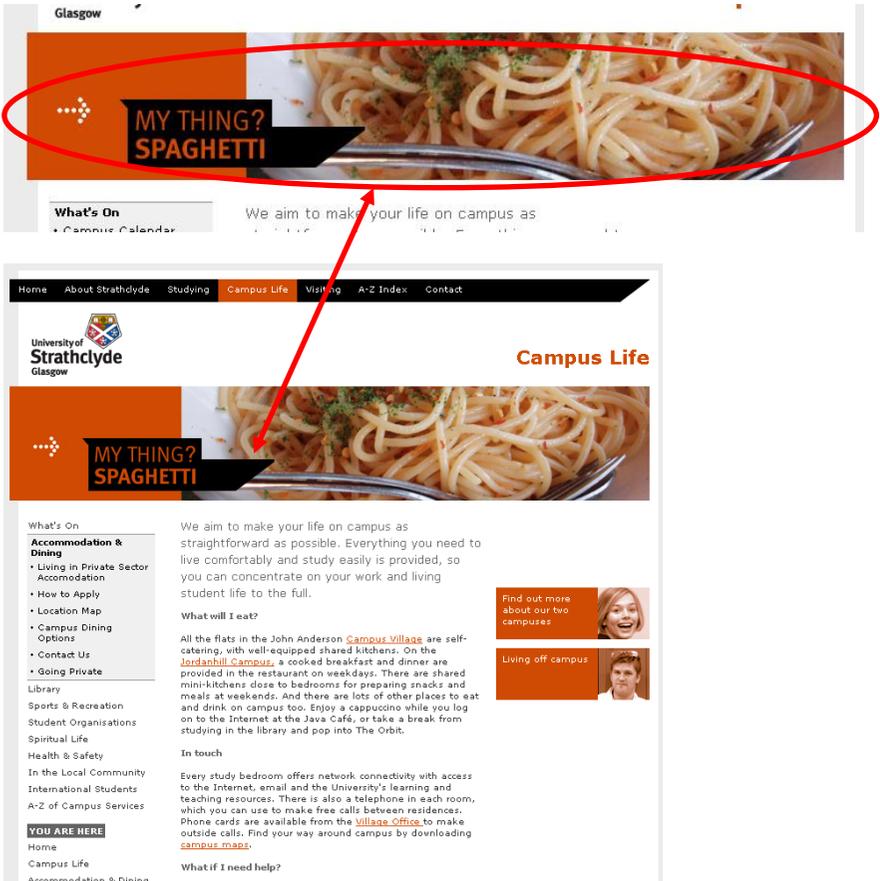
For most sites this will not require any further work. For some sites with deeper structures, some adjustments may be required (listed below). **Please discuss this issue with Webteam before undertaking any substantial work.**

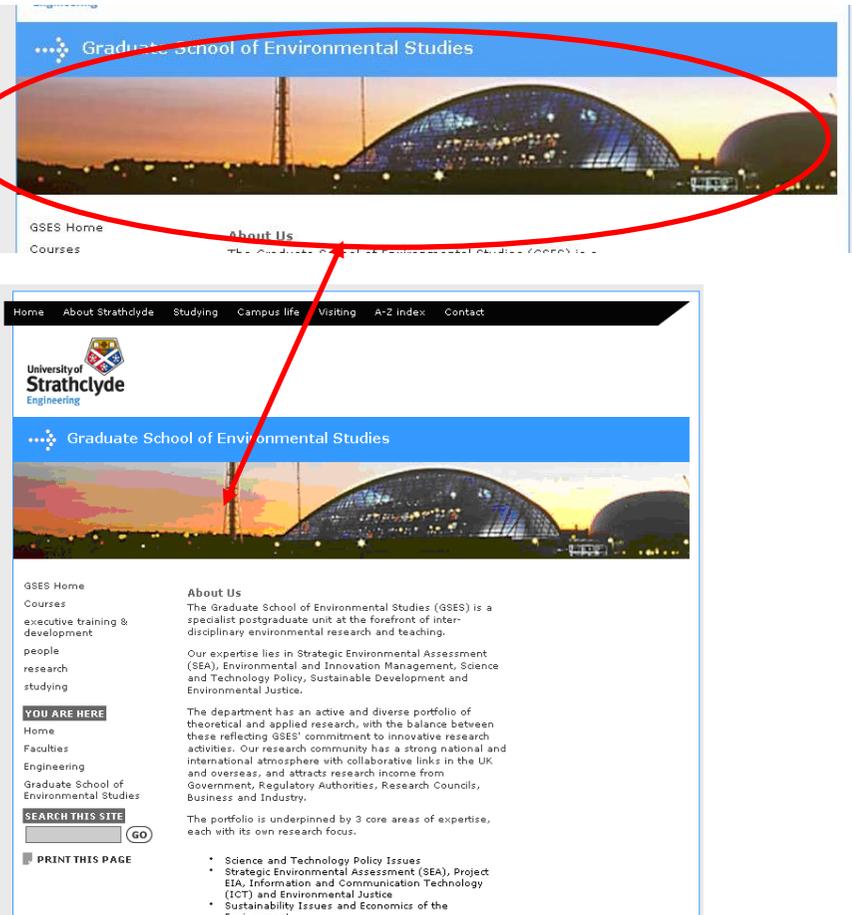
- Restructuring your site yourself
- Amending content, hiding sections and using new design elements to more usefully present your information
- Webteam can make 'global' changes to certain sections of your site, effectively creating a sub-site within your parent site.

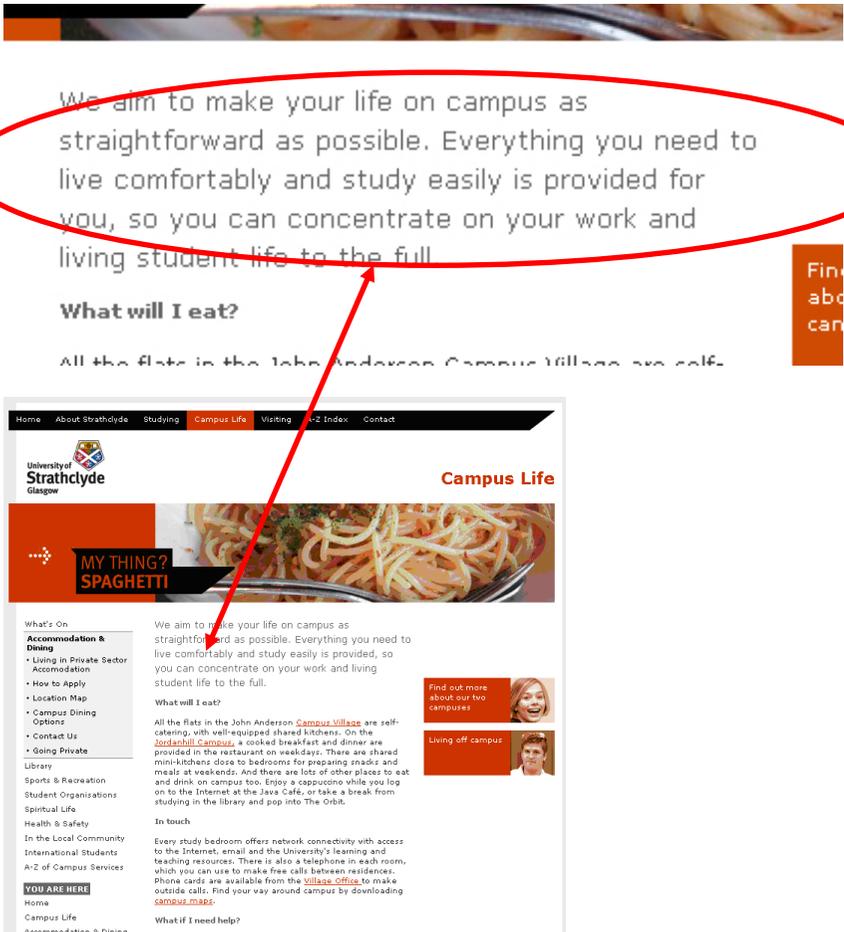
## 4.5 Templates

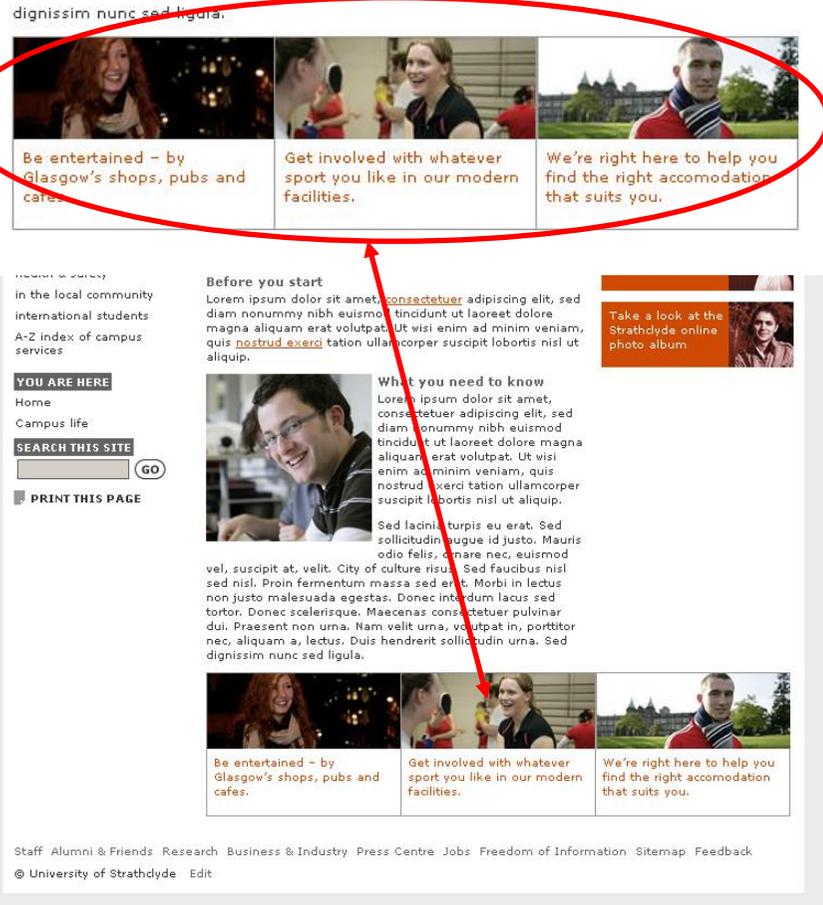
Template Name	Description
002_Banner_Dept_Img	Banner image for use under text banners on departmental pages.
002_Banner_Toplevel_Img	Captioned banner image for use on top level pages.
002_Banner_Toplevel_Txt	Text only banner. This is automatically added to departmental sites.
002_Main_1st_Para	Larger text for starting pages.
002_Main_3Col_Banner	3 column image/text template for highlighting links / information at the foot of a page.
002_Main_4Col_Banner	4 column image/text template for highlighting links / information at the top of a page.
002_Main_General	The default template for text and images.
002_Main_Grouped_Content	Allows users to add a coloured header, bold subtitle and body text.
002_Main_Highlight_Title	Title style to be used at the top of pages.
002_Main_LinkList_Siblings	Gives a list of sibling links with the heading 'related'.
002_Right_Advert_Img	Image and text link for use in right column
002_Right_ChildLinks	Add list of automatically maintained links to child sections.
002_Right_DidYouKnow	'Did You Know' image
002_Right_Image	Right column image
002_Right_News	Right column news / events
002_Right_Titlelink_Summary	Right column title / summary.

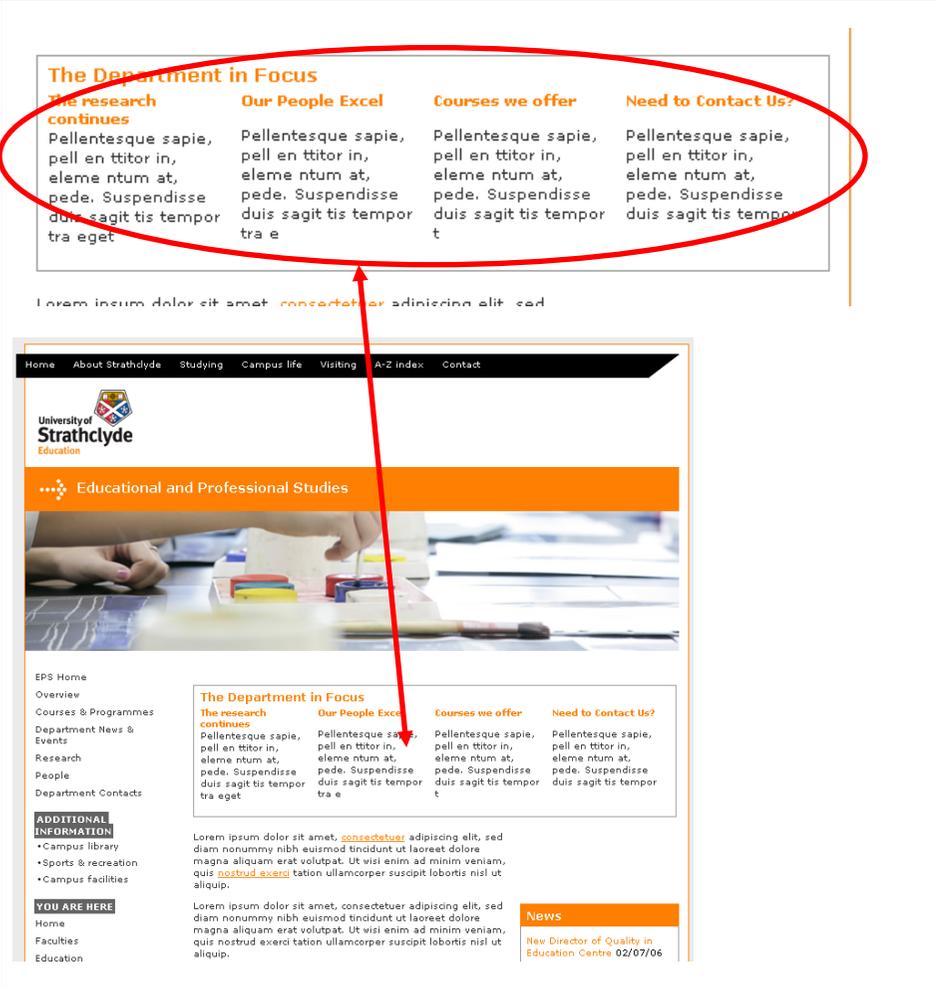
Template Name	Visual Example	Intended Use / Notes
<p>002_Banner_Dept_Img</p>		<p>Banner image for use under text banners on departmental pages.</p> <ul style="list-style-type: none"> <li>○ Uncaptioned image</li> <li>○ Stored in the media library under 002 Stock Media   Banners.</li> <li>○ Further images can be created for you by Webteam if required.</li> <li>○ If you are creating your own, they should be 720px wide by 152px high and no larger than 50k.</li> </ul>

Template Name	Visual Example	Intended Use / Notes
<p>002_Banner_Toplevel_Img</p>	 <p>The screenshot shows the 'Campus Life' page of the University of Strathclyde Glasgow website. A banner at the top features a photograph of spaghetti with the text 'MY THING? SPAGHETTI' overlaid in a dark box. A red circle highlights this banner, and a red arrow points from it to a smaller version of the same banner located further down the page. The page includes a navigation menu, a 'What's On' sidebar, and main content sections with text and small images.</p>	<p>Captioned banner image for use on top level pages.</p> <ul style="list-style-type: none"> <li>○ Not generally in use for departmental sites although it is available should an opportunity be identified.</li> <li>○ Stored in the media library under 002 Stock Media   Banners   Landing Pages.</li> <li>○ Further images can be created for you by Webteam if required.</li> </ul>

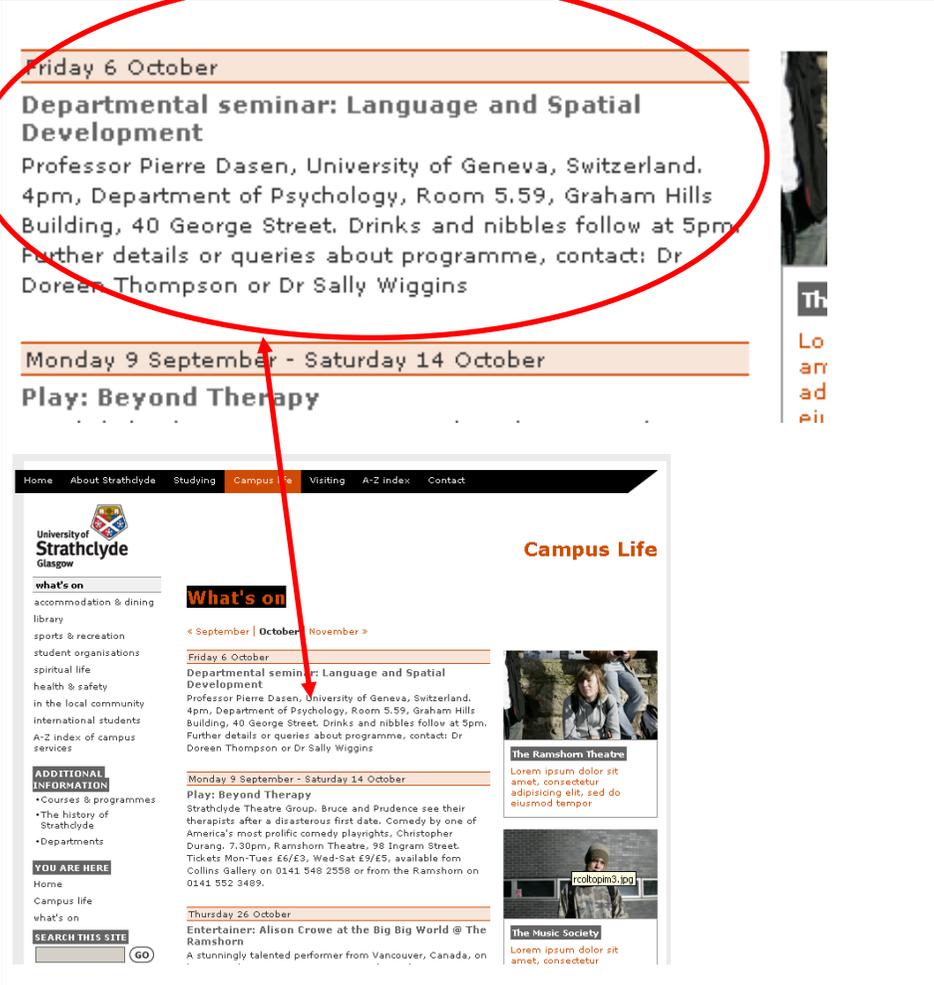
Template Name	Visual Example	Intended Use / Notes
<p>002_Banner_Toplevel_Txt</p>	 <p>The visual example consists of two screenshots of a website. The top screenshot shows a banner for the Graduate School of Environmental Studies (GSES) with a red oval highlighting the text 'Graduate School of Environmental Studies' and a red arrow pointing to the text in the bottom screenshot. The bottom screenshot shows the full website layout with the banner at the top and navigation links below.</p>	<p>Text only banner. This is automatically added to departmental sites.</p> <ul style="list-style-type: none"> <li>○ Can be added to other pages using this template</li> <li>○ Will automatically adopt the correct background colour.</li> <li>○ Select the appropriate arrow image from the Media Library found under 002 Stock Media   Furniture.</li> </ul>

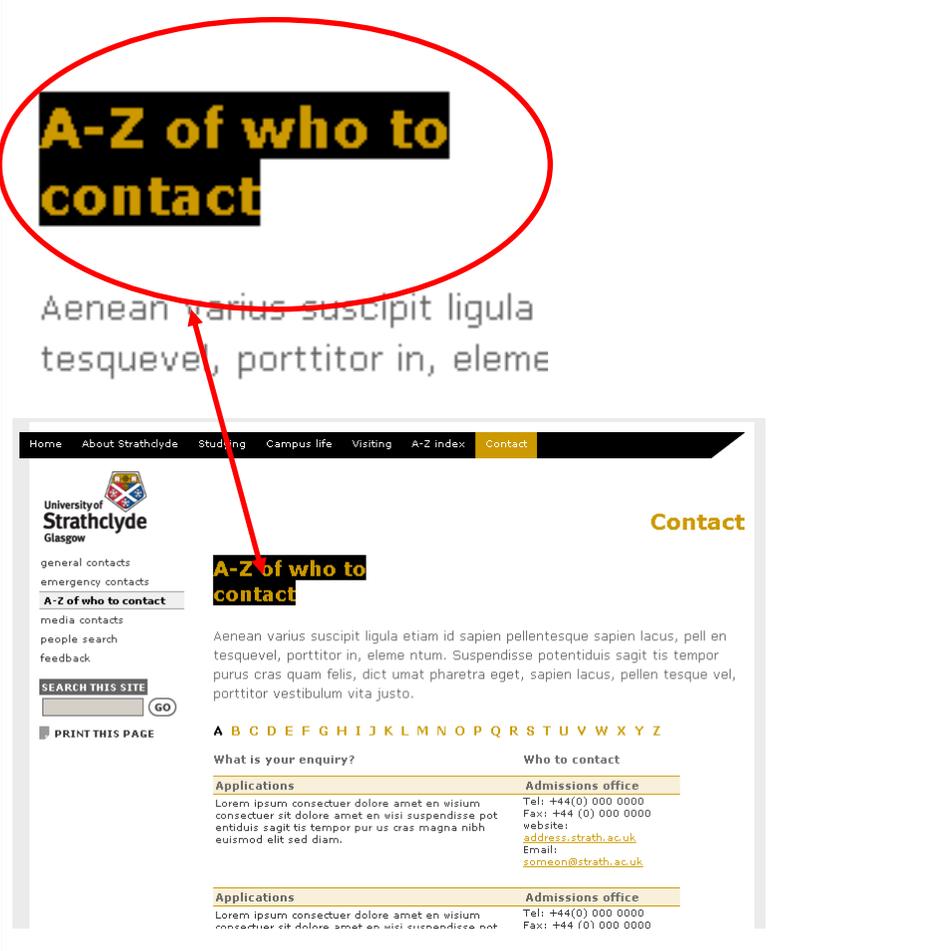
Template Name	Visual Example	Intended Use / Notes
002_Main_1st_Para		<p>Larger text for starting pages.</p> <ul style="list-style-type: none"> <li>○ Intended to start pages with a brief text highlight or hook to interest visitors in the page.</li> <li>○ Neither links nor images can be used in this template.</li> </ul>

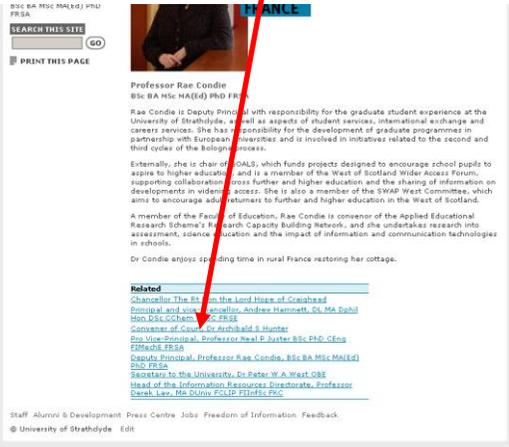
Template Name	Visual Example	Intended Use / Notes
<p>002_Main_3Col_Banner</p>	 <p>dignissim nunc sed ligula.</p> <p>Be entertained - by Glasgow's shops, pubs and cafes.</p> <p>Get involved with whatever sport you like in our modern facilities.</p> <p>We're right here to help you find the right accomodation that suits you.</p> <p>Before you start Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.</p> <p>What you need to know Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.</p> <p>Take a look at the Strathclyde online photo album</p> <p>YOU ARE HERE Home Campus life</p> <p>SEARCH THIS SITE GO</p> <p>PRINT THIS PAGE</p> <p>Staff Alumni &amp; Friends Research Business &amp; Industry Press Centre Jobs Freedom of Information Sitemap Feedback © University of Strathclyde Edit</p>	<p>3 column image/text template for highlighting links / information at the foot of a page.</p> <ul style="list-style-type: none"> <li>○ All three images and associate text areas have to be populated.</li> <li>○ Images can be found at 002 Stock Media   3 Column Highlight.</li> <li>○ If you're adding further images, they should be 177px wide by 68px high.</li> </ul>

Template Name	Visual Example	Intended Use / Notes
002_Main_4Col_Banner		<p>4 column image/text template for highlighting links / information at the top of a page.</p> <ul style="list-style-type: none"> <li>○ The heading, all four subheadings and the four text areas must be populated.</li> <li>○ The headings will automatically adopt the correct colour.</li> </ul>

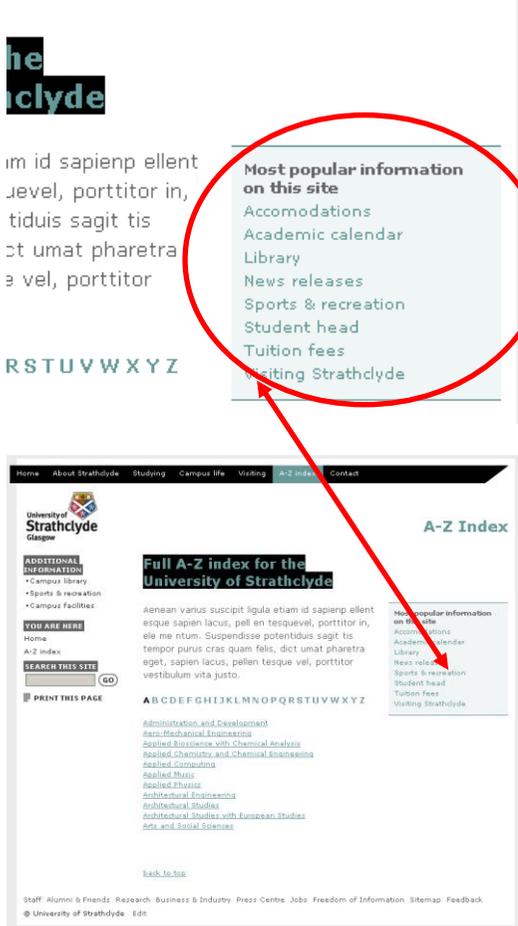
Template Name	Visual Example	Intended Use / Notes
002_Main_General	<p>sed scelerisque</p>  <p> Lorem ipsum dolor sit amet, <a href="#">consectetuer</a> adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis <a href="#">nostrud exerci</a> tation ullamcorper suscipit lobortis nisl ut aliquip.</p> <p> Lorem ipsum dolor sit amet, <a href="#">consectetuer</a> adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis <a href="#">nostrud exerci</a> tation ullamcorper suscipit lobortis nisl ut aliquip.</p> <p> Sed lacinia turpis eu erat. Sed sollicitudin augue id justo. Mauris odio felis, ornare nec, euismod vel, suscipit at, velit. City of culture risus. Sed faucibus nisl sed nisl. Proin fermentum massa sed erat. Morbi in lectus non justo malesuada egestas. Donec interdum lacus sed tortor. Donec scelerisque. Maecenas <a href="#">consectetuer</a> pulvinar dui. Praesent non urna. Nam velit urna, volutpat in, porttitor nec, aliquam a, lectus. Duis hendrerit sollicitudin urna. Sed dignissim nunc sed ligula.</p>  <p> Aenean varius suscipit ligula. Sed <a href="#">sports teams</a>. Etiam id sapien. Pellentesque sapien lacus, pellentesque vel porttitor in</p>	<p>The default template for text and images.</p> <ul style="list-style-type: none"> <li>○ Replaces the 001 Strath Site template</li> <li>○ No mandatory Title</li> <li>○ Don't need to manually select a style.</li> <li>○ Titles/subtitles can be added by placing the relevant text on a new line and then making the text bold.</li> <li>○ Images can be added as before – they will automatically display to the left of the text.</li> <li>○ Old images will continue to work</li> <li>○ New images should either be selected from the Media Library at 002 Stock Media   Body Content (categorised as Male, Female or Male/Female) or uploaded as a 151px square image.</li> </ul>

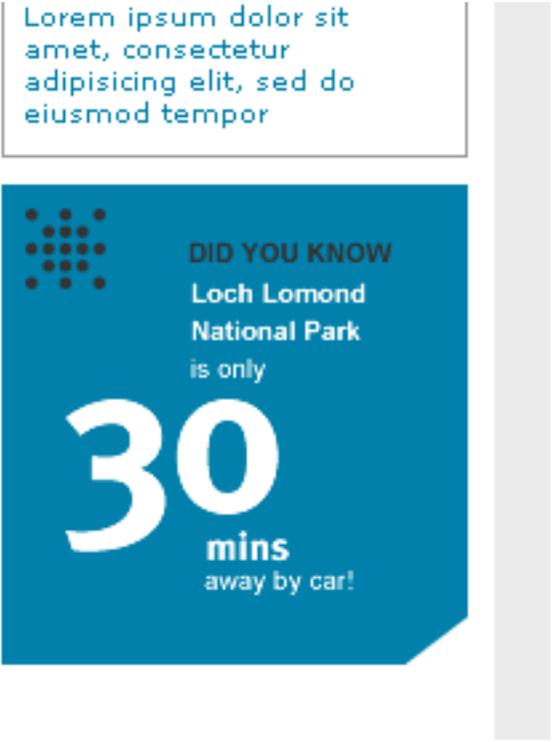
Template Name	Visual Example	Intended Use / Notes
002_Main_Grouped_Content	 <p>The visual example shows a website layout for 'University of Strathclyde Glasgow'. The main content area is titled 'Campus Life' and features a 'What's on' section. A red circle highlights the following text:</p> <p><b>Friday 6 October</b>  <b>Departmental seminar: Language and Spatial Development</b>      Professor Pierre Dasen, University of Geneva, Switzerland.      4pm, Department of Psychology, Room 5.59, Graham Hills Building, 40 George Street. Drinks and nibbles follow at 5pm.      Further details or queries about programme, contact: Dr Doreen Thompson or Dr Sally Wiggins</p> <p>Below this, another event is listed for 'Monday 9 September - Saturday 14 October' titled 'Play: Beyond Therapy'. The full page view below shows the navigation menu, university logo, and various sidebar links.</p>	<p>Allows users to add a coloured header, bold subtitle and body text.</p> <ul style="list-style-type: none"> <li>○ Allows larger bodies of repetitive text to be broken up.</li> <li>○ Allows users to add a coloured header, bold subtitle and body text.</li> </ul>

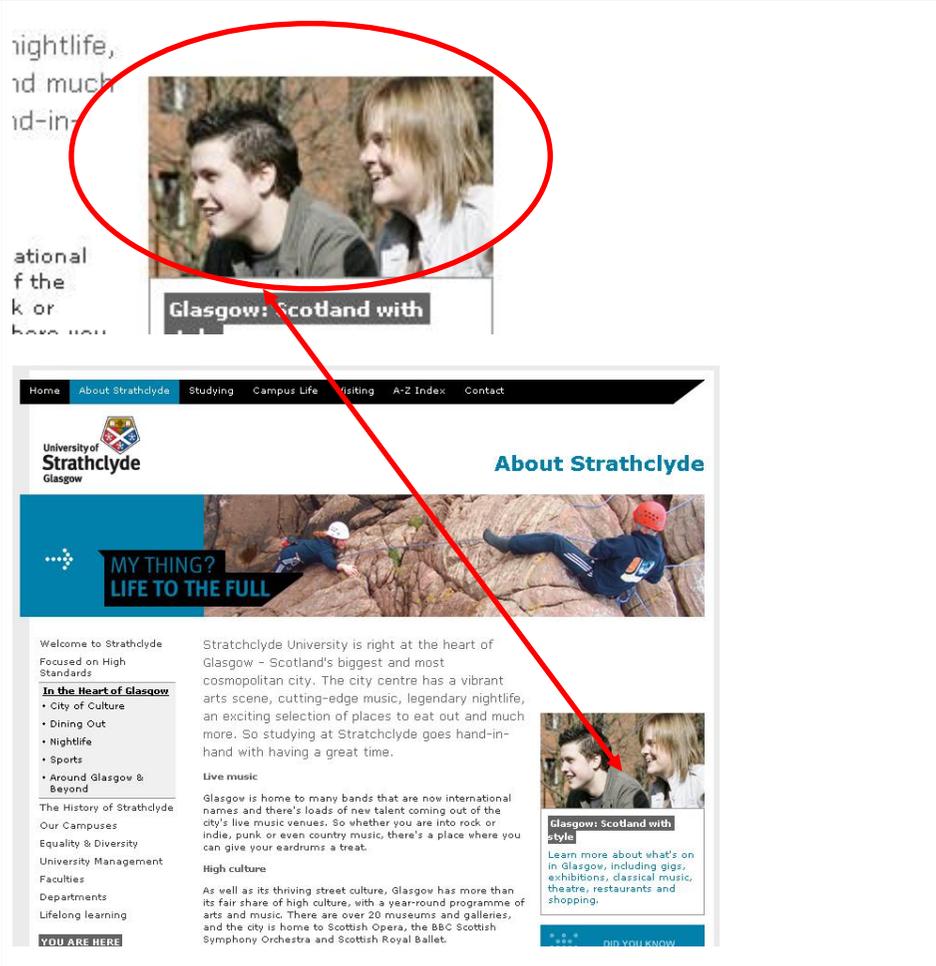
Template Name	Visual Example	Intended Use / Notes
002_Main_Highlight_Title	 <p>The visual example shows a title 'A-Z of who to contact' in a bold, yellow font on a black background, highlighted by a red oval. Below this, there is a red arrow pointing to the same title on a screenshot of a live website. The website screenshot shows a navigation menu with 'Contact' highlighted, the University of Strathclyde logo, and a sidebar with various contact links. The main content area features the title 'A-Z of who to contact' and a list of contact information for 'Applications' and 'Admissions office'.</p>	Title style to be used at the top of pages.

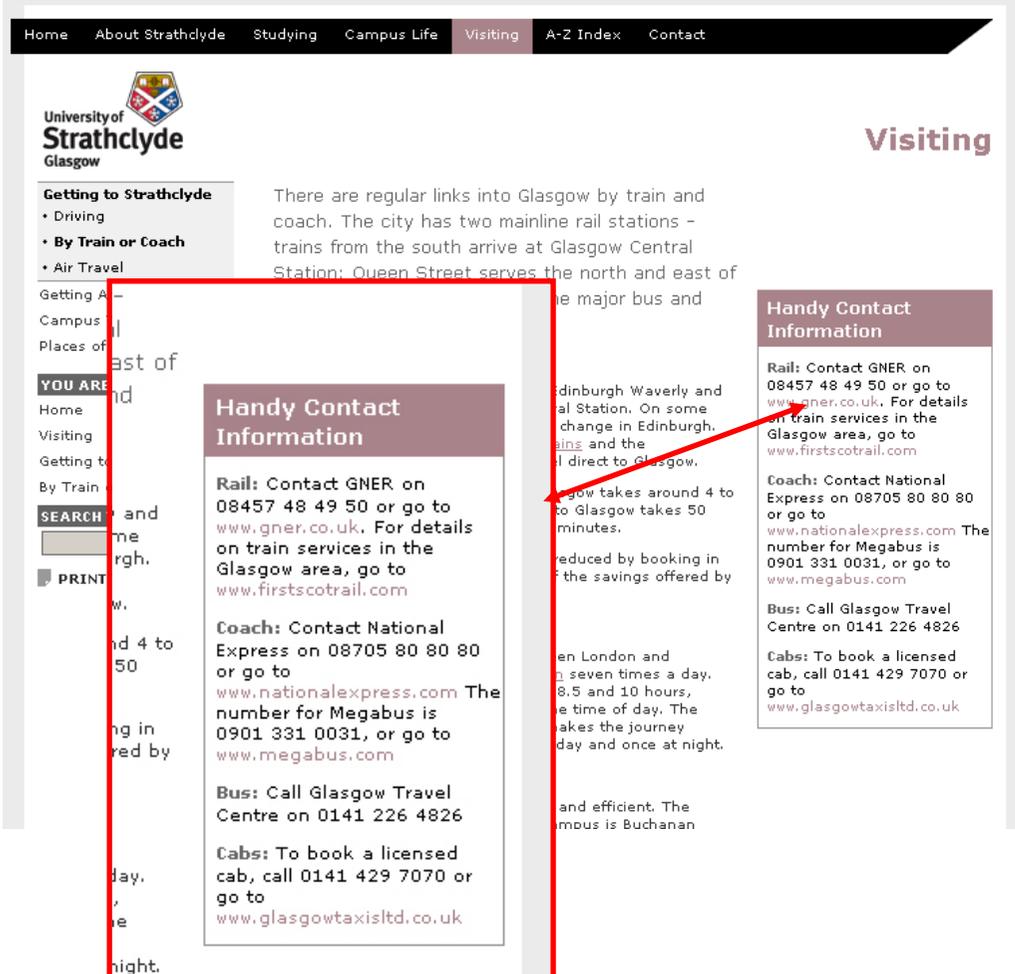
Template Name	Visual Example	Intended Use / Notes
002_Main_LinkList_Siblings	<p>assessment, science education and the impact of information and comm in schools.</p> <p>Dr Condie enjoys spending time in rural France restoring her cottage.</p> <p><b>Related</b></p> <p><a href="#">Principal and vice-chancellor, Andrew Hamnett, DL MA Dphil Hon DSc CChem FRSC FRSE</a></p> <p><a href="#">Pro Vice-Principal, Professor Neal P Juster BSc PhD CEng FIMechE FRSA</a></p> <p><a href="#">Deputy Principal, Professor Rae Condie, BSc BA MSc MA(Ed) PhD FRSA</a></p> <p><a href="#">Head of the Information Resources Directorate, Professor Derek Law, MA DUniv FCLIP FIInfSc FKC</a></p> 	<p>Gives a list of sibling links with the heading 'related'.</p> <ul style="list-style-type: none"> <li>○ Sibling links which means that the list will display links to all other pages in the same section.</li> <li>○ Will automatically use the correct colour for the section in which it is used.</li> </ul>

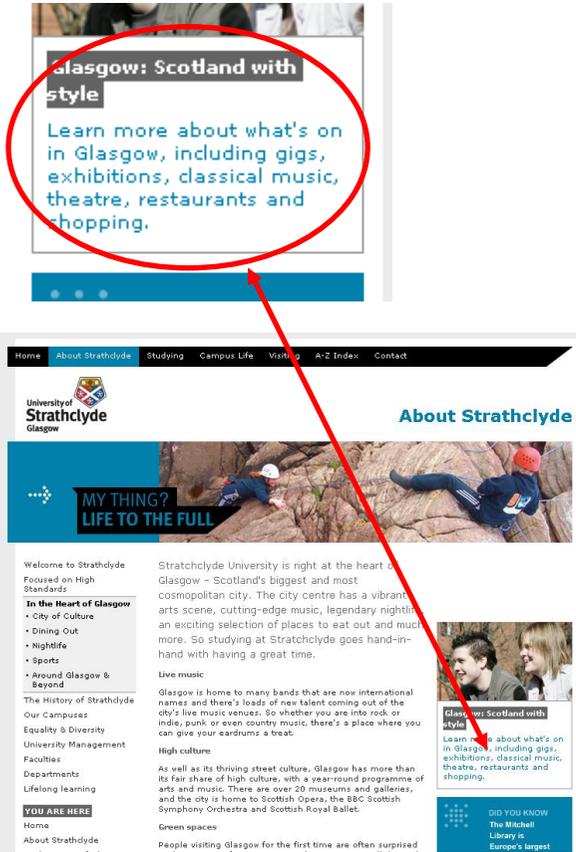
Template Name	Visual Example	Intended Use / Notes
<p>002_Right_Advert_Img</p>	<p>ork and living</p> <p>Find out more about our two campuses</p> <p>Living off campus</p> <p>Find out more about our two campuses</p> <p>Living off campus</p> <p>University of Strathclyde Glasgow</p> <p>Campus Life</p> <p>MY THING? SPAGHETTI</p> <p>What's On</p> <p><b>Accommodation &amp; Dining</b></p> <ul style="list-style-type: none"> <li>Living in Private Sector Accommodation</li> <li>How to Apply</li> <li>Location Map</li> <li>Campus Dining Options</li> <li>Contact Us</li> <li>Going Private</li> </ul> <p>Library</p> <p>Sports &amp; Recreation</p> <p>Student Organisations</p> <p>Spiritual Life</p> <p>Health &amp; Safety</p> <p>In the Local Community</p> <p>International Students</p> <p>A-Z of Campus Services</p> <p><b>YOU ARE HERE</b></p> <ul style="list-style-type: none"> <li>Home</li> <li>Campus Life</li> <li>Accommodation &amp; Dining</li> </ul> <p>We aim to make your life on campus as straightforward as possible. Everything you need to live comfortably and study easily is provided, so you can concentrate on your work and living student life to the full.</p> <p>What will I eat?</p> <p>All the flats in the John Anderson <b>Campus Village</b> are self-catering, with well-equipped shared kitchens. On the <b>Jordanhill Campus</b>, a cooked breakfast and dinner are provided in the restaurant on weekdays. There are shared mini-kitchens close to bedrooms for preparing snacks and meals at weekends. And there are lots of other places to eat and drink on campus too. Enjoy a cappuccino while you log on to the Internet at the Java Café, or take a break from studying in the library and pop into The Orbit.</p> <p>In touch</p> <p>Every study bedroom offers network connectivity with access to the Internet, email and the University's learning and teaching resources. There is also a telephone in each room, which you can use to make free calls between residences. Phone cards are available from the <b>Village Office</b> to make outside calls. Find your way around campus by downloading <b>campus maps</b>.</p> <p>What if I need help?</p>	<p>Image and text link for use in right column</p> <ul style="list-style-type: none"> <li>○ Uses two forms of content.</li> <li>○ The first is a brief piece of text calling the visitors attention to important related information.</li> <li>○ The second is an image from the media library.</li> <li>○ Images can be found in 002 Stock Media   Right Column   Promotional where they are then further sub-categorised.</li> </ul>

Template Name	Visual Example	Intended Use / Notes
<p>002_Right_ChildLinks</p>		<p>Add list of automatically maintained links to child sections.</p>

Template Name	Visual Example	Intended Use / Notes
<p>002_Right_DidYouKnow</p>		<p>'Did You Know' image</p> <ul style="list-style-type: none"> <li>○ These can be found in 002 Stick Media   Right Column   Did You Know.</li> <li>○ Custom Did You Know graphics could be developed for your department – please speak to Webteam for further information.</li> <li>○ If you would like an existing Did You Know in a colour appropriate for your section, please ask Webteam</li> </ul>

Template Name	Visual Example	Intended Use / Notes
<p>002_Right_Image</p>	 <p>The visual example shows a screenshot of a website. A red circle highlights a photograph of two young people, a man and a woman, smiling. A red arrow points from this circle to a smaller version of the same photograph on a page titled "About Strathclyde". The page includes a navigation menu, the University of Strathclyde logo, a main heading "About Strathclyde", a large image of people rock climbing, and several text columns. A small caption "Glasgow: Scotland with style" is visible below the smaller photo.</p>	<p>Right column image</p> <ul style="list-style-type: none"> <li>○ Works well when paired with 002_Right_Titlelink_Summary</li> <li>○ Also works well as the top item in the right column.</li> <li>○ Located in 002 Stock Media   Right Column   Main Image</li> <li>○ 175px wide by 101px high</li> </ul>

Template Name	Visual Example	Intended Use / Notes
002_Right_News	 <p>The screenshot shows the 'Visiting' page of the University of Strathclyde website. The page has a dark navigation bar with links: Home, About Strathclyde, Studying, Campus Life, Visiting, A-Z Index, and Contact. The main content area is titled 'Visiting' and includes a 'Handy Contact Information' section highlighted with a red box. This section provides contact details for rail (GNER), coach (National Express), bus (Glasgow Travel Centre), and cabs (Glasgow Taxis Ltd). The text is organized into a clear, structured layout with bold headings for each mode of transport.</p>	<p>Right column news / events</p> <ul style="list-style-type: none"> <li>○ Text based heading</li> <li>○ Area below for free text.</li> <li>○ Free text may contain links.</li> <li>○ Used where more information is required than 002_Right_Advert_Img</li> </ul>

Template Name	Visual Example	Intended Use / Notes
002_Right_Titlelink_Summary	 <p>The visual example consists of two parts. The top part is a close-up of a website element where the title 'Glasgow: Scotland with style' and the summary 'Learn more about what's on in Glasgow, including gigs, exhibitions, classical music, theatre, restaurants and shopping.' are circled in red. A red arrow points from this circle to a larger screenshot of the University of Strathclyde website below. In the larger screenshot, the same title and summary are visible in a smaller box on the right side of the page.</p>	<p>Right column title / summary.</p> <ul style="list-style-type: none"> <li>○ Linked title</li> <li>○ Short summary.</li> <li>○ Text should expand upon the title and encourage visitors to click on the title link.</li> </ul>

