



# OU CAMPUS UPDATES

Content Management & Usability Team

November 15, 2019



# Team Changes...

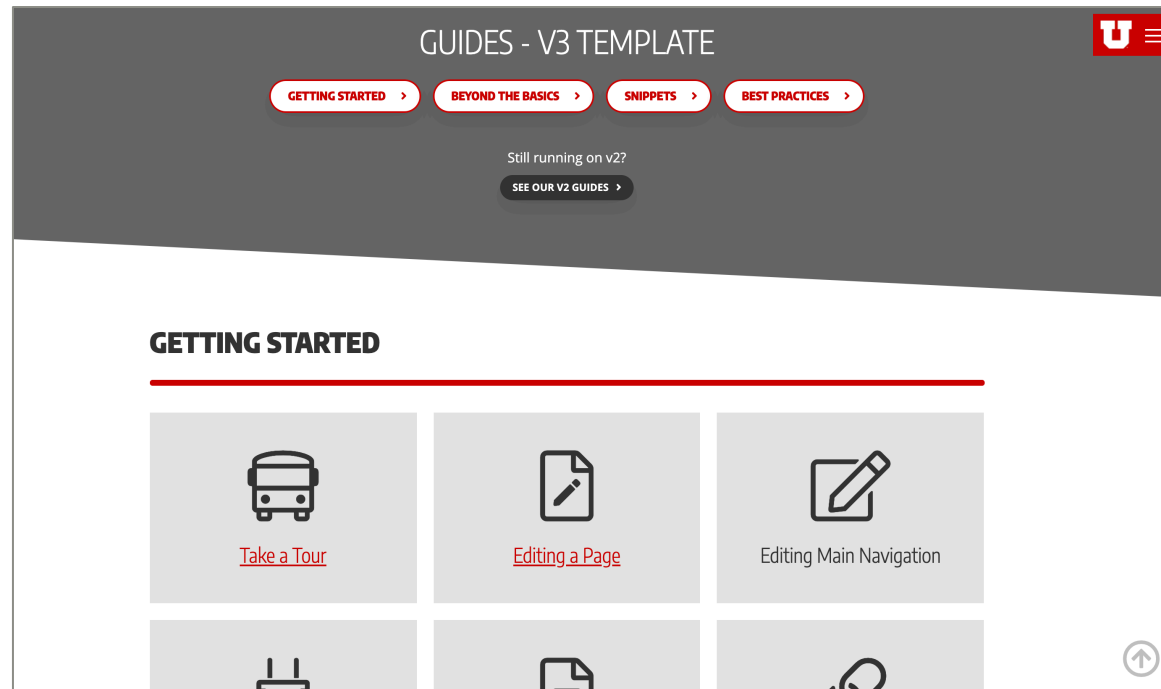
- Remembering Lani
- Goodbye and good luck Nic.
- Hello Alexia!!!

# What We've Been Up To...

- Migrating sites to new v3 templates!
- Researching/selecting new form tool
  - *Waiting endlessly for procurement*
- Redesigns and usability projects
- Continuous improvements to UX kit
  - *Snippets and components*
- Moving sites to newer, more modern infrastructure (Docker)

# Revamping Our Website...

- Migrated to new v3 templates
- Reorganization of Guides



# Coming Up...

- RFP and rolling out new form tool
- Implementing the new Virtual Office of the University Webmaster
  - *As per the Enterprise Web Advisory Council*
- Keeping an eye on UHealth and Drupal
- Rethinking training approach
- Continued improvements to v3 UX kit

# New Web Policy: 4-003

- The “Rules” are where most of the info is
  - *Accessibility (reserved - coming soon)*
  - *Copyrights*
  - *Responsibilities of University Webmaster*
  - *Website Registration*
  - *Domain Names*
  - *Privacy Statement*
  - *Design Requirements*
  - *Commercial Use*
  - *E-commerce*
- <https://regulations.utah.edu/it/4-003.php>

# Quick Web Design Tips

- Header banners -> marquees
  - *Single, clean, SIMPLE image*
  - *No advertisement-type images with a lot of text*
  - *Banner blindness*
- Design content for scanning
  - *Headings*
  - *Bullet points*
  - *White space*
- Less is more!

# Finding Images and Videos

## ■ Campus photos

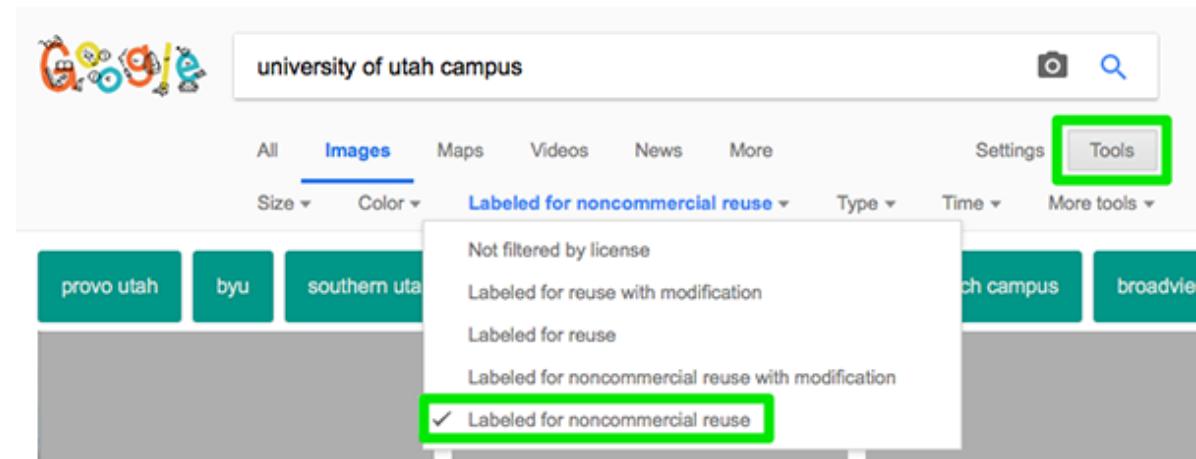
- <https://utah.photoshelter.com/galleries/>

## ■ Stock images and videos

- <https://www.istockphoto.com>
- <https://stock.adobe.com>
- <https://www.shutterstock.com>

## ■ Public domain Google searches

Watch for  
copyrights!





# Tips on Images

- Header banners
  - *1500x700px (large)*
  - *1500x500px (medium)*
  - *1500x300px (small)*
- 400-600px wide for general use, w/ surrounding text
- Keep image size **below 100Kb** or less

# Banner Videos

- Use short videos that loop smoothly
- Keep file sizes small for better performance
- No sound, decorative only!
  - *sound is automatically muted*
- Three streaming options:
  - *YouTube*
  - *Vimeo*
  - *U Streaming Server (Kaltura)*

Watch for  
copyrights!

# Search Engine Optimization (SEO)

- Know your audience and what they are looking for.
- Use simple, clear writing (the shorter the better).
- Use unique page titles that include key words.
- Key words should be supported by your content, but avoid overusing keywords.
- Use headings, paragraphs and lists where appropriate.
  - *Elements vs styles*
- Use descriptive ALT tags for images

# Accessibility

- SEO practices also help with accessibility
- Familiarize yourself with how people with disabilities access web content.
  - *Screen readers*
  - *Keyboard only*
  - *Special navigation devices*
- Use descriptive headings and links.
  - *Avoid “Learn More” and “Click Here”*
- <https://webaim.org/resources/designers/>

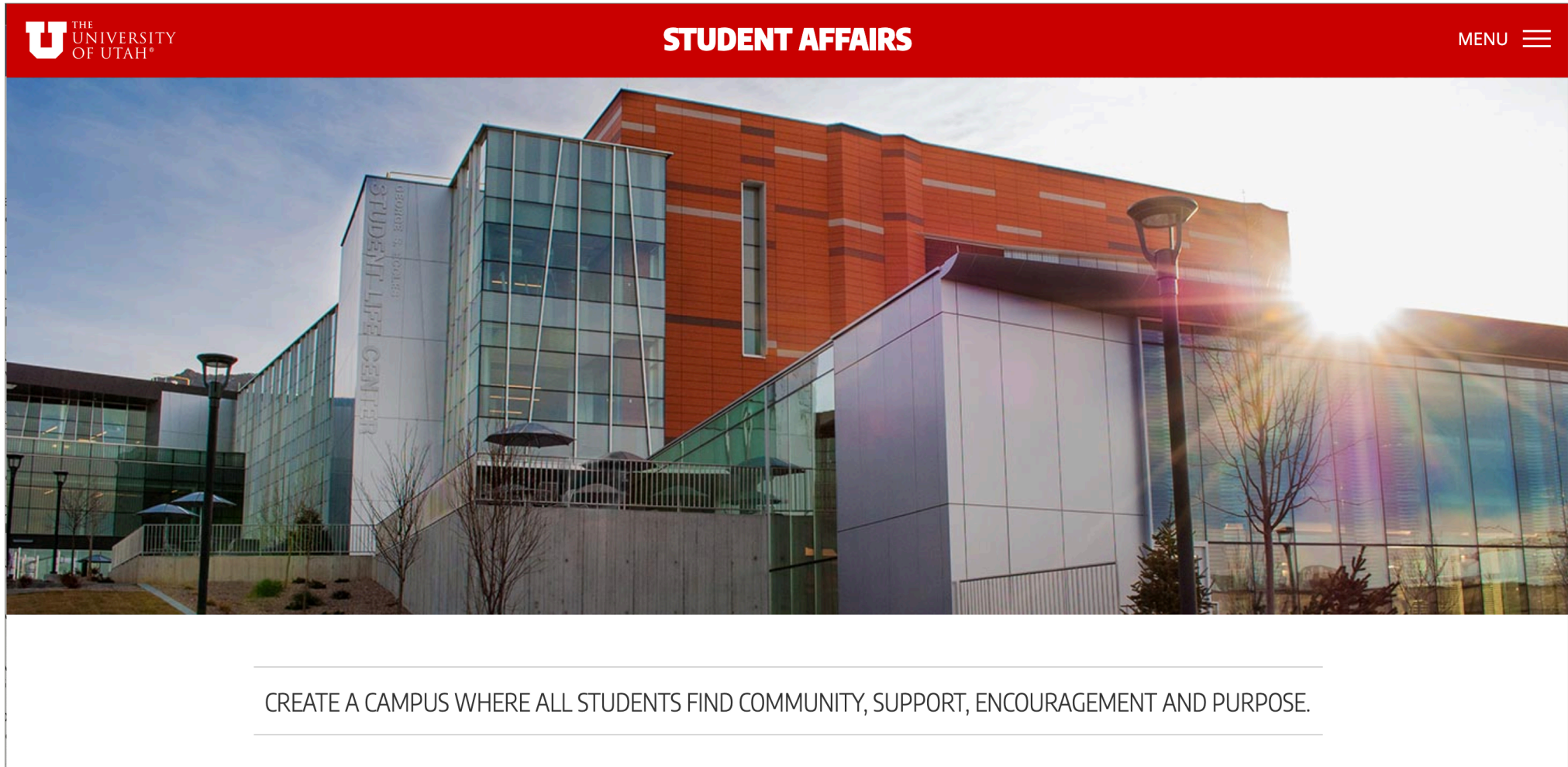
# Managing Links

- aka the “Dependency Manager”
- Minimizes broken **internal** links in your site.
  - *Will automatically update links if pages move or are renamed*
  - *Will report on links to pages that have been deleted*
- Create **internal** links using the ‘browse’ icon in the WYSIWYG link dialog box.
- Avoid copying and pasting **internal** URLs.

# Forms & Data Collection

- Caution should be used when collecting data on people
- U privacy notice and policy:
  - <https://www.utah.edu/privacy/>
  - <https://regulations.utah.edu/it/rules/Rule4-004C.php>
- Categories of data
  - *Public*
  - *Sensitive*
  - *Restricted*
  - *Special handling needed for birthdates, SSNs, health information, financial, transcripts*
- European Union General Data Protection Regulation (GDPR)
  - *"Prefer not to disclose" option needed for gender and ethnicity*

# New Templates



# Thank you!

- For questions and support, please contact:  
[ou-admins@lists.utah.edu](mailto:ou-admins@lists.utah.edu)