



WEB ADVISORY BOARD

NORTH DAKOTA STATE UNIVERSITY FARGO, N.D.

» WHITE BACKGROUND

REQUIRED FOR ● **OFFICIAL:** Administrative, College **PROFESSIONAL:** Course Distance, Outreach

SUGGESTED FOR ▲ **OFFICIAL:** Unit, Department
PROFESSIONAL: Course Residential, Scholarly, Outreach
AFFILIATED & INDIVIDUAL

RATIONALE

1. Ensures that foreground and background color combinations provide sufficient contrast when viewed by someone having color deficits or when viewed with browsers that have turned off their image loading capabilities.
2. Provides the most legible hard copy printout; most browsers do not print background images or colors unless the user sets this preference resulting in a non-readable printout.
3. Requires less bandwidth and download time than background images.



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» OFFICIAL HEADERS

REQUIRED FOR	● OFFICIAL:	Administrative, College, Unit, Department
	▲ PROFESSIONAL:	Course Distance, Outreach
SUGGESTED FOR	▲ PROFESSIONAL:	Course Residential, Scholarly
NOT APPLICABLE	■ AFFILIATED	NOT ALLOWED ✘ INDIVIDUAL

RATIONALE

1. Identifies clearly University membership while providing web site consistency.
2. Provides “official” high quality representation of the University with the proper use of official logos, symbols, graphics and /or trademarks within the headers.
3. Optimizes load time over slow modem connections.
4. Upon request different choices of the official header can be provided.



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» TITLE (text)

REQUIRED FOR	●	OFFICIAL: Administrative, College, Unit, Department
		PROFESSIONAL: Course Residential, Course Distance, Scholarly, Outreach
SUGGESTED FOR	▲	AFFILIATED & INDIVIDUAL

RATIONALE

1. Facilitates page identification and navigation through web browsers title windows.
2. Provides necessary information and identification for non-graphic browsers.
3. Allows search engines or robots to index and find the page.



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» NAVIGATION (buttons/text)

REQUIRED FOR	●	OFFICIAL: Administrative, College, Unit, Department
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SUGGESTED FOR	▲	PROFESSIONAL: Course Residential, Scholarly
NOT APPLICABLE	■	AFFILIATED
		NOT ALLOWED ✖ INDIVIDUAL

RATIONALE

1. Use University's navigation mechanisms in a consistent manner. Provide navigation bars or schemes to highlight and give access to the navigation mechanism.
2. Provide a text equivalent for navigational buttons and ensure that all your buttons include an alternative text attribute in images, image-maps, animated gifs.
3. Include navigational schemes to link back to: "NDSU Home page," "NDSU Search" and "NDSU Phonebook" on official, outreach and course distance pages.



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» FOOTER (contact information)

REQUIRED FOR



OFFICIAL:
AFFILIATED
PROFESSIONAL:

Administrative, College, Unit, Department

Course Residential, Course Distance, Scholarly, Outreach

SUGGESTED FOR



INDIVIDUAL

RATIONALE

1. Provide users with necessary contact information to foster communication.
2. Include contact person's name or web site manager's name, title, e-mail address, campus phone number, mailing address and date last modified.

Joe Doe, Assistant Professor

Joe_Doe@ndsu.nodak.edu

IACC Bldg. Rm 000

P.O. Box 0000

Phone: 701-231-0000

Last modified: Wednesday, March 22, 2000

3. Include the phrase: "NDSU is an equal opportunity institution." on every official page and for every academic department the phrase: "Prospective students may schedule a visit by calling 1-800-488-NDSU." on every page.



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» DISCLAIMER

REQUIRED FOR AFFILIATED & INDIVIDUAL

RATIONALE

1. Relieves NDSU's liability for the individual views expressed on the page.
2. Should read:
"This WWW page represents views of the author and not necessarily those of North Dakota State University. NDSU is not responsible or liable for its contents."
3. It is to be on every page used to access a set of pages in a hierarchy.



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» FRAMES (horizontal and vertical)

NOT RECOMMENDED



OFFICIAL: Administrative, College, Unit, Department
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PROFESSIONAL: Course Residential, Course Distance, Scholarly, Outreach

RATIONALE

1. Are hard to code and mantain and are difficult for users to navigate.
2. Are not supported by all browsers.
3. Search engines do not index the information of frames if not set properly.
4. Use tables in place of frames for layout settings when possible.
5. Name every frame and describe the purpose of every frame and how frames relate to each other if it is not obvious by frames titles alone.



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»» SITE TESTING

REQUIRED FOR	●	OFFICIAL: Administrative, College, Unit, Department
		AFFILIATED:
		PROFESSIONAL: Course Residential, Course Distance, Scholarly, Outreach
SUGGESTED FOR	▲	INDIVIDUAL

RATIONALE

1. Check pages on a variety of elements for the optimum performance and accessibility of the web site.
2. Check html, links, images, media with software (BBEdit, Dreamweaver, Claris Homepage) and websites (Website Garage, <http://www.websitegarage.com/>).
3. Check your work: Use a screen reader such as "Jaws" to test your pages; Use "Bobby" (<http://www.cast.org/bobby>) to get feedback about accessibility; Web page developers are encouraged to consult with the ITS Web Support Services for the needed expertise and resources such as "Jaws."



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» METADATA (meta information)

SUGGESTED FOR ▲

OFFICIAL:
AFFILIATED
PROFESSIONAL:
INDIVIDUAL

Administrative, College, Unit, Department

Course Residential, Course Distance, Scholarly, Outreach

RATIONALE

1. Allows users to search for and retrieve your information efficiently. Provide metadata to add semantic information to pages and sites.
2. Uses standards being set to facilitate access to and interchange of educational information. (The effort is sponsored by the partners who will design and build Internet2. NDSU is an internet2 partner.)
3. Required parameters: title, description, keyword, author, abstract. Suggested parameters: steward location, version, format, language, use rights, price code, platform, expiration. If course related, also includes content, form, presentation, teaching mode, subject, learning level, use time, learning objectives and prerequisites.
4. For more information, go to the following URLs: <<http://www.imsproject.org/metadata/>>, <<http://www.w3c.org/Metadata/>>



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» CONTENT ACCESSIBILITY

REQUIRED FOR



**OFFICIAL:
AFFILIATED**

Administrative, College, Unit, Department

PROFESSIONAL: Course Residential, Course Distance, Scholarly, Outreach

SUGGESTED FOR



INDIVIDUAL

RATIONALE

1. Ensure that the information is current, accurate, and has no spelling and grammatical errors.
2. Provide the text equivalent for all images and animations, including navigational buttons, to describe the function of each visual.
3. When using multimedia, provide captioning and transcripts of audio and descriptions of video.
4. In hypertext links, use text that describes the link when read out of context. For example, avoid "click here."

NOTE: Contact the ITS Web Support Services for support in these issues.