

# **goforward.harpercollege.edu**

## **Overview**

OmniUpdate OUCampus is the College's content management system.

Any URL that begins with *goforward.harpercollege.edu/* indicates a page managed within Omni.

This is a Student Portal page and is managed by Service Desk:

<https://my.harpercollege.edu/>

This is the Harper employee portal and is managed by Service Desk:

<https://hip.harpercollege.edu/>

Within Omni, we use CSS (Cascading Style Sheets) to separate document content from document presentation, including elements such as the layout, colors, and fonts.

By applying specific styles to your content, your page will have structure. This improves content accessibility.

## **Semantic Structure**

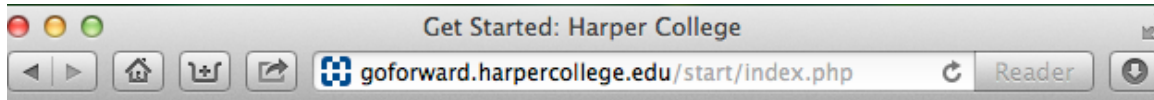
The sole purpose of header elements is to designate a hierarchy of headline importance, so that both human readers and automated search engines can look at a document and easily determine its information structure.

Do not use text formatting, such as font size or bold to give the visual appearance of headings - use actual heading (`<h1>` - `<h6>`) for all content headings. Assistive technologies and other browsers rely upon the literal markup of the page to determine structure. Items that are bolded or display in a bigger font are not interpreted to be structural elements.

## STYLING A PAGE

### Page Title

When you make a new page you will be prompted to add a Page Title. It appears in the browser window. By default, **:Harper College** will be added to the display.



### H1

When you make a new page you will be prompted to add a Page Title. By default, the Page Title will appear as an H1. The Page Title is a heading, so should be written in upper and lower case., no period.

There should only be one H1 per page. Headings should not be hyperlinks.

### H2

The second heading on the page should be an H2. Although you may prefer to use a smaller font, you shouldn't. It is a heading so should be written in upper and lower case, no period.

You can have more than one H2 on a page. Similar to an outline, you should use H2 to distinguish major points. Headings should not be hyperlinks.

### H2 as a subhead

When used as a subhead after H1, write it in sentence case and end with a period.

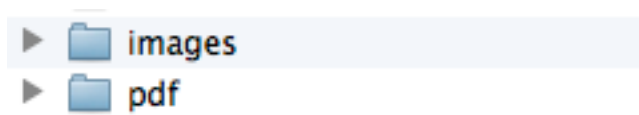
### H3

If you need to define major points under an H2, use an H3. Although you may prefer to use a smaller font, you shouldn't. It is a heading so should be written in upper and lower case, no period. Headings should not be hyperlinks.

### File Naming Conventions

This is an agreed upon method of naming files that groups use to coordinate and manage files. Your department may already have a preferred structure for naming files. Try to adapt that for the web site.

Begin with 2 directory/folders. – pdf and images.

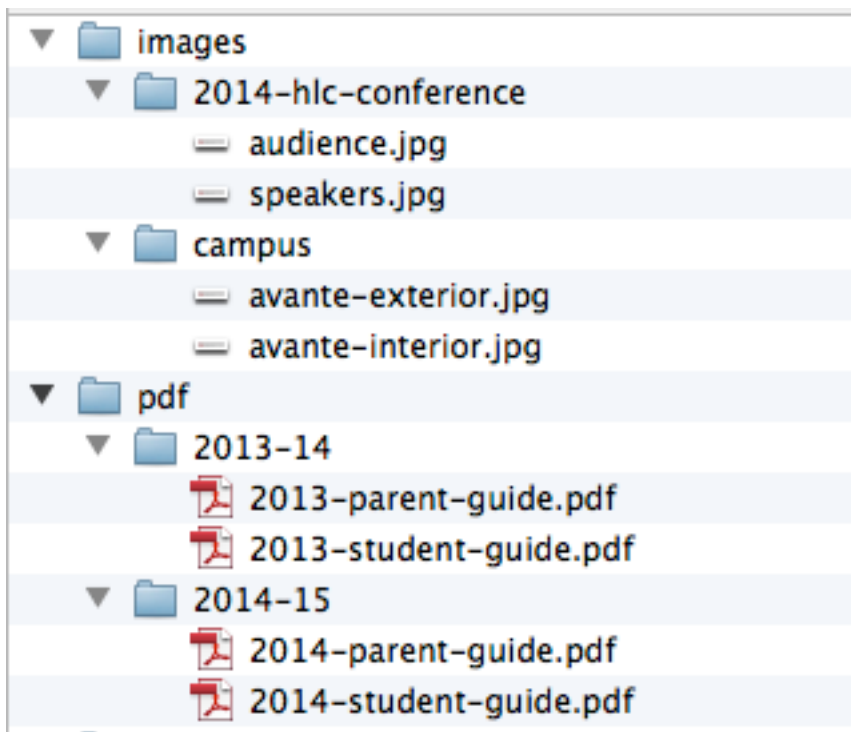


Upload all graphic images, photos, icons, etc. to the images directory. Upload .PDF files, Word .docs, text files, etc. to the pdf directory.

All files should be named in lower case letters, no spaces. The only non-alphanumeric characters you may use are underscores \_ or dashes - and dashes are preferred.

Plan ahead. Use logical names. Will you need to further sort files within those directories? Do you need to have forms for more than one year available simultaneously? Will you need to replace or rename existing forms throughout the semester?

**Here's an example of an organized directory structure.**



## Links

When someone accesses the site with a screen reader, links can be confusing. Phrases such as "click here" and "more," are ambiguous when read out of context with a screen reader. To help our visitors:

Change this: The schedule of events is [here](#).  
To this: [View schedule of events](#). OR [Schedule of events](#).

Change this: Join us November 3. [RSVP](#)  
To this: [RSVP for the November 3 open house](#).

## **Provide Cues**

Provide a cue to let visitors know before they click a link that it will open a .PDF file.  
[Annual Campus Security Report .PDF](#)

If a file is large, let them know the size in case they plan to view or print it:  
[View the 2014-15 College Plan .PDF \(12 MB, 277 pages\)](#).

## **Lists**

HTML lists - `<ul>`, `<ol>`, and `<dl>` - also convey a hierarchical content structure. Each of these has rules regarding their use as well.

- Unordered lists should be used when there is no order of sequence or importance. On our site it appears as a bulleted item.
- 1. Ordered lists suggest a progression or sequence. On our site it appears as a numbered item.

Lists should never be used for merely indenting or other layout purposes. Unordered and ordered lists should always contain list items.

Please contact Marketing Webteam if you need a definition list.

## **IMAGES/MULTI-MEDIA**

Apply the style “responsive image” to all graphic elements. This will enable the image to resize proportionately depending upon the device your visitor is using.

### **Icons**

The design of icons used on goforward.harpercollege.edu, the student portal and the Harper mobile app should be consistent. Icons are designed in Marketing Services.

### **Portraits**

Generally, portraits should have a gray background. Contact your marketing specialist if you have a need for professional portraiture.

Headshots or portraits of faculty or guest speakers should be 80 pixels wide by 105 pixels high, 72 ppi. To place this type of photo on a page, use the Headshot snippet.

### **Videos**

Videos are hosted on Harper’s YouTube channel. To meet accessibility guidelines, all videos must be closed-captioned. Video standards are detailed in the Graphic Standards Manual. Please contact your Marketing Specialist prior to beginning a video project.

### **Alt Text**

The alt attribute is the text that displays when an image does not.

Tell us as much as possible about the image, using as few words as possible. This will be more important with wearable devices.

Alt text is for visitors with accessibility issues but it’s also there to describe image content and relate it to your overall content. Search engines index images based on alt text.

## **SINGLE SOURCE OF INFORMATION**

Rather than repeat official information that is already online, link to the official source. Here are topics that should always link to the official page:

- Course descriptions
- Program outcomes
- Gainful employment
- Tuition rates and fees
- Campus Maps
- Emergency messages
- Weather alerts
- IEMs
- Mission

## **SEARCH ENGINE OPTIMIZATION**

We use Google Custom Search on [goforward.harpercollege.edu](http://goforward.harpercollege.edu). Although it's a Google product it is different than Google Site Search.

- Emphasizes this site's results over anything else on the web.
- Doesn't include some Google search features, such as personalized results.

If you have concerns about your page's SEO, please contact Marketing Webteam.

## WRITING FOR THE WEB

Our web site has a broad audience, so most **copy should be written for an 8th grade reading level**. Some sections, such as Accountability, or HCFB white papers, have a more specific audience, and could be written at a 13th grade reading level.

Reading level is also important for mobile. It's twice as hard to understand complicated content when reading on a phone vs. a desktop.

You may need to hone your copy so it conveys your message in a succinct manner. Please use this tool to check readability: <http://read-able.com/>

### **Here's an example of text on our site that is at a reading level of grade 16:**

Students are encouraged to see a counselor each semester to update their educational plans, check for changes in the Harper curriculum and verify transfer information. It is recommended that students call well in advance to schedule appointments, particularly during mid and late semester.

### **Revised to reading level of grade 12:**

Students should see a counselor each semester. Counselors will help you check for changes in the Harper curriculum. You can update your educational plans and verify transfer information. Please schedule appointments in advance.

### **Revised to reading level of grade 8:**

Students should see a counselor each semester. Counselors will help you check for curriculum changes. You can plan your classes and verify transfer information. Please schedule appointments in advance.



## **RESOURCES**

If you need help with a goforward page, please submit a web edit request.  
[http://goforward.harpercollege.edu/about/directory/msc/web\\_edit.php](http://goforward.harpercollege.edu/about/directory/msc/web_edit.php)

### **Harper Editorial Style Guide:**

<http://goforward.harpercollege.edu/about/directory/msc/editorial.php>

### **Web Accessibility, Section 508 Checklist**

<http://webaim.org>

### **Contact Harper Marketing Webteam**

This short form is the most efficient way to contact us.

[http://goforward.harpercollege.edu/about/directory/msc/web\\_edit.php](http://goforward.harpercollege.edu/about/directory/msc/web_edit.php)

**Check Readability** <http://read-able.com/>