Western Wyoming Community College

Print Shop/Publication Design

Program Review

09

Table of Contents

Overview 1
Purpose of the Program 1
Connection to the Guiding Principles 1
Program Level Goals 1
Fact Finding 2
Customers and Clients 2
Facilities, Equipment and Staffing 3
Printed Materials and Website 3
Regulations Compliance 3
Staff Development 4
Recommendations from Previous Program Review 4
Assessment Reporting: Program-level Goals 5
Strengths, Limitations, and Opportunities 6
Action Plan for Print Shop/Publication Design 7
Appendix 9

Overview

Purpose of the Program

The WWCC Print Shop staff and Publications Specialist produce the majority of all the printed/design materials necessary to conduct College business, which includes brochures, posters, tests, newsletters, syllabi, business forms, class handouts, business cards, etc. The Publications Specialist, who is the sole member of the Publication Design Department, works closely with Admissions and Registration & Records to produce catalogs, class schedules, and printed materials for marketing purposes.

Connection to the Guiding Principles

Learning Is Our Purpose

The Print Shop staff and Publications Specialist support student learning through flyers, brochures, posters, course outlines, and tests.

Students Are Our Focus

Most services offered by the Print Shop staff and Publications Specialist exist in one way or another to meet students' needs. Services performed by the Print Shop include: making personal copies, course materials, and binding class materials. The Publication Specialist, in conjunction with other departments, designs posters, flyers, recruitment materials, and catalogs geared to the recruitment and retention of students.

The Community Is Our Partner

Materials designed and printed advertising college-sponsored events, classes, workshops, and plays are distributed throughout the College. These materials are aimed not only to students, but also the community, to encourage more community involvement.

Employees Are Our Most Important Resource

The staff is well trained and assists college employees and students in their classroom and campus needs. Print Shop staff are continuing to watch for training opportunities. The publication Design person will attend training once per year.

Adapting to Change Defines Our Future

The Print Shop just upgraded from the offset presses to a digital press and a large digital copier.

Program Level Goals

1. Provide first-rate, high quality printing services to all students, faculty, and staff.
2. Provide consistent, quality customer service.
3. Design dynamic, creative printed materials for the purpose of marketing, recruitment & promotion of College activities.

Program Goals	Guiding Principles	How it is Measured
Provide first-rate, high quality printing services to all students, faculty, and staff.	Learning is our Purpose Students are our Focus Community is our Partner	Survey Work-order Tracking
Provide consistent, quality customer service.	Learning is our Purpose Students are our Focus Community is our Partner	Survey Work-order Tracking
Design dynamic, creative printed materials for the purpose of marketing, recruitment & promotion of College activities.	Community is our Partner	Survey Work-order Tracking

Fact Finding

Customers and Clients

College employees and students are the customers/clients served. The Print Shop and Publication Design provide copying services for classes, workshops, and events occurring on and off campus, including Registration & Records, Theatre, Nursing, and Professional, Technical, & Community Education Departments. By providing the printed material for all classes, the Print Shop and Publication Design are contributing to the learning process at WWCC. The Print Shop also provides quick copy work for faculty, staff, and students.

Services provided by the Print Shop are:
Black and white copies on demand
Color copies on demand (for marketing purposes & classroom graphs & pictures)
Collating
Stapling
Hole punching
Binding
Folding
Cutting
Numbering
Paper selection and ordering
Envelope selection and ordering
Certificate paper selection and ordering

Services provided by Publication Design are:
Posters
Flyers
Mailing pieces
Signs
Business cards
Banners
Ads
College catalog
College Schedules
Student Handbook
Programs & Brochures

Facilities, Equipment and Staffing

The current Print Shop/Publication Design facilities are adequate for their present operation. It would be desirable to have paper storage for the Print Shop in a single location rather than in two separate areas, but this situation is not critical.

Most of the paper the Print Shop uses has a recycled content; also the toner is environmentally friendly.

The facilities for both areas are up-to-date and properly maintained.

In spring 2009, the print shop replaced the old presses, which were 19 and 10 years old with a color digital press and a black and white copier.

It is strongly recommended that all computer equipment for the Publications Specialist is replaced/upgraded every 2 – 3 years. This includes software and hardware. The computer was replaced this year. Software will be updated in the fall of 2010. The computer will be replaced in two years.

The Administrative Services Officer provides overall supervision for the Print Shop and Publications Specialist. The Print Shop is operated by a full-time manager, a full-time assistant, and one 20-hour a week part-time assistant, whose hours are dependent on the workload.

Printed Materials and Website

The Publications Guidelines brochure was updated in 2007 (included in the appendix). These guidelines provide technical information concerning design of printed materials and web pages. A copyright form is required for printing copyrighted material. Printing requests are handled through hard-copy "work order" forms. All printed materials are sufficient for the Print Shop and Publication Design needs. The website is also sufficient at this time; however, we are planning to implement an electronic work order system in April 2010 via the website, which will be updated at that time.

Regulations Compliance

The Copyright Law and Educational Fair Use Policy as provided by U. S. law (Title 17, U.S. Code) continue to be enforced by the Print Shop personnel and the Publications Specialist. The Print Shop is subject to random inspections from OSHA, as are all portions of our campus. Because of the nature of the work that occurs in the Print Shop, it is especially critical that the Print Shop conscientiously practice safe work habits.

All machinery in the Print Shop is kept in good working order and is operated according to procedures recommended by the manufacturer. The physical arrangement of the Print Shop is such that the general public is kept away from the immediate area surrounding the equipment in the Print Shop.

A bloodborne pathogen spill kit is located in the Print Shop and is available to use in the event of a serious injury. Personnel attend the annual college-wide bloodborne pathogen training regularly.

Staff Development

Opportunities are taken by the Print Shop staff to attend trainings and conferences to strengthen their knowledge, when the budget allows and when a job-related training is available. This is sufficient for our needs at this time.

Full-Time Print Shop

Adult CPR and Bloodborne Pathogens Training	June 2002
Vendor Trade Show	September 2001
Paper and Equipment Show	May 2001

Publication & Design

Due to the high demands on this position, the Publication Designer finds it difficult to attend seminars/trainings. However, he plans to attend a training this year. Possible trainings include software, such as Adobe Photoshop and InDesign. This is sufficient if it happens once a year.

Recommendations from Previous Program Review

Non-Fiscal - Short Term (1 to 2 years)	**Report**
The role of the Publication Scheduling Committee dissolved and should be re-established and continue to evolve (i.e. changing the makeup of committee members by position).	Didn't happen. We decided that this was not needed.
Publications Guidelines provide guidance to College employees who may be designing documents without assistance from the Publications Specialist. These Guidelines will help to insure that all printed materials advertising courses or college sponsored events, etc. project a professional, consistent image of the College on campus and in the community. The Publications Specialist will conduct periodic trainings regarding the publication guidelines.	Publications Guidelines were updated and published again in 2007.
The Print Shop staff and the Publications Specialist should continue to work toward improved customer service and be sensitive to the needs and concerns of their customers.	This is an on-going task.
The Print Shop staff should continue cross training on equipment and duties.	Everyone is cross-trained.

Non-Fiscal Plan – Long Term	**Report**
Stay current on Materials Safety Data Sheet	This is no longer relevant because of the new equipment.
Safety training for Print Shop staff and Publications Specialist twice a year.	This is on-going. We have informal sessions on safety issues.

Fiscal - Short Term (1 to 2 years)	**Report**
Provide funding for training	We received funding for training on new equipment.

Fiscal - Long Term	Report
Planned replacement schedule for Print Shop equipment, as needed.	This has not been determined because of new equipment.
Budget money for the full-time Print Shop staff to attend a national convention or workshop.	This hasn't happened because we feel it isn't necessary.

Assessment Reporting: Program-level Goals

Results below rely heavily on the survey, but print shop/publication design are working to create a tracking system for work orders that will provide additional information about whether or not they are meeting their goals. Beginning in fall 2009, the print shop will begin tracking departmental copy usage by codes, which will also provide some additional information regarding program goals. We are looking for a 90% satisfaction rating on these categories.

1. Provide first-rate, high quality printing services to all students, faculty, and staff.
   The following results are from the spring 2009 employee survey:
   - Black & white copies on demand – 96% positive response
   - color copies on demand--92% positive response
   - Other services scored between 89% and 100% positive response.
2. Provide consistent, quality customer service.
   The following results are from the spring 2009 employee survey:

   Print Shop
   - 86% responded positively that print shop staff are courteous and helpful.
   - 83% responded positively that print shop staff are responsive and efficient.
   - 80% responded positively that work is produced in a timely manner.

   Publication & Design

   - 91% responded positively that publication & design staff is knowledgeable.
   - 89% responded positively that publication & design staff is courteous and helpful.
   - 78% responded positively that work is produced in a timely manner.

3. Design dynamic, creative printed materials for the purpose of marketing, recruitment & promotion of College activities.
   The following results are from the spring 2009 employee survey:

   - 95% responded positively that publication & design work is creative.
   - 95% responded positively that publication & design work is high quality.
   - Other services scored between 92% and 100%.

The work load for Publication Design position has been steadily increasing over the past few years, as a result it is getting harder to keep up with the demands of the customers. The need to prioritize is essential due to the number of projects, which may leave some customers unhappy. Finding ways to keep these customers satisfied is an ongoing process. Overall, we are pleased with the survey results. We feel we are meeting our goals.

Strengths, Limitations, and Opportunities

Strengths

- We provide high-quality copy services
- New equipment means faster turnaround, less maintenance, no chemical usage
- Staff have good rapport with one another and the college community

Limitations

- Not able to provide high-volume copy services—limit is 5000
- Cannot provide “coated” and “newsprint” paper copy services
- Storage facilities are very inconvenient
- Expected turnaround on design jobs from some customers is unreasonable

Opportunities

- More conveniently located storage facility is desired.
- Because of new equipment, we plan to see higher satisfaction rates on customer service questions (e.g. timely manner).
- Due to new equipment, we will now provide two-sided copies all year around.
- Continually looking for training opportunities.
- Create a new work-order form
- Increase professional development opportunities to every year for the Publication Design staff.

Action Plan for Print Shop/Publication Design

First Year: 2009-10			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Conduct Customer Satisfaction Survey (February)	Provide assessment for program goals	Would like to see 90% satisfaction rate	Dianna, Wanda
Create a new work order form	Improve tracking for assessment purposes	We will test run for the first year to see how it works.	Wanda, Teri, and Kyle
Create a tracking system	To be able to assess program goals	We will be able to report the completion of the goals	Wanda, Kay
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding		Who is Responsible?
Training for Publication Design Specialist ($2000)	Publication Design Specialist has worked for WWCC for 6 years and has not yet participated in a professional development workshop.		Tammy, Marty, Kyle

Second Year: 2010-11			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Conduct Customer Satisfaction Survey (February)	Provide assessment for program goals	Would like to see 90% satisfaction rate	Dianna, Wanda

Continue Tracking System	Provide assessment for program goals	We will be able to report the completion of the goals	Wanda, Teri
Re-evaluate work order form	Provide assessment for program goals	We fine tune until it works best for us.	Wanda, Teri, Kyle
Determine need for part-time employee	Improve services to customers	Customer satisfaction survey results	Wanda, Teri, Kyle
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding		Who is responsible?

Third Year: 2011-12			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Continue to monitor & refine processes that help assess program goals	Continue program growth	Customer satisfaction	Wanda, Teri, Kyle
Conduct Customer Satisfaction Survey (February)	Provide assessment for program goals	Would like to see 90% satisfaction rate	Dianna, Wanda
Tasks Dependent on Funding (Provide estimated cost)	Data to Justify Need, and Consequence of Not Funding		Who is responsible?

Appendix

Publication Guidelines

for Printed Materials and Web Pages

(or More Than You Ever Wanted to Know about Layout and Design)

Prepared for the employees of

Western Wyoming Community College
2500 College Drive • P.O. Box 428
Rock Springs, WY 82902-0428

Adopted: December, 2007

WESTERN WYOMING COMMUNITY COLLEGE

PUBLICATION GUIDELINES

Philosophy Statement

This guideline is designed to help WWCC employees create high quality publications which promote the activities and programs of WWCC through a consistent, professional image.

Introduction

Many of us take software courses and can proficiently utilize the software but find it difficult to practice good design principles and to remember to include all elements that should be a part of a good publication.

The following guidelines are provided to ensure a standard of quality for both printed materials representative of our institution and the College Web site. Information to assist in layout design as well as a checklist (for final proofing) is provided with items to be included in your publication.

DECIDING WHAT THE NEED IS

Take a few minutes and ask yourself the following questions before starting a new or updating an old publication piece.

- What is the publication for?
- Who is the target audience?
- How will they be reached?
- Internal or external?
- What is the life of the publication? Will it likely be passed along?
- Is it a marketing piece? If so, have I talked with the marketing people?
- Is there duplication?
- Do I have good content?
- What types of publications will meet my needs – Brochure? Poster? Flyer? Postcard?
- What quality level is appropriate?

TIPS TO ENSURE A QUALITY PUBLICATION

Four overall principles in graphic design are:

Readability: Any part of a publication should be **readable**, do not use tiny, unusual or distracting fonts or shapes of text. Also, instead of underlines to emphasize, use **bold**, *italicize*, or ***both***. You could even use another **font style** to bring forth a word or phrase.

Parts of the Page: Parts with clearly **different natures or levels of importance** should have distinct looks to set them apart. These include headlines, subheads, photos, illustrations, etc. and remember to vary the size of the elements of the page to add interest for the reader.

Consistency: The different parts of the page should have **consistency of design** including font choices, placement on the page and types of graphics used.

White space: This includes not only the **margins** on the sides, top and bottom of the page but also **space** around headlines, subheads, bulleted items and graphics. White space allows the reader's eye to relax but also bring forth items of importance.

ELEMENTS OF YOUR PUBLICATION:

Things to include or remember

Reference to the Name of the College

Any external publication must reference the full College name on the cover or front of the document – **Western Wyoming Community College**. Other references in the document can include the following: Western, Western Wyoming, and WWCC. Any publications that have the old version of the name – Western Wyoming College or WWC should be corrected to reflect the current official name.

School Colors

The school colors for WWCC are red and black. The preferred shade of red to use in all publications is Pantone Matching System # 200. It is not always necessary that the school colors be used, but where they do appear, please use the correct shade of red.

Publication Design Art Public Folder

To assist our faculty and staff with the creation of quality publications, a public folder has been created. This public folder includes college logos and other related art as well as the EEOC statement. The file formats are TIFF for printed materials and GIF and JPEG for Web pages. Please refer any questions regarding the use of these files to the Publications Specialist.

Appropriate Uses of College Logos/Artwork

When placing the logo art or other college art within your document, use the appropriate methods for the software you are using to scale the art ***proportionally***. In most desktop publishing software, holding down the **shift** key while re-sizing the image will allow you to keep it's original proportions. Do not shorten or lengthen the art to fit within your space, instead adjust the space or size the logo.

The college logo and other art provided may be used for any college-related publications. Any college-related publication that will be used off campus ***must*** have the college logo on the front of the document, If you have any questions please direct them to the Publications Specialist.

The Outreach logo should be used with the local agency logo (BOCES) with both logos being the same size. This is also true for any other joint projects – the college and other agency logo will be of the same size in any advertisements or printed materials.

The Mustang logo should be used on any publication related to athletics.

Quality of Original Publications

Please make sure your original is clean and of high quality and appropriately placed on the page. Photocopies should not be used in lieu of an original.

Fonts (Typefaces)

Select no more than two different fonts or typefaces for any one publication using the suggestions below under Headers and Body Text. A third font may be used if special effects are needed but be sure to balance the characteristics of those chosen.

Headers and Subheads

Selecting a font or typeface opposite of the body text is a safe rule for most types of publications. **Sans serif** (without the line extensions: Arial, Futura, Helvetica) or **serif** (with line extensions: Times, Palatino, Garamond). For printed materials, serif fonts produce a greater readability. For the web, however, just the opposite is true - san serif fonts produce greater readability.

Headers should **not** be all caps – make them in larger type and bold but "condensed" (*tracking* or *kerning* adjustments are available in most software today) with multiple lines close together (*leading*). Don't center most headers; it makes them clash with the body text and dissipates your white space making it less effective.

Subheads follow most of the same rules, but put more space between them and the item above them than between them and the content below. Also make them a smaller size than the headers either in font size or semibold.

Body Text

Avoid short lines of short words or short lines of long words. Either left-justify and indent (space equal to 1 to 2 capitol "M"s) all paragraphs except the first after a heading, or fully-justify the text and space paragraphs 1.5 times the height of the typeface apart rather then indenting as above. When using full-justification, keep in mind that readability will decrease slightly.

The body should run 30-50 characters per line, with **not** two but **only one** space after periods – especially if text is fully-justified. Hyphenate mostly to provide evenness, but not more than 2 or 3 lines-ends in a row. The most readable columns are approximately 40 characters, even if it means a smaller type size and margin between columns. And remember, the block of columns doesn't always need to be centered on the page.

Use typographers quotes and apostrophes (curled up or down) and learn to use bullets, boxes, trademark and copyright symbols.

Photographs

Photographs should be 300 dpi (dots per inch) to ensure maximum print quality. Photos should be sized by their importance in the publication with small shots grouped together or aligned edges, or with the text. If you must resize them, be careful to keep the proportions the same. Learn to crop out busy backgrounds. Captions relate the photos to the body text and should be short and left justified with a font different from the body but **do not** use long tiny-print captions in Italics! Body text in serif, caption in sans serif.

Clip-art and Graphics

You can use a single image to mark recurring elements or information. Clip-art can be trimmed, flipped, repeated into a pattern, or used as a background. Use similar styles of artwork (stylized, linear, realistic, cartoon) to tie the look of a document together. One larger graphic image usually works better than several small ones.

Pull Quotes

Pull quotes add interest to the page and draw the reader to look closer at the information you are providing. They should resemble the header and subheads or the body text but do alter the size and characteristics slightly so as to stand out.

Color

Color should be used for a clear purpose; it can emphasize parts (but not without sufficient size and consideration of other layout items) and separate or even classify different items. Bright colors tend to imply confidence, reds a warning, and dark or cool colors caution or professionalism. Combining opposite colors (on the color wheel) grabs attention, but using similar colors creates harmony. Be careful in printing words over a background to ensure readability perhaps by using larger font size or bolding the text.

REVIEW OF YOUR PUBLICATION

Publications Review

In order to ensure professionalism, accuracy and consistency of design and literary style and to avoid duplication of efforts, all new and updated publications should be reviewed by the Publications Specialist prior to printing. Major College publications must be reviewed by the V.P. for Student Success Services and the Marketing Team. Faculty and staff will consult with the Publications Specialist on campus when considering the development of publications which represent the College, whether those publications are intended for an internal or external audience, are published solely by the College, or in cooperation with off-campus constituents or are funded by the College budget or grant money.

Print Job Specifications

Departments should avoid requesting unnecessary processes in preparing printed materials. Refer back to the section on need to determine the appropriate quality level needed for your publication. These include special order paper stocks, odd sizes, two-color processing, and more expensive paper when a lesser quality is acceptable, extensive folding, etc.

Four-Color Printing

Four-color printing is the process used to reproduce color photographs as they appear to the human eye. Since the use of four-color printing significantly increases the cost of printed materials, as it must be done off-campus, it is not to be used unless the use of the publication warrants the expense. Typically, publications produced in four-color are for departments with specific authority to advertise or promote

student recruitment or other programs intended to increase student enrollment or in some other way significantly benefit WWCC. Cost of off-campus printing must be part of the department's budget.

Copyright Clearance

Refer to Polices & Procedures Manual – # 3910I. The Bookstore also has a booklet available for instructors that explains some of the most asked questions concerning educational copyright issues.

EEOC Statement

To comply with federal laws, the following statement (complete and without changes) must be included in all college publications concerning recruitment, admission to the college, and advertisements of classes or employment.

Western Wyoming Community College is an Affirmative Action/Equal Opportunity institution and as such, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability status, disabled veteran, or veteran of the Vietnam, Gulf, or any other era in admission or access to, or treatment or employment in, its educational programs or activities.

Inquiries concerning Title VI, Title IX, Section 504, ADA, and other related laws may be referred to the V.P. for Administrative Services, WWCC Administrative Offices, P.O. Box 428, Rock Springs, Wyoming 82902-0428, (307) 382-1609; or Office for Civil Rights, Denver Office, U.S. Department of Education, Cesar E. Chavez Memorial Building, Suite 310, 1244 Spear Avenue Blvd., Denver, CO 80204-3582, (303) 844-5695, FAX (303) 844-4303 or TDD (303) 844-3417 or the Wyoming Labor Standards Department, 1510 East Pershing Blvd., Cheyenne, Wyoming 82002 (307) 777-7261.

A shorter statement has been adopted that can be used on single page flyers or posters advertising classes, etc.

> *Persons seeking admission, employment or access to programs of Western Wyoming Community College shall be considered without regard to race, color, national origin, sex, age, religion, political belief, handicap, or veteran status.*

If you have any question about which is appropriate for your publication, please contact a member of the Marketing Team.

Publication of Lab Manuals, Study Guides, and other Auxiliary Course Materials

Publications written by a faculty member for use by students should be ordered through the WWCC Bookstore for printing by bringing the original and a completed textbook requisition form to the WWCC Bookstore. The bookstore manager will have the material printed and will handle sales to students through the college bookstore. Cost of course packs will reflect the cost of production and handling.

Publication of Periodicals and Mailings

Publications that will be mailed off campus need to be reviewed by the Marketing Team and Shipping & Recieving to ensure that the publication fits within the postal guidelines and is suitable for mailing.

Timeline for Printing Projects

In developing any publication, keep in mind the time for each of the following steps and plan accordingly.

- Planning and writing copy
- Layout and design
- Proofing final draft
- Actual time in Print Shop or off-campus printer – for printing and finish work.

And remember that we all have multiple tasks and projects to complete!

Publications that are run on the black and white press are generally printed within 2 days. Publications that are run on the two-color press require, on average, about two weeks from the date they are turned in to the Print Shop. For larger publications, please let the Print Shop know ahead of time, so they can plan accordingly and to make sure they have all the necessary resources.

Checklist Prior to Printing

- ❑ Did you consider the **need, target** and **distribution** of the publication?
- ❑ Does the **selected quality** support the answers to the previous question?
- ❑ Paper
- ❑ Color
- ❑ Photos/Graphics
- ❑ Quality
- ❑ Have you used the **full name** of the College on the front?
- ❑ Is the **College logo** used? Is it scaled properly (proportionally correct) and of high quality?
- ❑ Have you included the **date or semester**, if appropriate? If this is an update of a previous publication, have you checked all dates and other dated information?
- ❑ Have you included the **college contact office, address, phone numbers, e-mail and web addresses**? Whenever possible, avoid using individual names.
- ❑ Have you included the **EEOC statement**?
- ❑ Have you done a **spell check** and **proofread** the final copy? Is the layout polished?
- ❑ Have you shown the publication to the Publications Specialist or other members of the Marketing Team?

DESIGNING YOUR WEB PAGE

Most of the guidelines under Elements of Your Publication also apply for producing a Web page. Other factors you must be aware of include:

Page Length

The physical length of your page is one of the most important factors in web design. Nobody likes to scroll down through pages and pages of information so it is wise to keep your page to two scrolling screens or less. If you have more information than can fit on two pages use Previous and Next hyperlinks at the bottom of your page to continue your information.

Colors

Make sure that the colors that you choose contrast well with one another in their value – their lightness or darkness. Remember that different monitors have different color contrast settings, test your colors with many different color contrast settings. Remember not to **over** contrast – too much contrast can make your page difficult to read. Your page must be readable in 256 colors. If it is not you will need to make the appropriate adjustments.

Graphics

It is important to use graphics and images on your web pages. When graphics are used correctly they make your page more visually appealing and can help draw attention to important areas of the page. File size is **very** important, the graphics you choose influence how fast your web page will take to load. Use GIF files for line drawings, logos, and screen dumps (printing the screen) and use JPG files for photographs and continuous tone pictures.

Saving Images

It is wise to save all of your images in the images folder of your FrontPage web. This helps organize your web and cuts down on time spent searching for images.

Browser Compatibility

It is recommended that your pages are viewable in Netscape Navigator 2.0 and Internet Explorer 3.0. It is required that your pages are viewable in Netscape Navigator 4 and Internet Explorer 4 or better. You may wish to provide a text only version of your site to provide access for people with older browsers or slower computers.

Sound

Use of background sound is discouraged. Background sounds must be approved by Computer Services. You may use sound files in areas where it is necessary. It is recommended that you use MIDI (**.mid**) files instead of digital sound files (**.au** and **.wav**). MIDI files are much more compressed and load faster.

Frames

Frames are an option that you should put a lot of thought into. If your frames are done incorrectly they will hinder the purpose of your site, slow loading time, and frustrate users. Although frames are supported in most browsers they are often frowned upon. Use frames ***only*** if you have a long list or your site absolutely ***requires*** them.

Navigation

Easy Navigation is an absolute necessity. You must include a return to the college home page link on your departmental or program home page. You must include a return to the department/program home

page link as well as a College home page link on every page on your site. It is wise to link to other same level pages on your site as well. This prevents dead ends and makes your site easily accessible.

Tables

Tables allow more versatility in creating HTML pages. You can even nest tables inside of other tables to make a more dynamic look. It is highly recommended that you use table borders sparingly, they can easily clutter up a page.

Plugins

Plugin use is discouraged. Plugins are large and often require the user to download a plugin from another site before they can view your content. Plugins include Shockwave, QuickTime, Real Audio, and Pointplus. However, some web pages will require the use of these plugins. If needed, place them on a separate page, link back to a site where the appropriate plugin can be downloaded, and use JavaScript to detect whether the user already has the appropriate plugin.

Additional scripting

It is possible to enhance your web site using additional scripting in PERL, JavaScript, JAVA, and DHTML, and CGI. There will be no DHTML scripting until it is fully accessible with Netscape Navigator. If possible use JavaScript instead of Java applets. Do not use Java applets that exceed over 30K. Your page will not be visible until the applet is finished loading, if you have a large applet your page will take a long time to load.

Page Titles

All pages ***must*** have a HTML page title. You can title your pages in the source code, the title is located at the top of the document in the page head. This can also be done in the page properties dialog box in MS FrontPage.

All files ***must*** be assigned a filename. FrontPage automatically assigns the name of newpage to each new page. You will need to rename these files with a relevant file name or save them with a different file name. This makes it easier to locate information and easier to retrieve backups.

File Names

File and folder names must use DOS 8.3 naming conventions. Do not use over 8 characters, spaces or special characters (/ \ : * ? " < > |). The home page should be named index.htm or default.htm.

Cookies

The use of cookies is permitted as long as the cookies do not use JavaScript prompts.

Backgrounds

Choose your background wisely. Make sure that your text is easily readable and that it works in 256 colors. Do not use single pixel high backgrounds, they increase loading time and redraw down the page as you navigate around the page. Increase the background to 20-30 pixels high to avoid this negative affect.

Links

Do not have too many links within the text of your site, this makes paragraphs hard to read.

Not Recommended Design Tips

- Ticker Tape Status Bars
- Blink Tags are unattractive and newer versions of IE ignore them
- Header Pictures over 50K
- Background Music
- Under Construction Pictures unless your page is under ***major*** construction
- Scrolling marquees
- Use of the themes that come with FrontPage - *Be Original!*
- GIF Animations unless they have Interframe Delay
- Don't link to an exterior Internet site at the beginning of your site. This will prompt users to leave your site before they've even had a chance to look at it.

Recommended Design Tips

- Draw a flow chart and plan your site before you start to build, this will help prevent dead ends later.
- Use graphics to emphasize your site, the web is a VISUAL medium, use it to your advantage.
- Use thumbnail graphics if you have a lot of pictures, this allows the users to choose the pictures that they would like to load.
- Use flexible widths, make sure images are no wider than 535 pixels and no longer than 320 pixels. These measurements differ when using frames.
- Use height and width tags for your graphics, this allows them to load faster and will prevent reflowing in Internet Explorer – <IMG HEIGHT=XXX WIDTH=XXX SRC="picture.gif">
- Use ALT tags for you graphics, these allow users that cannot view your pictures a description of the picture that they are missing – <IMG SRC="picture.gif" ALT="This is a picture of a xx">

New Web Page Checklist

- ❑ Is the WWCC logo clearly visible?
- ❑ Do you have the appropriate links to the college home page and departmental home page?
- ❑ Have you checked your page with 256 colors and different color contrast settings?
- ❑ Is it viewable in Internet Explorer 4 and Netscape Navigator 4?
- ❑ Are all of the file names 8 characters or less with no special characters?
- ❑ Do you have to scroll from left to right to see the entire page? If so, you may wish to change margins (contact web developer if you have questions).
- ❑ Have you proofread and run a spell check?
- ❑ Have you tested your page with FrontPage's preview tool?
- ❑ Has your page been reviewed by the appropriate person?

CLOSING REMARKS

We hope these suggestions help WWCC employees create high quality publications to promote WWCC activities and programs. Please contact the Publications Specialist with any questions