Custom Web Design
Standards and Procedures

Updated August 30, 2005

Standard Procedures

Making a Request

Submission Process

To make a custom Web site request, use the online "Web Design Request" form on the SCG Intranet. After you have submitted your request electronically, print out the request and submit a hard-copy to the Web Team. (Take the request directly to the web designer.) Once the request has been submitted, site development will begin.

Project/Task Hours

It should take approximately 20 to 40 billable hours to complete a custom site. Please note that the Web Team will be working on multiple projects parallel to any "Web Design Request"; therefore, 100% of any given day may not be devoted to a single request.

The time that it takes to complete a site depends, in part, on the complexity of the site. (The need for additional hours will be determined when the Web Designer discusses the project details with the requestor.) Use of these hours includes, but is not limited to:

- Discussing project details with the requestor.
- Designing the site and creating PDFs for client review.
- Developing the site.
- Formatting meeting content (text) into the design.
- Making updates during development and after the site has been finalized and posted (and for NIDDK sites, preparing the site for the NIDDK Web Manager).

Meeting "Theme"

For conferences with no meeting "theme," include an additional minimum of 2 hours in your request. Designing a "theme" within a Web request uses the hours needed to complete the site. (Although the "theme" is being designed, the site design and development will be on hold.) This will typically be more relevant for sites that have fewer project/task hours allotted for development of the site.

Project Details

Specifics of Project

Once the "Web Design Request" has been submitted, the Web Designer will review the details of the project with the requestor. To design a custom site, it is helpful to know the following:

- Is there an existing meeting "theme," or will one need to be created? (See Meeting "Theme" above.)
- Are there specific logos, photographs, or illustrations that the client wants to include in the design?
- Does the client have specific color preferences? If so, the client should provide the RGB, CMYK, Pantone (PMS) Swatch, or Hex value for their specific color choices. If the Client requests a general pallete (e.g., yellow and orange), then these formats are not necessary.
- Although not necessary, it would be helpful to have the client provide example Web sites that illustrate what they like or dislike. This is helpful in getting an idea for how they think the site should look and be navigated. The idea is to get a feel for their design taste, not to mimic another site.

Project Efficiency

The efficiency of the Web site design and the timeframe for which it takes to complete the site depends partly on the timeliness in which questions are answered by the requestor and/or client. The clients' response to site reviews and the promptness of the requestor submitting the content also will be a factor. The Web Designer will discuss any additional delays with the requestor.

Site Design

Design Creation

Once the "Web Design Request" has been received and the site details have been discussed with the requestor, the Web Designer will begin the design creation. **It is very important that the design be established at this step.** Alterations to the design at further steps in the process will be time consuming, and in some cases, not possible. Please note that the design development also includes the design and content of the navigation buttons. Before approving the site design, verify that the text on each navigation button is accurate. If it is crucial that the navigation be changed once the design has been developed or finalized, discuss this with the Web Designer.

Client Review

Upon completion of the first version of the design, the Web Designer will submit a PDF file to the requestor for client review via e-mail. Once the client has reviewed the design and made comments, the requestor should forward any change requests to the Web Designer. After changes have been made, the Web Designer will create a new PDF and forward it to the requestor for client review. This process will cycle until a design is established.

Content

All content (i.e., agenda, logistics, hotel info, etc.) must go through SCG's Editorial Department before it is sent to the Web Team. While the site is being created and reviewed by the client, the requestor should be working parallel to this process to finalize the content so that it is ready to be placed into the site after the design has been approved and the development of the site has been completed. (For procedures in updating content after the site has been developed and finalized, see p. 3, Content Updates.)

Important Content Submission Policy

Before any content will be uploaded to the site, a copy of a signed-off "Editorial Work Request" <u>must</u> be submitted to the Web Team. The requestor must submit both electronic and hardcopy versions of the content. If a copy of a signed-off "Editorial Work Request" is not submitted with the hardcopy of the content, the site will be put on hold until this is provided.

Bypassing SCG's Editorial Process

If the requestor chooses to bypass editing of the site content, the Conference Manager must approve this decision. Before submitting the site content to the Web Team, the Conference Manager must sign the hardcopies of the content to verify that it was approved to bypass SCG's Editorial process.

The content procedures outlined in this section and in the Content Updates section on p. 3, are relevant for both custom and template Web sites. Contact any member of the Web Team with questions regarding this process.

Site Development

Development

Once the site has been approved by both the requestor and the client, the Web Designer will begin development of the site. Because of the process used to develop a Web site, it is important that the design be approved before development begins. (See Design Creation above.) If changes are requested once development has begun, depending on the complexity of the change, the Web Designer might have to restart development with a new design.

Registration
Once the site has been developed and all content has been dropped in, the registration page will placed into the site.

Client Review
After development of the site has been completed, the Web Designer will upload the site to the SCG server and send an e-mail notificataion to the requestor stating that the site is ready for client review. (See p. 2, Client Review.) If any changes are requested by the requestor and/or the client, the requestor should submit these updates to the Web Designer via e-mail. Once the updates have been made, the requestor will be notified with another e-mail notification. This process will cycle until the the site has been approved.

The site is still in development at this stage and should not be considered "live." The requestor will receive an e-mail confirmation once the site has been finalized.

Finalizing Sites

Quality Control
After final editing of the site has been completed, the Web Designer will conduct a quality assurance/quality control (QA/QC) check on the site to test for functionality and technical issues. Any problems will be addressed at this point.

Site Upload (to SCG)
When all revisions have been made and updates completed, the Web Designer will transfer the final Web site to the SCG production server, where it will be available to the public.
(For NIDDK upload, see p. 4, Site Upload.)

Closing Request
Once all files are transferred to their designated server, the Web Designer will close the request by having the requestor sign or initial the Web Design Request form.

Updates   (After the site has been finalized and uploaded to its designated server.)

Making a Request
To request updates to a site once it has been finalized and posted to the SCG Production server, a new "Web Design Request" must be made on the SCG Intranet. The same Web request procedure followed to request the initial site should be used for all updates requested after the site has been completed and finalized. (For NIDDK updates, see p. 4, Updates.)

Content Updates
Content updates should be clearly explained in the "Web Design Request" for all sections of the site except for the agenda. Occassionally, there will be multiple changes to the content that cannot be easily explained in the request. If this is the case, the requestor should submit a hardcopy of the content with the "Web Design Request." The hardcopy should clearly highlight the updates.

AGENDA UPDATES: When content updates are required for the agenda, the requestor must provide the Web Team with both an electronic (via e-mail) and hardcopy version of the updated agenda. The hardcopy should clearly highlight the updates. Please note that updates to the agenda will not be made if electronic and hardcopy versions are not submitted to the Web Team. When any online update is made to the agenda, the Web Team will create a new PDF, which will be available on each site for download, using the updated electronic version of the agenda.

The process for creating custom Web sites for NIDDK is similar to the process used to create any other custom site at SCG. Follow the same procedures as outlined on pages 1-3. The differences to the process are identified below.

NIDDK Augmentations to Standard Procedures

Making a Request

Submission Process
Web design requests for NIDDK must be submitted using the "Web Design Request" form on the SCG Intranet. The standard procedure used to create a request for an SCG site also will be used for NIDDK sites. (See p. 1, Making a Request.)

Site Naming Convention
When submitting a "Web Design Request," you will be asked to choose a "Suggested URL." For NIDDK sites, it is important that this URL be as detailed and simple as possible. (For example, instead of choosing "cellularniche," choose "cellularniche2005.") Having the date in the URL helps NIDDK keep track of the sites on their server. Once the "Web Design Request" has been received, the Web Designer will forward the "Suggested URL" in the request to the NIDDK Web Manager for approval. The Web Designer will only notify the requestor if the URL selected was not approved. In some cases, NIDDK may provide SCG with a specific URL.

Finalizing Site

Quality Control
The same QA/QC check used for standard custom Web sites at SCG will be used for NIDDK sites. (See p.3, Quality Control.) Section 508 of the Workforce Investment Act of 1998 requires that all sites developed for Federal agencies be accessible to people with disabilities. The QA/QC for NIDDK sites will ensure that the guidelines for Section 508 Standards and Procedures have been met.

Site Hosting

All custom Web sites for NIDDK must be hosted on the NIDDK server, with the exception of the registration page, which is hosted on the SCG server.

Site Upload (to NIDDK)
Once the design has been approved by the requestor and client, the site will be temporarily uploaded to the SCG server for final client review. Once the client has approved the completed site, the Web Designer will submit a request to the NIDDK Web Manager to have the final files uploaded to the NIDDK server. Once the NIDDK Web Manager receives the files, it typically takes about 24 hours for the site to become "live." This delay is unavoidable, so the client also should understand this delay. The Web Designer will dicuss any additional delays in the process with the requestor.

Updates (After site has been uploaded to NIDDK)
Once the site has been uploaded to NIDDK and the project has been closed, changes can be made; however, the requestor should take into account the time necessary for SCG to make the changes, - submit the files to NIDDK, and in addition, the time it takes NIDDK to update the files on their server. The changes made to a site after it has been uploaded to NIDDK should be minimal. For sites that will require ongoing updates, discuss this with the Web Designer. In some cases, multiple updates will need to be submitted weekly or bi-weekly.

E-Mail Notifications

The requestor will receive an e-mail notification from the Web Designer once NIDDK completes the update, as well as a notice of any additional delays in this process.

Postmeeting

At the close of each meeting, the NIDDK web team will move the meeting website link that is located on their Conferences and Workshops page to a new page entitled Past Conferences, Meetings and Workshops. The web address will remain the same, open to the public, and can be found at the bottom of the list of current conferences and workshops. (http://www.niddk.nih.gov/fund/other/conferences.htm)