UFRED COURSE UPDATE

Solution Style Guide

UNIVERSITY OF
FREDERICTON
CANADA

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Overview

This document attempts to capture all pertinent information on the creative, design and development aspects of this solution, any special instructions or design elements requested by the client, along with general look and feel.

Primary Logo

User Interface

The following image shows the UI style chosen and approved for all UFred course update and redesign work. It features a sliding menu system, a large content area, a simplistic style, and minimal buttons.

Course title will appear on the top bar, while the current Module will appear in the bottom bar area.

Note: *Some of the older UFred courses currently have different hierarchies for Course > Module > Topics, so the top or bottom bar may be blank depending on the setup of these older offerings if multiple Module names are not available. Module names may also be removed at mobile sizes due to space constraints. The module title will still appear in the Main Menu.*
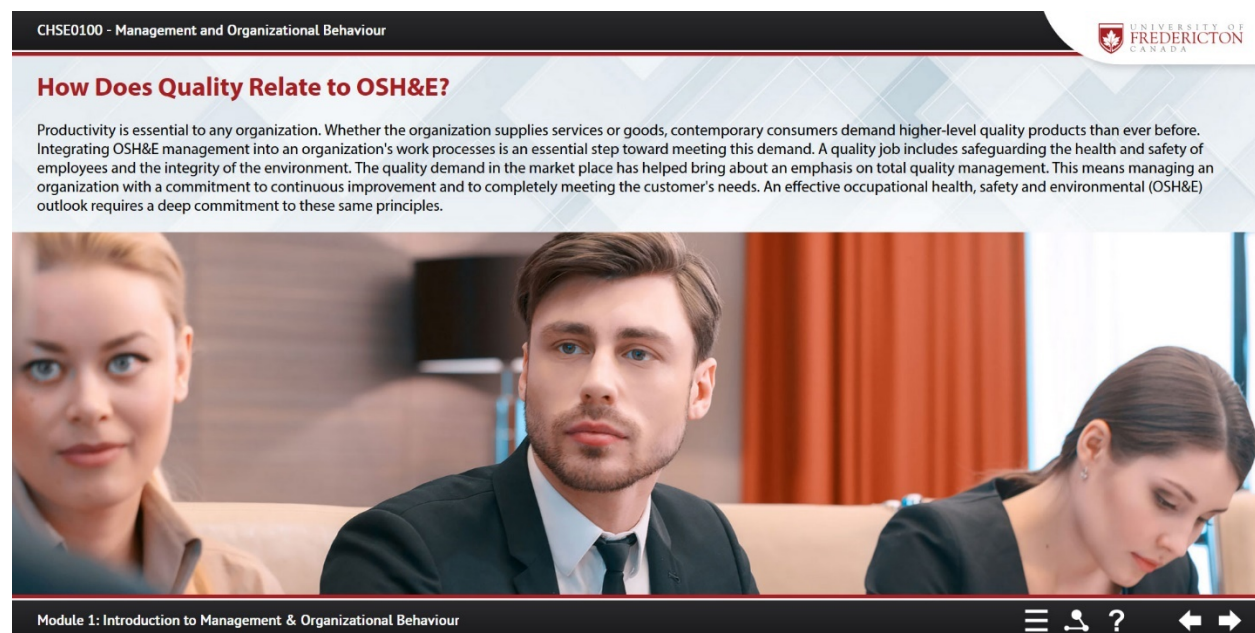
Primary Colors and Gradients

There are 6 primary colors used in the UFred solution. All standard elements within the solution should reflect these colors. Other colors may be used where necessary (at the discretion of the graphic designer). The use of the yellow accent color should be limited in its scope.

Red	Yellow	Grey	Dark Grey	Black	White
#a91b1b	#ffcf48	# 878787	# 2d2d2d	#000000	#ffffff
169,27,27	255,207,72	135,135,135	45,45,45	0,0,0	255,255,255
23,100,100,17	0,18,83,0	49,41,41,5	70,64,63,64	75,68,67,90	0,0,0,0

There are subtle gradients used throughout the solution to help add depth. These gradients should be used in the following elements:

- UI top and bottom bars
- UI buttons
- Regular page buttons
- Feedback popups
- Charts and diagrams (at the discretion of the graphic designer)

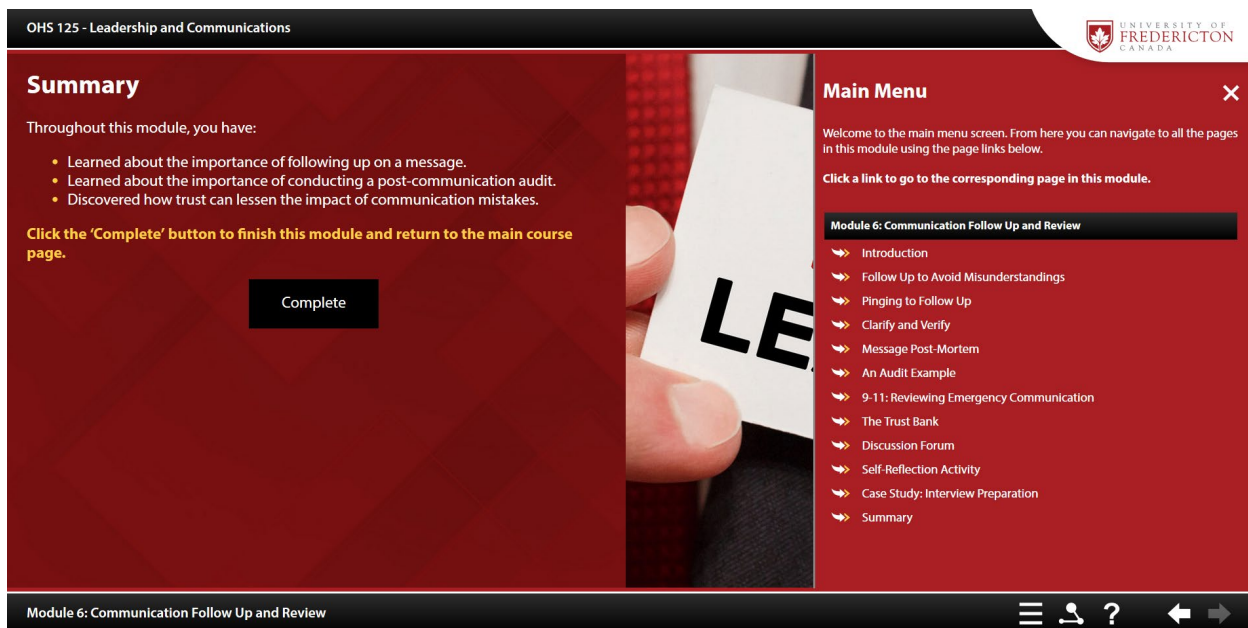|	Red	Yellow	Grey	Charcoal	White
Top Color	#a91b1b	#ffcf48	# 878787	# 2d2d2d	#ffffff
	169,27,27	255,207,72	135,135,135	45,45,45	255,255,255
	23,100,100,17	0,18,83,0	49,41,41,5	70,64,63,64	0,0,0,0
Bottom Color	Dark Red	Dark Yellow	Dark Grey	Black	Light Grey
	#8b1616	# f2b300	# 6b6b6b	#000000	# dcdcdc
	139,22,22	242,179,0	107,107,107	0,0,0	220,220,220
	28,100,100,31	5,31,100,0	58,50,49,17	75,68,67,90	12,9,10,0

Navigation Features

This solution uses a simple navigation style with all UI buttons appearing on the right side of the bottom bar. These buttons appear in order on the UI as follows.

- Closed Captioning (if available)
- Main Menu
- Resources
- Help
- Back
- Next

The first three buttons will open the sliding menu system and allow access to various topics and pages, access to module resources, and access to the help menu. See below for examples:

The final two buttons are the 'Back' and 'Next' navigation buttons, which allow the user to navigate the course.

Closed Captioning (Option)

The bottom navigation bar also holds a Closed Captioning button stamped with the standard 'Clsoed Captioning' icon.

On click, it will open a window that appears along the bottom of the content area, that will allow better accessibility for people with hearing impairment. This text should match any audio playing on the currently open screen.

The Closed Captioning window can be toggled open and closed at any time, by clicking the 'CC' icon on the left side of the bottom navigation bar.

Progress Bar (Option)

In some ufred courses, in the bottom navigation bar, there is also a progress bar to show the user how far into the module the user has been. This is a non-interactive element and is only to allow the use to judge how much content they have left to view.

Audio Control Slider (Option)

In some ufred courses containing audio, a bar will appear overlaid on the right side of the UI which provides volume control and playback option for the user. This bar can be toggled open or closed.

Fonts

The standard font for the University of Fredericton is Myriad Pro and this font contains in a wide range of weights and styles. All fonts in any given UFred solution must use Myriad Pro fonts, except in the case of a special font for a screen element as part of a media request (i.e.: using custom 'flaming' styled text for a special image on a page, etc.)

In a case where it is a special request, it is at the discretion of the graphic designer.

Top and Bottom Bar Titles – 1.35 em, Myriad Pro Semi-Bold, #ffffff
Page Title – 2.5 em, Myriad Pro Bold, #a91e23
Sub Title – 2 em, Myriad Pro Bold, #000000
Content – 1.5 em, Myriad Pro Regular, #000000
Button Text – 1.5 em, Myriad Pro Semi-Bold, #ffffff

Bullets

There are 3 distinct bullet styles used in the Ufred Course re-branding. These are described below.

Red Page Bullets

Regular page bullets should be the standard page font size, and should be the standard Ufred red color #a91e23. These bullets appear on all regular content pages and appear upon the standard 'blue' watermarked background of the UI. See below.

White Page Bullets

White page bullets should be the standard page font size, and should be the standard Ufred white color #ffffff. These bullets appear in click and display content areas, on red or dark colored feedback boxes, and on any dark colored background within the topic content. See below.

Yellow Page Bullets

Yellow page bullets should be the standard page font size, and should be the standard Ufred yellow color #ffcf48. These bullets are used sparingly, and appear in the main menus and UI areas, and in the Module Intro videos, and Module conclusion screens. on a red background. They are not used for topic level content areas, and are reserved for UI, Module level and Course intro level assets. See below.

Bullet Point Formatting

Indentation

Bullet points for this project should be formatted per the Storyboard which will use the pre-defined 'New Bullet Level' setting for all top-level bullets, and any sub-level bullets as follows:

- Top-level.
    - Sub-level one.
        - Sub-level two.

There will be one space between the content and bulleted lists and list levels and content are not to go beyond two sub-levels. In the event content requires a third sub-level, this is an indication that either a new top-level, sub-level one, or a new subheading or topic is required.

Punctuation

For this project, all bulleted lists should have punctuation applied. Unless otherwise noted in the Storyboard, this should be a period at the end of each item. Other acceptable punctuation, depending on context of content is a semi-colon, except in the case of Top-level or Sub-level one items that are parents to Sub-level one or two lists. In these instances, a colon should be applied at the end of the Top-level or Sub-level one parent bullet item *immediately before* the next level list. If the statement or parent list item doesn't seem to fit this format, please ask the Instructional Designer.

Aside from these guidelines, there should be no other punctuation at the end of bullet items present.

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Images and Diagram Styles

While there is no set style to cover every image in a UFred offering, the 'standard' is to have large blocks of image and text onscreen together where possible, running the full length and width of the page as appropriate. To this end, there are two main layouts of text and image display.

Note: *Storyboard screencaps, which are sometimes included by the Instructional Designer are helpful for layout purposes on occasion, but should in no way override the standard layouts and templates described below. When in doubt stick with the template or ask the graphic designer for guidance.*

Half-screen Vertical

This basic screen type is half page image, half page text divided 50/50 horizontally onscreen and covering the full screen area. When required, this basic layout can be altered to allow more image or more text if necessary, changing the 50/50 horizontal layout to another proportional split.

In situations where there is too much text onscreen to fit into the template, the image can be removed entirely to allow more room for text and to avoid scrolling.
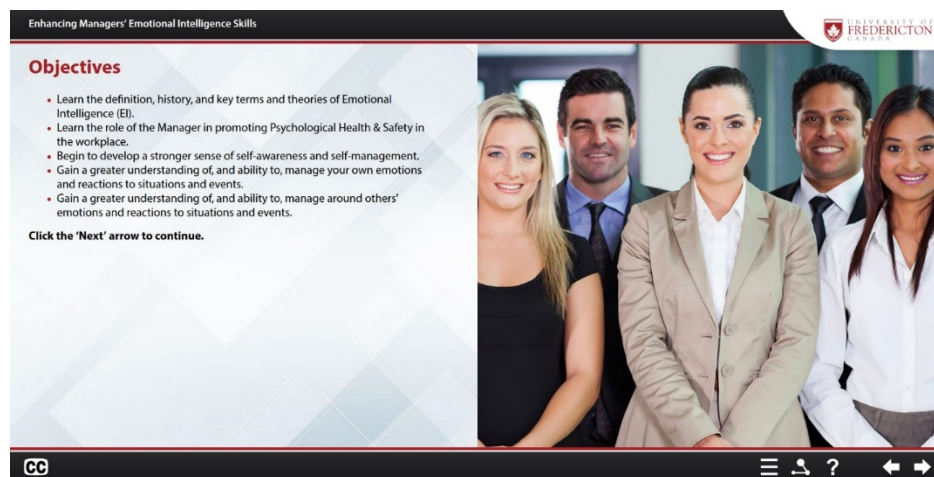
Half-screen Horizontal

This basic screen type is half page image, half page text divided 50/50 vertically onscreen and covering the full screen area. When required, this basic layout can be altered to allow more image or more text if necessary, changing the 50/50 to another proportional split.

In situations where there is too much text onscreen to fit into the template, the image can be removed entirely to allow more room for text and to avoid scrolling.

Note: *If the images have been removed from either template and the content text still will not fit onscreen without scrolling, see the ID to split the screen content into two screens.*

Diagrams

Any diagrams, charts, or elements of these media items, created as part of a UFred solution should utilize the color and gradient palettes recorded above wherever possible. Other secondary colors are allowed at the discretion of the graphic designer where necessary.
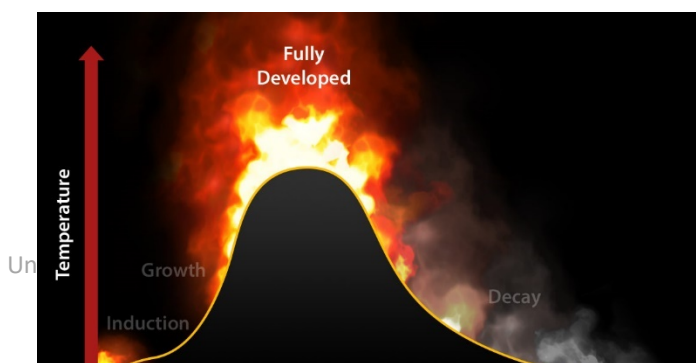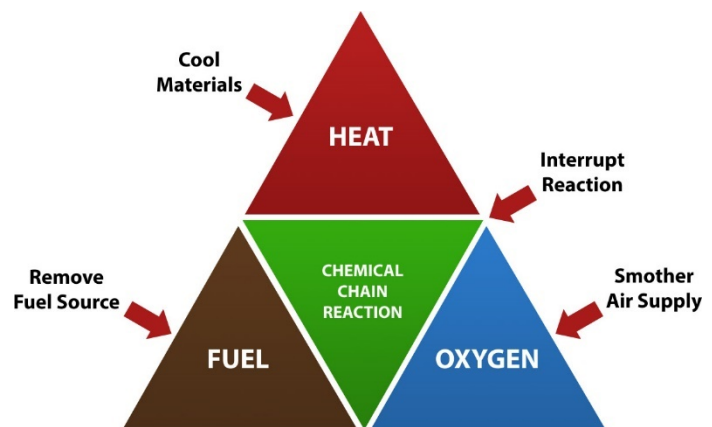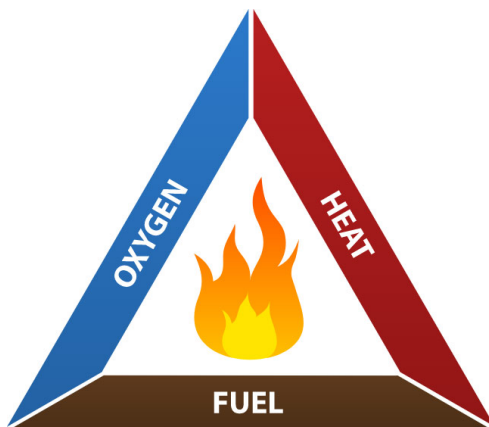
Standard Screens

In addition, there are several standard screens that generally appear in each UFred solution.

Module Introduction Video

The Module introduction video will appear at the beginning of each module, before the first topics splash screen. The video is about 25 seconds long, and will consist of a welcome message, followed by a bullet point overview of what the user can expect to cover during their time in the Module.

It is housed outside of the topic structure and is presented on a red background to differentiate it from the topic level content (see below):
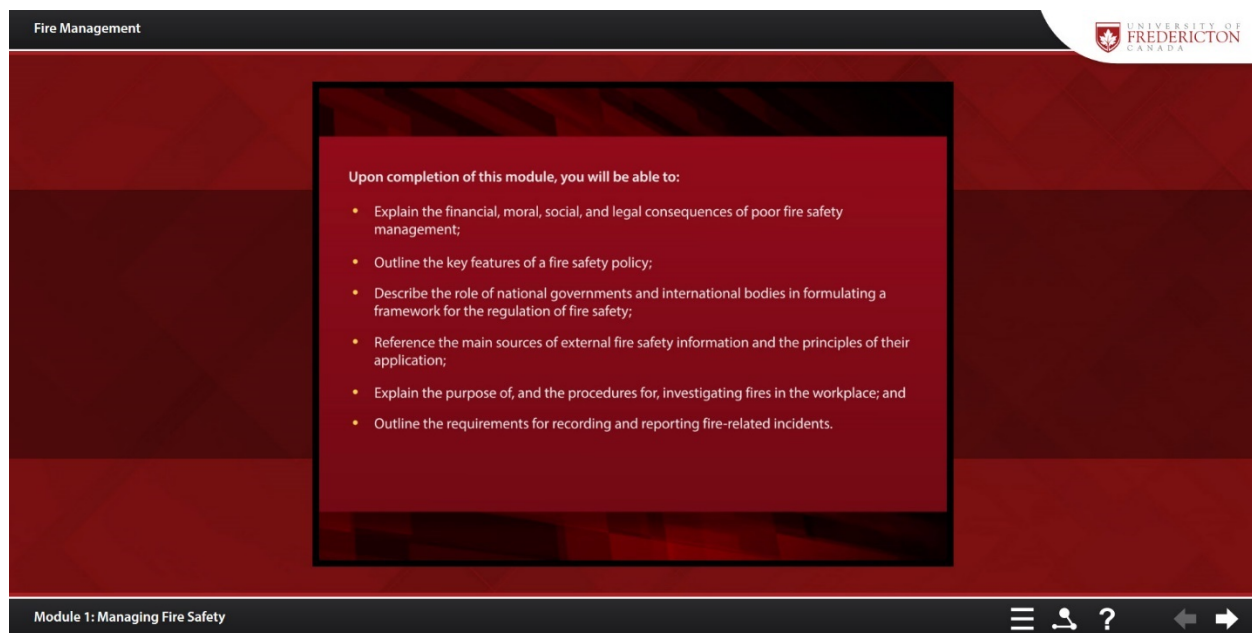
After the video has completed, users will be directed to click the next arrow to begin reviewing the topic level content for that module.

Topic Splash and Completion Screens

The splash and completion screens appear at the beginning and ending of each Topic within a Module.
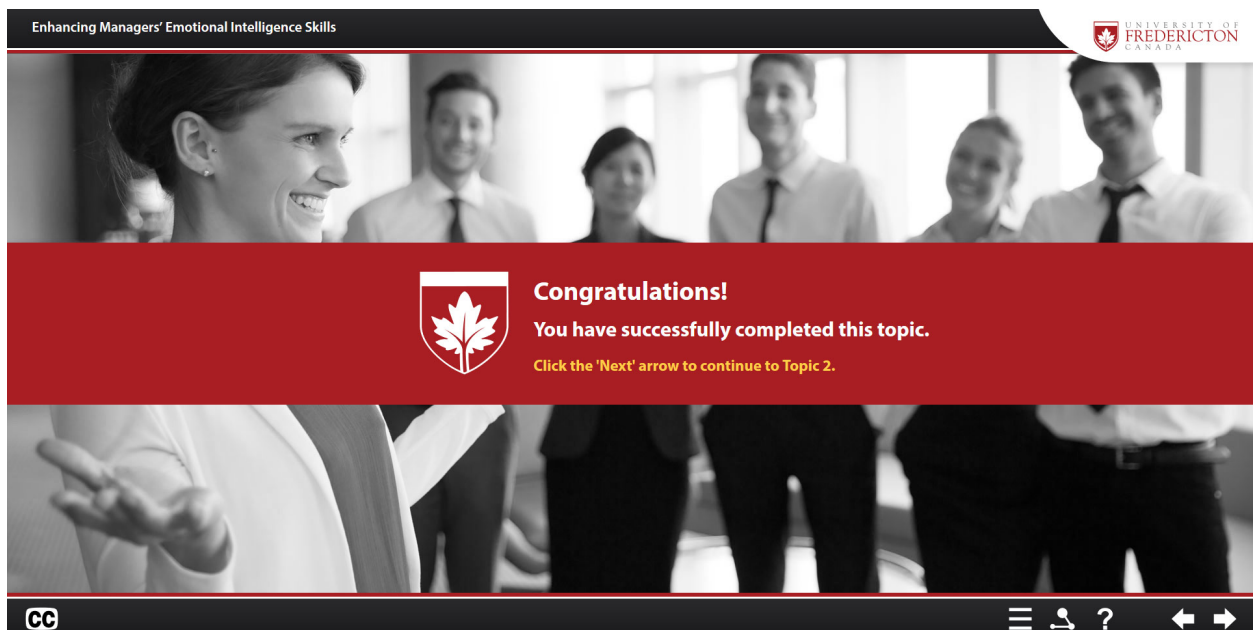
The image used in the splash screen will be reused in the completion screen for the same Topic, but the completion image will be greyed out, to signify that it has been completed by the user. See above.

Self-Check

Self-Check assessments generally happen near the end of each Topic, though in some cases, it can occur at the end of each Module at the Instructional Designer/Subject Matter Experts discretion.

Module Summary

Once the user has completed each topic within a module, the module summary screen will appear, signaling to the user the end of the Module they began, and prompting them to return to the Moodle page and begin the next Module. This screen will always contain the standard image seen below.

Buttons

Regular page buttons used throughout the course should appear as below.

Proportion of text size to button size, and spacing on the button, should be the same as seen below to ensure consistency across buttons. Button text size is 1.5 em, Semi-Bold.

Rollovers for all page buttons should be a subtle white overlay at 30% opacity.

Main Button Style

Depending on the background color of the asset you are working on, the button colors can vary between 3 variants all using the UFred color and gradient palettes, though most buttons should be the UFred red with subtle gradient where possible.

Default button behavior for resources and assets is to have them open in a new browser tab on click. In some cases, such as word docs, a download functionality should be used if it cannot be converted to a pdf because of client requests.

For buttons on screens requiring moodle communication for dropbox access or assignment submissions:

On click the button should open the assignment/discussion moodle page in the iframe of the currently open course page, where the user will find a link to the assignment download and instructions on how to complete and submit their work.

Text and Feedback Boxes

Activities and interactions that contain feedback boxes should use the following style, with yellow to be used at the graphic designer's discretion.

These boxes should contain the same gradients identified above and have rounded corners similar to the button conventions, but at a 30px corner radius.

Font sizes and formatting should follow the regular page font sizing conventions identified above where possible. Layout and spacing of items inside boxes should appear as below and with roughly 30px of padding between the text and the outer edges of the feedback box itself. This padding can scale slightly as well at smaller screen sizes if nessessary.

Feedback Box/ Popup Style

Title goes here...   ✕

Popup text goes here... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Popout box style (Used for tooltip type rollovers on text/assets)

Title goes here...

Popup text goes here... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Additional Box Styles and Color Options

Oxidation = Exothermic R. -> Produces Heat
Reduction = Endothermic R. -> Absorbs Heat

Additional Feedback and Textbox Styles (background color dependent)

Oxidation = Exothermic R. -> Produces Heat
Reduction = Endothermic R. -> Absorbs Heat

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Depending on the background color of the asset you are working on, the feedback colors can vary between 3 variants all using the UFred color and gradient palettes, though most buttons should be the UFred red with subtle gradient where possible.

Links

Regular page link text should follow the following:

Myriad Pro Regular, 1.5 em, # a91b1b.

For links on a red or dark background, the color will be ufred yellow with the same underline style as regular links.

Any regular link text in the course, should be underlined on rollover to provide a visual cue to the user that it is clickable.

All linked Word documents should be converted to pdf format before linking, unless there is a valid reason to link in its native format.

The standard for linking is to open all external content in a new browser tab, as failing to do so may infringe on copywrite. Internal links (those which are housed internally at Ufred) can both open in a new tab, or be set to downloaded for certain file types and activities.

At mobile sizes, where a diagram or chart is too small to be legible. A text link will be added beneath the image, allowing the user to download a copy of the image if they wish for full viewing.

The link should read: "Click here to view a larger version." This will open a larger version of the image in a pdf format for viewing/printing.
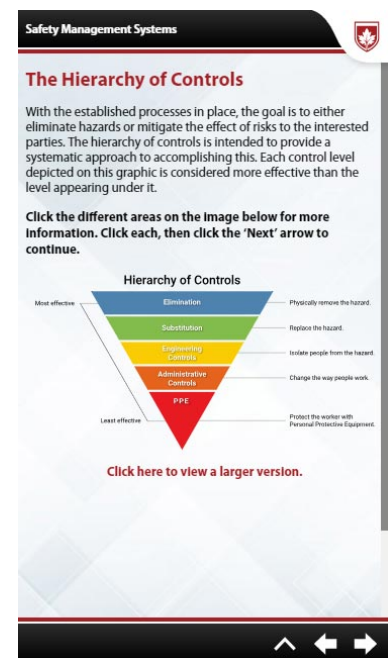
Hyperlinks

Hyperlinks that take the learner to an outside website should be presented as a statement introducing the site, followed by the title (or description) of the website appearing as the clickable link. For example:

For more information about Paul O'Neill, click this link to watch a video about him on [YouTube](https://www.youtube.com/watch?v=tC2ucDs_XJY).

(In this example, the link goes to this address: https://www.youtube.com/watch?v=tC2ucDs_XJY)

User Directives

Directives should appear on all pages and page transitions that require a user interaction to proceed, including clicking the next button to continue on the UI.

There are several standard, generic, and reusable directives defined below. These should be used as is in the vast majority of templated screentypes:

Module and Topic level video intros:

Click the 'Next' arrow to begin.

Splash screens (ONLY used in topic level courses):

Click the 'Next' arrow to continue.

Half Horizontal/Half Vertical/Text Only:

Click the 'Next' arrow to continue.

Accordions/Click and displays:

Click the items below to learn more. Then, click the 'Next' arrow to continue.

Screens with page buttons to open feebacks, popups or other secondary elements:

Click '*Button Name Here***' to learn more. Then, click the 'Next' arrow to continue.**

Screens with elements that redirect learners to a different area (such as forum discussions):

Click the 'Go to Activity' button to access the forum. Then, click the 'Next' arrow to continue.

Screens with instructions for submission of assignments/homework:

Click the 'Go to Assignment' button to complete your assignment. Then, click the 'Next' arrow to continue.

Screens with diagrams or images (ONLY at mobile sizes too small to be viewed properly, will open the image/diagram in a new browser tab at a larger size):

Click the image below to view a larger version. Then, click the 'Next' arrow to continue.

For screens where a resource document, reading or activity is available to the user, or you can download a version of that asset for later use/reference:

Click the (*image, thumbnail, button , or resource***) to download a copy. Then, click the 'Next' arrow to continue.**

Other directives may be added at Instructional Designers discretion for custom screens and interactions where appropriate. These custom directives should be used only in special cases where other more specific guidance is required and should also follow the same two sentence structure as the standard:

Example 1:

Click each (*option, area, section, or item***) shown in the diagram to learn more about each managerial responsibility. Then, click the 'Next' arrow to continue.**

Example 2:

Click the link below to take the free online test. Then, when you have completed the test, click the 'Next' arrow to continue.

Directives should be sized as per course UI styling rules, and always Myriad Pro Bold.

Color will depend on where the directive is appearing. On a red background like the Menus, the directive will be white, sometimes with yellow highlights. On a dark background color in an activity or click and display, it would be white like the rest of the text, and on a regular screen with regular text, it will be the same color as regular content text.

Transition Style

The general transition style for this solution is fading, with the exception of the Main Menu, Resources, Help and Closed Captioning menus which slide into and out of position.

Unless otherwise stated, any elements that require animation or syncing to audio or video elements, (bullets, text, images, etc…) should be faded into position over a time span of approximately 1 second per item.

Longer transitions may be allowed at ID discretion for special purposes.

Photo Usage

The use of photo assets is permitted in this series of UFred solution sets, however permissions must be secured to use anything that UFred does not own legal rights to.

Photos used in old courses must be updated and replaced with available stock art, in order to ensure proper licensing and permission requirements are met.

Images without permissions will be replaced by similar imagery from stock photo sources we control.

In the event a replacement cannot be found, must be removed from the course and other arrangements made.

Audio Usage

The use of audio in these UFred solutions is to be limited to specialty screens only. Only the Course/Module Intro pages, Splash and completion screens, scenarios, and interactive elements should contain audio.

Limited use of audio is allowed elsewhere at ID discretion.

Video Usage

The use of video assets is permitted in this series of UFred solution sets, however permissions must be secured to use anything that UFred does not own legal rights to.

Videos linked from 3rd party platforms must also have their permissions verified before implementation into a course can take place.

Any video that we do not have permissions to use, must be removed from the course and other arrangements made.

Spacing and Alignment

Spacing and alignment between page elements is an important part of layout and look and feel and proper placement and alignment of page elements into a pleasing formation is a must.

Basic rule of thumb for spacing objects is to use a simple line break width on all sides of objects and text to space them equally, and all button text should also be centered on the button area provided. The developer should ensure and appropriate padding on all sides of elements.

Ask for assistance from the graphic designer if you are unsure about a layout or spacing and a mock layout will be provided to you.

Browser Compatibility

UFred solutions are designed and tested to be viewed on the following browser sets:

- Google Chrome
- Mozilla Firefox
- Apple Safari
- Microsoft Edge

Documentation

All supplemental training documentation provided by UFred will include the primary logo in the upper right-hand corner of the first page, and must include the document name in the formatted header of each page. The proper naming convention will be "Program – Course Name" at the left; "Document Name" at the right. Footer should be formatted with "University of Fredericton. Copyright 2018" (or current year) in the bottom left footer with formatted page numbers in bottom right. Ensure that the margins of the page allow all text to appear within the printable boundaries of the page. Fonts, styles, and colours will match this style guide unless deviation from the guide is warranted due to content limitations or requirements.

Accessibility

In addition to the Closed Captioning functionality, button rollovers, and link styles noted above: there are several things to keep in mind when developing assets and interactions to help minimize issues for those with special accessibility needs.

All rollovers and clickable areas should have a visual cue, color shift, or other visual indicator, to let the user know that it is an active area. This includes all buttons and interactives included in custom page templates.

The use of reds and greens must ensure enough of a 'brightness' difference to be accessible to color blind people, who see reds and greens as shades of greys. If these colors, used together, are not distinct enough, the colors will tend to blend together.