

# Physiology Web Site Guidelines

## File Structure

- Please maintain the neat and orderly structure of the web site. This is essential to seo, loading time, and general maintenance and organization of the site
- All images must go into the “images” folder. Within the folder are sub folders for each section of the site. If adding something new, create a new, clearly-labeled folder.
- All html files will go in the root folder

## File Types & Naming

- Photos should be in jpg format at 72dpi, RGB
- Other images should be in .jpg or .png or .gif are okay for graphics and renderings
- .pdf is good for flyers that open in a new tab
- **Do not use** .jpeg, .JPG, .TIFF, .bmp, .ppx, .doc, .psd, .eps, .swf, .ai
- Most images should be under 1MB. Ideally less than 600KB.

## Slider Images

- Size: 1140px x 420px
- 72 dpi
- Must fill the space with the photo - do not add borders or spacers
- Do not add more than 5 images to the slider at a time. If you are adding, you must remove one. We can create a folder of images so you can change things up and recycle images over time as many of these are timeless
- All images for the slider are stored in “/slider/images/” (these are the only images that are not in the main “images” folder)

## Header Images (banner images on pages besides home page)

- Size: 1140px x 420px
- 72 dpi
- Must fill the space with the photo - do not add borders or spacers

## Faculty Images (sm)

- Size: 200px x 230px
- 72 dpi
- Must fill the space with the photo - do not add borders or spacers

## Faculty Images (lg)

- Size: 295px x 343px
- 72 dpi
- Must fill the space with the photo - do not add borders or spacers

## Faculty Research Images (for profiles)

- Width: 320px
- Height: Flexible
- 72 dpi
- Must fill the space with the photo - do not add borders or spacers
- If background is white, add the class "imgborder" to the image (see chatterjee)

## Headlines

- Headlines are flexible in length. Ideally, these should not exceed 4-5 lines on the home page
- Headlines added to the home page feed can be copied directly into the archive feed
- Be sure to maintain the exact formatting to avoid errors
- When adding to the top of the feed, be sure to add the "divider tag" above the next headline. The first headline does not have a divider above it.
- This is the divider code: `<li><p>- - - - </p></li><!--divider-->`

## Events - Home

- This is a mini-event calendar for convenience
- Event titles should not exceed 50 characters (including spaces and punctuation)
- To add a flyer simply create a link around the event title. Make sure to include `target="_blank"`
- If no map is desired delete `"<a href="www.link.com" target="_blank">(map)</a>"`
- There should always be 5-10 events listed
- Events posted here **can not** be copied directly to the main event calendar

## Events - Event Page

- This is a full event calendar
- Event titles should not exceed 50 characters (including spaces and punctuation)
- If an event title or location breaks to 2 lines it will damage the feed. Shorten the title in this case. If that is not an option, contact us to consult.
- To add a flyer simply move the link tag around the event title. The code is already there.
- If no map is desired delete `"<a href="www.link.com" target="_blank">(map)</a>"`
- There must always be at least 1 event listed in each section
- The rows alternate. When adding new events, be sure to alternate rows.
- It does not matter which row comes first as they will constantly be rotating
- Events posted here **can not** be copied directly to the home page event calendar

## Links Of Interest

- Link titles should not exceed 55 characters including spaces and punctuation
- If adding new sections please maintain structure
- Sections may need to be reorganized based on how links are added. This will be done by MYD if applicable.

**Do Not Alter**

- CSS files
- JS files
- Slider folder (except to add photos)
- Meta tags (except to add keywords or alter description"
- Head tags (typography, css, js, etc)

**Guidelines Not Yet Applicable**

- Sizes for event slideshow images
- Sizes for photo gallery

**Maintenance that should be sent to MYD (make use of maintenance plan)**

- Layout and Development changes
- New pages and page structure
- Style changes
- Adding tabs to calendar
- Adding research areas
- Adding / removing faculty & staff
- New spotlights
- New welcome messages
- History articles
- Headlines, events, photos, etc that are not urgent