PAD/BSP

Web CMS Project

University of Oxford, University Administration & Services

CMS Implementation: Style Guidelines

Document Version Control

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| Version	Author	Date	Changes
1	Christopher Eddie	05/08/09	first draft
1.1	Christopher Eddie	21/04/10	Addition of image libraries
1.2	Christopher Eddie	08/11/10	Amends to labelling

Contents

1.0   Layout

There are two templates, one has three columns and the other has two columns. The left hand column is reserved for the site's navigation menu, although it is possible to place elements below this menu (**note**: these two images are taken from oxweb not adminweb).
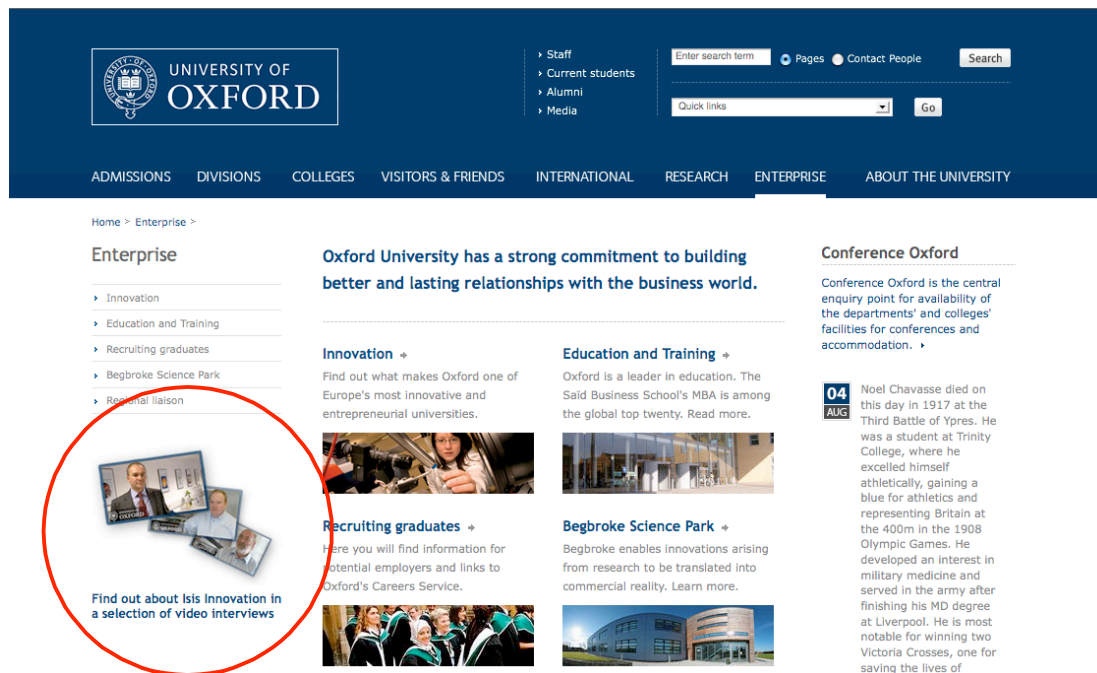
We recommend that you mainly use the three-column layout and that you utilise the right hand side column to add links to other useful content. It is also possible to add other elements to this column, such as graphics.
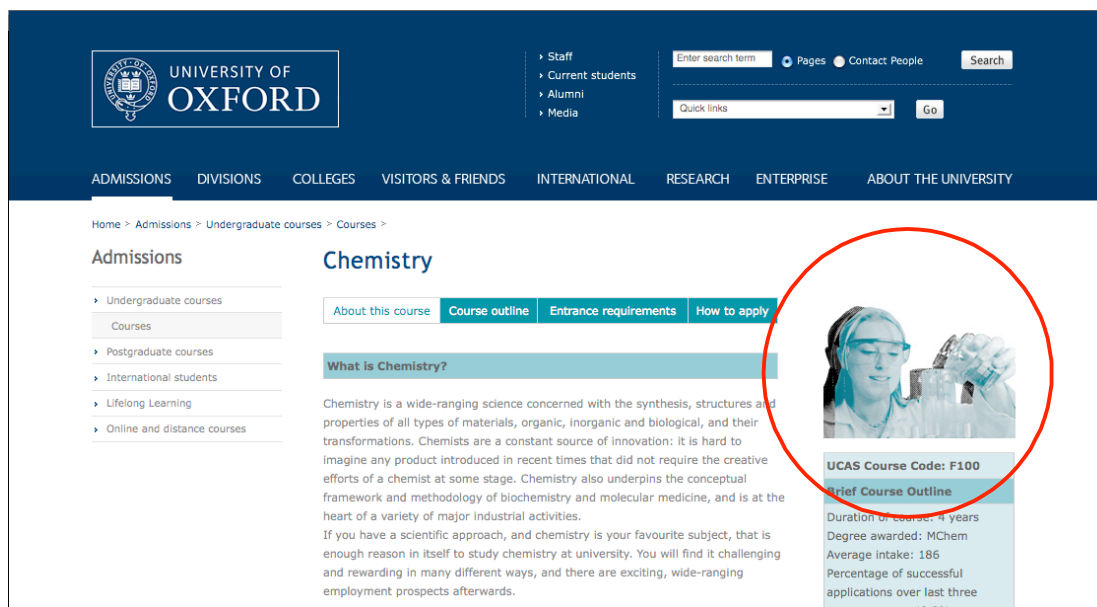
2.0   Labelling in right hand column:

To maintain consistency throughout the whole UAS website please use:
- **Related links** – for links to other parts of your site or a site within the University
- **Find out more** – for links to sites outside the University
- **Documents** – for links to any downloadable file, e.g. Word or PDF

If you manage a particularly large website or have some pages that house content that you know is very important to your users then you may want to use a further label to differentiate it from the three above, e.g. **Quick links**, **Key information**, etc.

In some cases it may make sense to use a drop down list ("GI Quicklinks menu" in SiteManager, see Page 4)

Please note that these titles only have an initial capital letter (Find out more, **NOT** Find Out More)

Page naming conventions
It is recommended that sentence case is used,
e.g. Notes for applicants, **NOT** Notes For Applicants

Correct naming

GI Quicklinks menu

3.0   Graphics and consistency

Adding graphics to a website is invariably a benefit, but using poor quality images in a wide variety of sizes and in different places on different pages will quickly make your site appear amateur. We suggest using the following:

Dimensions (in pixels, always keep original image's proportions, crop to fit, do NOT squash or stretch in one direction):
- Banners – 470 x 135
    - Banners for Two column pages can be 695px x 135pc
- Main section index – 215 x 62 (images used to illustrate sections within a section)
- Side column – width 195, height proportional

Graphics can be placed in the main content area too (the middle column in the three column layout) but we suggest that you make them a consistent width, see example.

Placement
- Banners go at the top in the section titled "Banner image" in Site Manager's Content panel
- Main section index images go in the "Feature Image" section of the GI Main Section Index Box template
- Side column images go in the "tertiary_content" areas of the section, usually in a GI Further Content template

Quality
- Always work from the original graphic and reduce, quality is a one way street, if you scale a small graphic up it will look bad
- Make sure you are working in RGB mode, not CMYK (in Photoshop, Image > Mode)
- Print resolution is 300 dpi (dots per inch), for monitors 72 dpi is enough, over that and you are just making the filesize unnecessarily large
- Use jpg for photographs, gif for diagrams or illustrative graphics
- Do not use the lowest setting for jpg compression; if it makes the image grainy or blocky, the negligible increase in page loading speed will not be worth it

Where to find them

There are many online picture libraries and some offer images at very low rates, even free. We recommend trying:
- http://www.istockphoto.com (about £3 for an image large enough for web work)
- http://www.dreamstime.com (prices begin at 14p.)
- http://commons.wikimedia.org (free, but often with restrictions)

Where to get help

The Web Bureau will be able to help you or christopher.eddie@admin.ox.ac.uk

Examples:

Banner

Main section index

Side Column

Side column size used in main content column

Getting adequate exercise

Increasing your exercise levels can reduce the risk of obesity, diabetes, heart disease and cancer. It can help you meet people, boost your energy levels, reduce stress and lift your mood. For health benefits aim for at least 30 minutes of exercise a day on five days of the week. The exercise does not need to be all in one go but should cause heart and lung rates to increase. The activity can be formal such as going to the gym, for a bike ride, or to the pool for a swim or it can be built into your day-to-day life such as walking to work, doing the garden and using the stairs rather than the lift. The University supports sports and social facilities which can help to make exercise fun and a part of your lifestyle.

- How to start exercising
- Cycling
- University Club (Sport and Social) Membership
- Sport and Swimming Facilities
- Staff Well-Being

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Getting enough good quality sleep

Sleep is essential for health and well-being. If our sleep is disrupted and we become sleep-deprived it can adversely affect our health in both the short and the long term. See the Good Sleep Guide for information on how you can improve the quality and quantity of your sleep and reduce the risk of ill-health.
Link: Good Sleep Guide

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Stopping smoking

Smoking is one of the main causes of preventable ill health in this country. Giving up is not easy but once you have decided to there is plenty of support available to help you. You are more likely to succeed if you are supported. See the attached web link for advice and information.

Link to our stopping smoking page

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4.0 Tables

Tables will invariably look better in the two-column layout. If there are several tables on the page they will look better if their column widths are consistent.