

University of Louisiana at Lafayette

Web Style Guide

How to communicate our brand & story online

Contact webteam@louisiana.edu with questions.

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Overview

The University's brand is shaped by how each of us communicates what we do, what we stand for, and the impact we have on others. We strive to articulate a strong, cohesive message that will tell the story of our students, faculty, and staff and advance the University of Louisiana at Lafayette.

The University's website is our broadest reaching marketing tool. It enables us to reach audiences across the globe and is the platform with the most impact for telling our story and sharing our successes. So, a unified Web presence for all UL Lafayette sites is key for solidifying our brand and uniting all people and aspects of the institution.

The Web identity standards defined in this style guide are the minimum requirements for the look, feel, and functionality of all official UL Lafayette websites to protect and promote our brand. These standards fall under the umbrella of the University of Louisiana at Lafayette's overall publications standards, all websites must comply with them. This Web guide is for anyone who creates or maintains official University websites.

The Web Style Guide applies to all official University sites. Official sites are defined as Web pages that have been created by the University, its colleges, schools, departments, or other administrative units. It does not apply to websites created by individuals, such as students or faculty.

Every UL Lafayette website contributes to the user's perception of the University and our brand. To ensure a unified Web presence, official University sites should be visually related. This consistent visual identity preserves and promotes the University's brand identity and provides optimal user experience.

Website development approval is required from the Office of Communications and Marketing. All official University sites will be integrated into official University templates per the University's Web policy. The University's Web team will help you ensure the best user experience via useful content and appealing design that meets the University's standards and further our goals.

Mission

University of Louisiana at Lafayette websites connect all facets of the University and create an online community of learning, sharing, and *joie de vivre*. Official University websites should reflect the quality education and spirit of the campus, while meeting professional standards in content, usability, and accessibility.

Our strategically developed and branded sites:

- Serve as an online communication hub and resource for the University community
- Create a central branding tool for the University
- Conform to international standards for accessibility
- Maximize efficiency in design, development, maintenance, and collaboration
- Apply the latest technology with sustainable project development

By simplifying the user experience, UL Lafayette Web standards create a welcoming environment on the Web, while providing an intuitive user experience. Through standardization, users are able to use a familiar navigation scheme and labeling system every time they visit a different site within the University's Web domain. Standards also streamline Web design and development, shifting the focus of faculty and staff members to the most important part of the University's Web presence—content.

Required Design & Content Elements

To ensure a unified Web presence, our Web identity standards include required and recommended components.

These standards apply to all sites revamped or created after Jan. 1, 2013. Existing websites that have not been assimilated into the new University templates and content management system will incorporate these standards as best as possible as they wait for redesign by the Office of Communications and Marketing.

To ensure a consistent appearance and ease of use for site visitors, we recommend that any UL Lafayette organization or activity receiving University funds, or supported by gifts and grants obtained by University employees or programs, also follow these guidelines.

Official University Templates

All colleges, departments, offices, programs, and affiliated pages on the Web must be built with the University branded templates provided by the Office of Communications and Marketing. All templates include the following design elements, which are required on all sites.

Template Banner

- Official University of Louisiana at Lafayette logo
 - Official logos for colleges, departments, units are provided by the Office of Communications and Marketing for subsites of the University
 - **Please note:** The header graphic (logo and background image) of the main University of Louisiana at Lafayette website is reserved for use on that site only. Reuse of that header graphic elsewhere is not permitted under any circumstances. Contact wearred@louisiana.edu to request a logo for website usage.

Navigation

- Tactical Navigation
 - Maps, A-Z, Donate, ULink, search bar
 - For main website pages: Current Students, Faculty & Staff, Alumni
 - For subsites: Explore the University dropdown menu
- Global Navigation
 - Navigation items (for subsites, no more than 5) that on click go directly to primary pages.

- Secondary Navigation
 - Automatically generated on primary pages for section links only. Architecture has been designed to limit section links at this level to no more than 10.
- Breadcrumb Navigation
 - Breadcrumb navigation starts with Home and then includes the name of the page you are on.

Page Content

- Page Title
 - The page title corresponds with the name of the link in the navigation. This consistency is required to help users identify their path on the site and eliminates confusion when navigating the site.
 - Page title is a Heading 1
- Positioned Subhead
 - These are needed on primary pages in particular for new positioning. These will be editable but are limited to 2-3 lines. Pages can still work without the subheads if they are on a subsite.
- Content
 - Site content should be short and hyperlinked where applicable. It should be written in a conversational style and should address the user as “you.”
- Right Float Box
 - This section is very flexible and can be customized to include all media types—slideshows, videos, photos, text content. This content should promote exploration across the University’s site beyond the current page.

Right Float Boxes

- Right float (also called intruders)
 - These boxes are optional and can be changed, shared, and made to be dynamic through modules available in the content management system.
 - Best practice is to limit right floats to two per page since text will likely not make pages long enough to display more.

Footer

- Address and contact information
 - This will appear as the University’s generic contact information on main pages. Subsite footers will display address and contact information that reflects the college, department, or program instead of the generic University info.
- Subscribe to @louisiana Newsletter
 - Users can submit their email addresses in a text box to subscribe to the University’s official eNewsletter, @louisiana.

- Connect With Us
 - This provides links to official University social media accounts.
 - For subsites, will connect with the unit's specific social media accounts if they exist.
- Disclaimers and Information
 - Links include: A Member of the UL System, IT Help & Support, Web Accessibility, Privacy Policy, Emergency Notification, and Donate
- Copyright
 - All pages will end with © [YEAR] University of Louisiana at Lafayette. All rights reserved.

Accessibility

The University of Louisiana of Lafayette is committed to building and publishing websites that are intuitive and accessible to all users. This includes users with disabilities who employ assistive technologies or other means to access our Web information.

The University uses [WCAG 2.0 \(Level A\)](#) as its Web accessibility standard.

Creating a Usable site

UL Lafayette aims to create an online environment that enables anyone to participate fully in the mainstream of university life. When designed properly, information on the Web is accessible to all students and other visitors, including those with disabilities.

[Section 508](#) of the Rehabilitation Act of 1973 requires the University to make all websites accessible to users with visual, hearing, mobility, and cognitive disabilities. Our templates comply with ADA standards.

All official University sites must adhere to the following general recommendations for accessibility. Consult the [WCAG 2.0 \(Level A\)](#) guidelines if you have additional questions.

- Place important interactive elements higher up the Web page
- Use headings correctly
- Include clear and concise *alt* attributes for all relevant images and graphics appearing in your site. “Comment out” (for the screen reader) strictly decorative graphics with *alt = ""*. Use a testing tool to view images replaced with their *alt* text.
- Text color contrasts in graphics to ensure readability for those with color blindness
- Do not rely on color to convey meaning. For example, do not state: “rules are written below in red.”
- For Web forms, use appropriate mark-up, such as label, legend and field set
- Any use of data tables requires appropriate header mark-up. Cells within nested or complex tables must convey all appropriate associated headers. Tables also require appropriate caption elements and the summary attributes.
- Links should have concise and descriptive screen text. Never use “click here” as a link title written out as a full URL.
- Caption all video. YouTube has useful built-in [captioning tools](#). For videos not hosted on YouTube you can caption your videos using Web applications like [Universal Subtitles](#).
- All audio files must contain links to text transcripts.

Resources and Background

WCAG 2.0 Level AA is widely documented and can range from basic to highly complex. Though the University's templates have been created to address these standards, it is helpful to understand their purpose and mimic them throughout your site. You can visit the following sites for information about WCAG 2.0 standards:

- An overview of [WCAG 2.0](#)
- Understanding [levels of conformance](#)
- WebAIM's [WCAG 2.0 Checklist](#)

The following resources can be used to test your site for accessibility.

- Web Accessibility Evaluation Tool <http://wave.webaim.org>
- Web Accessibility Checker <http://achecker.ca/checker/index.php>
- WebAnywhere <http://webinsight.cs.washington.edu/wa/content.php>
- Firefox Accessibility Extension <https://addons.mozilla.org/en-US/firefox/addon/5809/>
- Vischeck <http://www.vischeck.com/vischeck>

Content Development

Writing for the Web is drastically different than writing for print. Hypertext on the Web not only tells a story, it presents an experience in which the user interacts with the content.

Key Messages

The University's website is our largest and most powerful marketing tool. It gives us an opportunity to connect with users and share the UL Lafayette experience with the world.

The University's branding platform contains six key messages. These messages were determined after thorough research with Lipman Hearne, a national consulting firm specializing in higher education. Use the key messages as the filter through which you tell the University's story. When developing Web content, frame information in ways that highlight our uniqueness, our spirit, and our gifts. Contact the Office of Communications and Marketing for more information on the University's brand.

We're committed to research for a reason.

UL Lafayette specializes in applied research that solves real-world problems. That's why some of our faculty and students developed CajunBot, a driver-less robotic vehicle capable of finding its own way in dangerous places. And, it's why another group of faculty and students designed and built BeauSoleil, an award-winning solar home that is affordable, appealing and strong enough to withstand a hurricane. In short: we make research relevant. With our wealth of expertise and top-notch resources, we offer everything it takes to awaken the change agent in anyone.

We teach the real meaning of *joie de vivre*.

We prepare students to do more than earn a living. The lessons we offer about life transcend any textbook. *Joie de vivre* means living life fully, deeply. So we teach with the same passion that defines Cajun and Creole cultures. And we nurture students' ability to listen, reflect, articulate and savor because these are tools for a lifetime of thoughtful citizenship. For our students, *joie de vivre* means much more than being good company. It also means being a lively and discerning thinker.

Our Ragin' Cajun spirit goes beyond athletics.

We're passionate about the possibilities for a better world. But we also know good intentions aren't enough. That's why we've embraced serving others. In the 2009-10 academic year, 4,226 students performed about 540,000 service hours in the community. And it's why our Communicative Disorders Department doesn't limit its

clinical practice to the school year but instead devotes summer months to helping at-risk children gain the literacy skills they need to succeed. Our students and faculty are invigorated by problems that call upon our deepest reserves of humanity—and we’re applying our best thinking to solve them.

This is our time, and we’re determined to make the most of it.

By any measure, the University of Louisiana at Lafayette is thriving. Our freshmen are more prepared for college-level work than ever before. More exceptional students are making UL Lafayette their first university of choice. And we have devoted unprecedented energy and resources to student success. The payoff so far: one of the highest graduation rates in Louisiana. Our faculty members are earning national and international recognition. And, they are drawing record amounts of external research monies. In 2009, UL Lafayette attracted the third highest amount of National Science Foundation research funding among Louisiana’s 16 public, four-year universities. Construction projects totaling \$143 million expand student housing and the Student Union. Louisiana’s Ragin’ Cajuns® are poised to lead the SunBelt Conference in every major sport. And, our alumni can be proud of the fact that their degrees have more value and respect than ever before. Buoyed by the accomplishments of its students, faculty and alumni, UL Lafayette has pledged to take advantage of every opportunity to achieve greater prominence among public institutions of higher learning.

We have a gift for bringing people together.

For four centuries, south Louisiana has embraced diversity. So it’s not surprising that we have a natural talent for leaping over disciplinary borders and forging new collaborations. The Cecil J. Picard Center for Child Development and Lifelong Learning embodies this inclusive spirit. It has experts in many fields, such as education, public health, business and communicative disorders. And, it partners with community organizations ranging from school districts to Junior League to United Way. Our students learn an important lesson from these initiatives—some of the best opportunities emerge from the crossroads of knowledge.

We’re eager to share what we’re learning.

Our research extends beyond the classroom. Our marketing students developed an online sales plan for a nearby shrimping community devastated by Hurricane Rita in 2005. Shrimpers can now connect with customers before their boats dock at the end of the day. Students and faculty in our Community Design Workshop help cities and neighborhoods revitalize their communities. This mobile design studio has completed more than 70 funded projects since its inception. And our engineering students and faculty in the Industrial Assessment Center helped mid-size manufacturers become more productive and energy efficient. They conducted free, on-site evaluations of energy use, waste management and productivity. Their work has earned the center

national recognition. We work tirelessly to improve our communities by applying what we're learning.

Basic Web Writing Tips

Be brief.

- Use the "pyramid" style of writing, placing important information first
- Write short sentences
- Use bulleted lists
- Keep paragraphs concise
- Utilize informative titles and subheadings
- Write in conversational, easy-to-understand language
- Link to relevant pages

Know your audience.

- Identify your primary audience
- Determine what visitors already know and what they're looking for
- Have an objective: to inform, encourage a specific action, elicit a response
- Use words familiar to your users
- Address users as "you" rather than "the student," "the faculty member"

Consider the structure.

- Arrange menu items in a logical order
- Develop clear pathways to information
- Provide just enough text and links to lead visitors to the next relevant page

Use best practices.

- Include internal sub-headings to make text easy to scan
- Use one idea per paragraph
- Never type in all capital letters on the Web; it's the equivalent of shouting—and bad practice
- Use embedded links. For example: check out [Web Writing Tips](#) and not: Check out Web Writing Tips at www.ubalt.edu/webwritingt看ps
- Capitalize words in headlines, except prepositions

Headlines and Paragraphs

Headings on websites are extremely important for breaking up paragraphs of content and formatting your text.

Most people will be familiar with the concept of headings from using Microsoft Word. You can create a heading to briefly describe the topic of a section. Usually the Heading 1 will be the title at the top of your page, with subtitles using Heading 2, and subtitles of that section using Heading 3 and so on.

The tags beginning with “h” specify headings and range from h1 to h6, with h1 being the largest and most prominent heading and h6 being the smallest and least significant.

Headings should describe the content

The World Wide Web Consortium (W3C) explains, “a heading element briefly describes the topic of the section it introduces.” So, the words used in the heading should summarize what that next paragraph is about, like the headings in this section of the style guide.

It also means that the order of the headings should make sense if someone is viewing your website without the template’s style applied, and that it should look like a normal written document. This is how many disabled people will access your website. For example, people with vision impairments will most likely navigate using a screen reader that reads the text aloud. The order of the headings should be in a way that makes sense, starting with H1.

How search engines use headings

When you mark up text as a heading, you are effectively telling a search engine how important that text is on the page. Search engines—such as Google—will then use this information when rating your site in its search listings. For good search engine optimization (SEO) practice, you should always include your website’s keywords in your headings, so that the search engine understands that these are the most important words on the page.

Remember that your headings also still need to be easily readable to your users, and they still need to make sense; so don’t fill them with all your keywords. This is called keyword stuffing and Google will penalize you for this.

Using the Heading 1 effectively

The Heading 1 (or H1) is the most important piece of text on your web page. There should only be one H1 on each page, which is used to briefly describe the page—it’s essentially the name of the page. The H1 should also be unique for each page, since it’s

meant to describe the page, not the website. For example, your “Contact Us” page would logically have the H1 of “Contact Us.”

Links

Links are automatically formatted to be the correct color (red) and style when you create them within in the University’s templates.

There are two types of links—internal and external. Internal links point to a page within the University website community. External links point to sites not associated with the University. Keep external links to a minimum.

Adhere to the following standards for links on your website:

- Make links clickable from logical words, such as “apply now.”
- Avoid acronyms and internal organization information.
- Use action words or make terms cover a broad range of items listed in the subsequent site.
- Keep links short in length.
- Always link to relevant information.
- Use embedded links (for example: check out [Web Writing Tips](#) and not: Check out Web Writing Tips at www.ubalt.edu/webwritingtips).
- Headlines should **never** be links. This is confusing for the user.
- Avoid starting links with the same word or phrase (such as ‘read more ...’).
- For email links, use the email address as the link text.
- Never use images of text as links.
- Never underline text that is not a link.
- Don’t place links beside each other in a sentence (often seen in blog posts).
- Don’t clutter paragraphs or pages with links scattered throughout text.
- Consider grouping links below the relevant paragraph or at the end of the page.

Web Writing Resources

The following resources are highly recommended for Web writing development.

- [Letting Go of the Words](#) by Janice Redish
- [Yahoo! Style Guide](#)
- [Don’t Make Me Think](#) by Steve Krug
- [Writing for the Web](#) by Crawford Kilian

Images and Videos

Videos that appear on an official University website must be created or approved by the Office of Communications and Marketing. Those that have not been approved will be removed. Do not use copyrighted images on your site. If you have permission to use an outside image, be sure to include the appropriate attributions below where it appears.

Photography is an important part of our brand identity and the user's experience of the website. These images give our audience a feel for life at UL Lafayette. Examples shown here describe a template that distinguishes collective images, creates a distinctive brand, and supports our key messages. Contact webteam@louisiana.edu if you need University images.

It is recommended that you resize photos before moving them into the RaginCMS. Photos will not show in some browsers if they are not in RGB mode. Optimize images for the fastest download time possible. It is suggested that standard images be saved in jpg. or png. format and not exceed the 72 dpi resolution.

NOTE: Take mostly horizontal shots and a few vertical. Horizontal shots will be easier for you to utilize on your site—such as the centerpiece image on your homepage.

Wear Red and Utilize Our Logos

Shooting and using images of students on campus wearing red helps distinguish our photos from stock images. Ideally, students should be wearing apparel that has UL Lafayette or Ragin' Cajun logos or students should be holding UL Lafayette merchandise. Keep it natural—photos should not look staged. For example, not everyone has to wear red University gear in the picture.

Never use photos of students wearing apparel from another University, company, or product names/logos.

Real Settings

Images that showcase the unique personality and scenery of the University and campus life have the best appeal. Viewers like to identify locations and events, as well as people. For some, an online photo is the only way to experience the campus.

Students enjoy life at the University in many environments. Nontraditional settings can give the audience a more familiar, personal connection to student life.

Atmosphere

Use your photographs to capture the feel of an area. People don't have to be recognizable in all instances to give the audience and impression. Backgrounds can often be the dominant element of an image.

Successful use of available light reinforces an editorial feel and adds to the intimacy of the audience with the images. Avoid photos taken in the middle of the day when light is often harsh. Early mornings, late afternoons, or evenings are preferred. The last thing you want is people squinting into the sun!

Interesting Views & Perspectives

A different perspective can literally and figuratively describe the uniqueness of life around the UL Lafayette campus. Focus can be beyond the foreground, and unexpected camera angles (from above, behind, below, etc.) can add to the feeling of being a part of the experience.

A totally different visual message can be delivered by creatively cropping an image. The focus can then be more on the experience.

NOTE: Be sure to take horizontal photographs with the subject of the photo more to the right of the lens when planning to use a photo as a centerpiece image. Remember that text is overlaid on the left of the image in these instances.

Actions & Emotions

Life at UL Lafayette is anything but ordinary and boring. Our campus is alive with students, events, and activities, so our photos should represent that. Shoot and use photos in which people are interacting naturally. A little motion blur or soft focus can sometimes translate this feeling. Let's show the world how much is happening at the University... and how much fun we have!

Smiles, laughter, concentration, and other expressions of emotions make the people in the photographs approachable and relatable.

Photography Resources

- [Photography Tips.com](http://PhotographyTips.com)
- [10 Photography Tips for Beginners](#)
- [National Geographic Photo Tips](#)
- [Stock.XCHNG](#) free stock photo site
- [Sumo Paint](#) for editing (like PhotoShop but free)

Template Image Dimensions

RaginCMS provides designated areas to display images on your site. Many homepages have the option to provide a centerpiece slideshow similar to the University's main homepage. Others have an area for header images. All have the option to include images in spotlight modules on the right side of your pages.

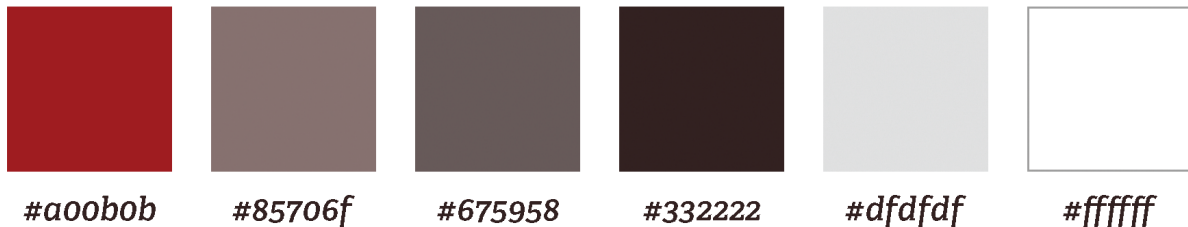
Below are the dimension requirements for images used within the site.

- Homepage centerpiece images are 940px x 400px
- Images for general purpose slides are 310px x 210px
- Images in the Small Slideshow are 230px x 153px
- Images for News and Events are 445px x 240px (will resize automatically for thumbnails)
- Inline images for the Events/Info/Admission Updates section are 165px x 110px
- Top images for secondary landing pages are 940px x 260px

Approved University Colors

Vermilion red and Evangeline white have been the primary identifying colors for the University of Louisiana at Lafayette since 1898. UL Lafayette is the only University with Vermilion as its official color. Vermilion represents our spirit, passion, and spice. For many of our audiences, these colors are the most identifiable components of our brand.

Primary Color Palette

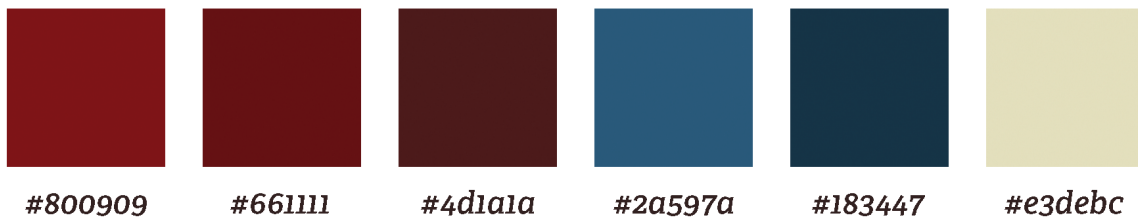


For print, approved PANTONE and four-color process formula colors can be found in the University of Louisiana at Lafayette Graphics Standards Manual.

Complementary Colors

The following—and **ONLY the following**—colors are approved to use as accents to the University's sites.

Secondary Color Palette



Designers may not use colors beyond the approved palettes. The purpose is to avoid color combinations that may create confusion with other regional universities' school colors.

Approved University Logos

The marks of the University of Louisiana at Lafayette are owned and registered by the University.

The University secured federal protection for the University fleur-de-lis logo based on the logo's unique shape and shading.

All marks of the University of Louisiana at Lafayette are managed through the University's Trademark Licensing Program, with the assistance of the Collegiate Licensing Company. CLC is the University's national licensing agent.

Any use of UL Lafayette's name or marks requires prior approval from the Office of Communications and Marketing, which manages the University's branding and licensing program.

A trademark provides statewide protection for a name or item; federal registration provides national protection for a name or item.

To ensure protection of trademark rights, the "TM" symbol should appear with any University logo or with any use of the University name. In a text document, the "TM" should appear after the name of the University in the first reference.

The term Ragin' Cajuns® and the University's fleur-de-lis are federally protected. The registered indicator "®" must appear with any use of the term Ragin' Cajuns® and each time the University's fleur-de-lis logo is displayed.



The secondary academic logo is used in the banner of all pages within the main university site.



The Web banner format for subsites consists of the office/college/department logo. It contains the university's secondary academic logo with the name of the office/college/department. The Office of Communications and Marketing provides these official logos.



Horizontal and vertical versions of these logos will be made available for print use but only the horizontal Web banner displayed above may be used in a subsite banner. This Web banner may not be used for print.

For information regarding logo usage in print and other areas, refer to the University of Louisiana at Lafayette Graphics Standards Manual.

Writing Conventions

The Office of Communications and Marketing developed a tutorial style guide to help campus communicators deliver messages online that are consistent in style, voice, and message. This information is intended as a style guide for Web writing and content development to help us create one voice for the University.

If your question is not covered below, see the *Associated Press Stylebook*. For spelling issues not covered here, consult *Webster's New Collegiate Dictionary*.

The following are common style issues, specific exceptions for or explanations for AP Style, and UL Lafayette spellings:

Abbreviations and Acronyms

- Per AP Style: do not write out the full name, such as American Bar Association, and then place the abbreviation in parentheses (ABA). If the abbreviation isn't clear from its placement or the meaning of the sentence, don't use the abbreviation.
- In general, only use abbreviations or acronyms that the general public would quickly recognize, such as *FBI*, *IRS*, *NATO*
- States should be abbreviated as shown below. Eight states should not be abbreviated: *Alaska*, *Hawaii*, *Idaho*, *Iowa*, *Maine*, *Ohio*, *Texas* and *Utah*.

| | | | |
|--------|-------|-------|-------|
| Ala. | Kan. | Nev. | S.C. |
| Ariz. | Ky. | N.H. | S.D. |
| Ark. | La. | N.J. | Tenn. |
| Calif. | Md. | N.M. | Vt. |
| Colo. | Mass. | N.Y. | Va. |
| Conn. | Mich. | N.C. | Wash. |
| Del. | Minn. | N.D. | W.Va. |
| Fla. | Miss. | Okla. | Wis. |
| Ga. | Mo. | Ore. | Wyo. |
| Ill. | Mont. | Pa. | |
| Ind. | Neb. | R.I. | |

- Two-letter Postal Service abbreviations should only be used with full addresses that include ZIP codes.

*Letters should be sent to: University of Louisiana at Lafayette
104 University Circle
Lafayette, LA 70503*

- Abbreviate Jr. and Sr. with full names. A comma should not precede Jr. or Sr.
Bill Smith Sr. and John Deaux Jr. will speak at the conference.
- Use “&” rather than “and” in navigational links to avoid text wrapping

Academic Degrees

- Capitalize and spell out the main words in degrees and capitalize abbreviations of degrees. Abbreviation of a degree name is acceptable on first reference.

Bachelor of Arts or B.A.

Bachelor of Fine Arts or B.F.A.

Bachelor of Science or B.S.

Doctor of Philosophy or Ph.D.

Master of Arts or M.A.

Master of Fine Arts or M.F.A.

Master of Business Administration or M.B.A.

Master of Science or M.S.

Doctor of Education or Ed.D

Master’s plus 30

- Do not capitalize academic degrees used in a general sense. Note that “bachelor’s” and “master’s” end in “’s.”
a bachelor’s degree
a master’s degree
a doctoral degree or doctorate
associate degree, not associate’s degree
- In references to an academic degree, the word “degree” should not be capitalized.
He earned a Bachelor of Science degree.

- Add a lowercase “s” to make a degree abbreviation plural.
M.A.s, Ph.D.s
- When following a person’s name, a comma should precede a qualifier, such as Ph.D. A second comma follows the qualifier in running text.

John Smith, Ph.D.

John Smith, Ph.D., spoke at commencement.

Academic Departments and Centers

- Capitalize proper nouns, titles and acronyms, and use lowercase for informal, shortened or generic terms.

Center for Advanced Computer Studies

CACS

John Smith, chair of the Department of Mathematics

the College of Engineering; the engineering college

the dean of the college; John Smith, dean of the College of Engineering

the Office of Admissions; the admissions office

the School of Music; the music school

Academic Titles

- Capitalize titles and spell them out when they immediately precede a proper noun. Titles following a name or used alone are lowercase.
Professor John Smith will retire after the spring semester ends.

John Smith, professor of English, will retire after the spring semester ends.

John Smith is a professor.

- Capitalize full names of endowments, such as professorships or chairs.
John Smith, Heymann/BORSF Professorship in Music I

See **Titles**

Athletic Team Names

- The lead athletic team name is Louisiana’s Ragin’ Cajuns®. Teams may also be referred to as Ragin’ Cajuns® and Cajuns. Ragin’ Cajuns® is a federally registered trademark. It should always appear with the registered trademark symbol ® directly following the “s” in Cajuns as a subscript (see examples in previous sentence).

Bullets

- Capitalize the first word in all bulleted lists.
- Treat all items within a bulleted list consistently in terms of capitalization, punctuation and sentence structure
- Do not use periods after each item in a list if the items are not complete sentences: UL Lafayette’s mobile app includes:
 - A virtual tour
 - Course directory
 - Wallpapers
 - UL Lafayette’s fight song
- When lists contain complete, stand-alone sentences, use periods after each and capitalize each item.

Capitalization

- The word “University” should be capitalized if it is used alone per the UL Lafayette name use policy.
- Do not capitalize titles when used in apposition to a name: *John Jones, associate vice president of planning.*
- Capitalize titles when the full and formal title precedes the name: *UL Lafayette President Dr. Joseph E. Savoie, Associate Professor John Deaux.*
- Capitalize all titles when used in an address or headline.
- Generally, lowercase references to proper names when not used in full: *the program, the college.*
- Capitalize the full and correct names of offices, such as *the Office of Admissions*. Do not capitalize shorthand for an office, such as *the admissions office.*
- Capitalize the full and correct name of events, courses, and programs.
- Do not capitalize “class,” as in “class of 1973.”

- Do not capitalize seasons: spring, summer, fall, winter
- Capitalize all the major words in page or section titles, subtitles and anchors. Minor words include conjunctions, articles, and prepositions.
- Capitalize all major navigation links appearing in the sites structure

Composition Titles

- Italicize stand-alone works, including book titles, movie titles, academic journal titles, play titles, television show titles, names of newspapers, names of magazines, works of art and musical compositions: Mary read *War and Peace* on the long train ride.
- Titles of book chapters, articles in academic journals or magazines, episodes of television shows, and titles of songs should be placed in quotation marks:
Led Zeppelin's "Stairway to Heaven" won the Grammy Hall of Fame Award in 2003.

Date

- When citing dates, always abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
Jan. 1, 2011
- Use a comma after the year in a sentence. Also use a comma when day and date are used in a sentence.

On Sept. 10, 1999, the University changed its name.

The seminar will be held Friday, March 4, 2011.

- No comma is used when only the month and year are used.
He received a bachelor's degree in May 2010.
- The word "annual" should not be capitalized unless it is part of a proper noun.
The company conducted its Annual Run for a Cure last week.

The annual Downtown Fun Run draws about 500 people.

- An event should not be referred to as an "annual event" until it has been held for at least two consecutive years.
The first Race for a Cure will be held tomorrow. Organizers hope it will become an annual event.

Graduation Years

- To avoid ambiguity in historical articles, use the full year: *George Washington, class of 1772, is a distinguished alumnus*
- For more contemporary alums: *George Washington, '72, is a distinguished alumnus*
- A single, closed quotation mark replaces the first two digits of the year a person graduated. In a list, a comma should not separate the person's name and graduation year. However, commas should be used before and after a graduation year in a sentence.

John Smith '60

John Smith, '60, went to work for NASA in October.

Web Terms

- Capitalize Internet (proper noun) but not intranet.
- Use website, not Web site.
- If a website address appears at the end of a sentence, it should be followed by a period.
- No hyphen or capitalization of email.
- Online is one word. On-screen is hyphenated.
- Readability
- Scalability
- Usability

Numbers

- Spell out numbers one through nine and use figures for 10 and greater, except when used with "percent" or "million"
- Spell out "percent" except in tables, where % is acceptable
- Avoid starting a sentence with a number. If a sentence cannot be rewritten, the number should be spelled out unless it is a date year.
- When referring to dollar amounts in millions, use the number and "million," rather than the number and six zeros: *\$16 million*, not *\$16,000,000*
- For numbers greater than 999, use commas: *\$1,500*
- Make sure number comparisons are parallel.

Acceptable: The grants will range from \$16 million to \$18 million.

Unacceptable: The grants will range from \$16 to \$18 million.

Punctuation

- Commas
 - Use commas before last item in a series: a, b, and c
 - Use commas to set off nonessential clauses and phrases
 - Use commas to set off names of states, countries, after city name: the Selma, Ala., group saw the governor
 - Use commas in numbers higher than 99: 1,000,000

see **Graduation Years**
- Ellipses (...)
- Use an ellipsis to show the deletion of one or more words in condensing quotes. In general, treat it as a three-letter word. If the ellipsis occurs at the end of a sentence, place a period at the end of the last word before the ellipsis. Follow it with a regular space and an ellipsis: You are coming of age in unsettling times. ...
- Em dash (—)
 - Use to indicate emphasis or explanation, to define an complimentary element, or to denote a sudden break in thought
 - Do not add spaces before or after em dashes
- En dash (–)
 - Use an en dash to connect continuing or inclusive dates, times, or reference numbers
 - Do not add spaces before or after en dashes
- Hyphen
 - Compounds with well, ill, better, best, little, lesser, full, are hyphenated before the noun but not after: *she is a full-time employee because she works full time*
 - Compounds consisting of noun plus adjective or noun plus participle are also hyphenated before the noun and open after (unless the hyphen is required to prevent misreading): *decision-making procedures are in place so that decision making will be a snap*

- An adverb ending in *ly* followed by a participle or adjective is always opened:
highly intelligent students
- Italics
 - Use italics for titles of complete, independent works: newspapers, books, magazines, movies, plays, etc. Put quotation marks around titles of works that are contained within other works, such as articles, or songs:
Led Zeppelin's "*Stairway to Heaven*" off the album *Led Zeppelin IV* won the Grammy Hall of Fame Award in 2003.
 - Use italics for the full title of courses, when they appear in text (but not in a course schedule or listing).
- Quotation marks
 - Commas, periods, and question marks should always go inside quotation marks.
He asked, "How long will it take?"
 - "I am not a crook," President Richard Nixon said.*
 - Dashes, semicolons, question marks, and exclamation points go within quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence: *Did you know that she said, "Vermilion is my favorite color"?*

Spacing

- Use one space, not two, between sentences and after colons, semicolons, commas, etc.
- Do not put spaces around en dashes or em dashes.
- Do not put spaces between initials.
- Insert one line space before and after bulleted lists, but not before or after bullets within the lists

Spellings

- alumnus, alumna, alumni
 - “Alumni” is plural for a group of all men or a group of men and women.
 - “Alumnus” is the singular, masculine form.
 - For women, “alumna” is singular and “alumnae” is plural.
- classwork
- coursework
- ecommerce
- email
- FAQ and, even though it is technically incorrect, FAQs
- fleur-de-lis (always hyphenated)
- fundraising
- health care (noun)
- healthcare (adjective)
- hyperlink (both a noun and verb)
- HTML
- interactivity
- Internet
- intranet
- listserv
- login (noun—a username)
- log in (verb—use on clickable buttons)
- nonprofit
- not-for-profit
- online
- on-screen
- tagline
- timeline
- transformative
- URL/URLs
- Web
- Webmaster
- Web page
- website

Time

- Use numbers in all cases and omit zeros for on-the-hour times. Use periods for a.m. and p.m. To avoid confusion, use noon and midnight instead of 12 p.m. and 12 a.m.

11 a.m. to 3 p.m.

7:30 a.m. until noon

University Name

- University of Louisiana at Lafayette is the official name of the university. Use this name in all first references.
- UL Lafayette is acceptable for second reference.
- The following are not acceptable: ULL, U of L, U of LL and U of L at Lafayette.
- The lead athletic team name is Louisiana Ragin' Cajuns®. Teams may also be referred to as Ragin' Cajuns® and Cajuns. Ragin' Cajuns® is a federally registered trademark.
- Capitalize "University" when it stands alone in a reference to UL Lafayette.
The University closes at 12:30 p.m. on Fridays.

Appendix

Items included in the appendix provide additional guidance and insight into the Web development process.

Website Statement of Purpose and Policy Summary

Louisiana.edu is the registered domain for the University of Louisiana at Lafayette and is home to the University's official website. It is maintained by the Office of Information Technology and is managed by the Office of Communications and Marketing.

UL Lafayette's website's primary target audience is prospective students interested in the University. Secondary audiences include current students, faculty, staff, alumni, news media, and the general public searching for information about the University.

Official websites for UL Lafayette academic and administrative entities are hosted by the University and developed through a collaborative process between offices, departments, organizations, programs, and the University's Web team. All official University sites are built in the content management system, RaginCMS, and are compliant with the online requirements of the Southern Association of Colleges and Schools and with Web standards for the Americans with Disabilities Act.

All editors of UL Lafayette websites must be trained on basic procedures and standards for the University site by a member of the Web Team to gain access to the site and maintain content.

Faculty/staff and non-academic student organizations (such as Greek, extra curricular) are responsible for their own content and pages, which must adhere to U.S. and international [copyright law](#) (including guidelines for fair use), comply with local, state, and federal laws, and comply with University policies, including University Web policies and procedures.

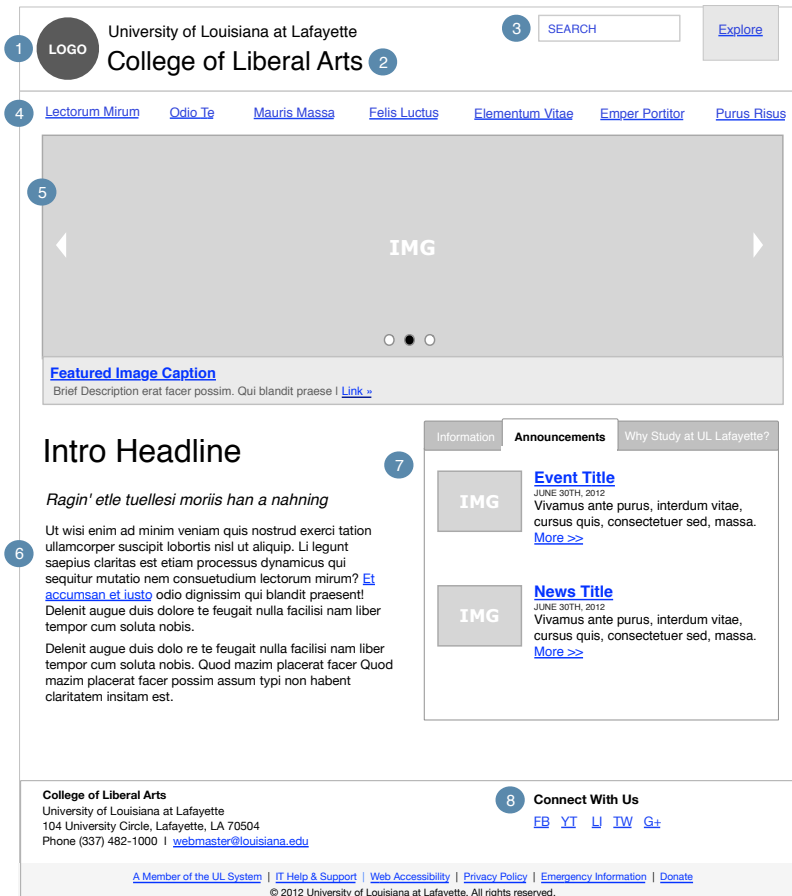
If you believe that a violation of this policy has occurred, please contact the UL Lafayette webmaster at webmaster@louisiana.edu. All reported violations are investigated by the Office of Information Technology.

Sub Site Blueprints

| | | | |
|----------------------|---------------------------|--|-----------------------|
| CLIENT: UL Lafayette | PROJECT: Website Redesign | SECTION: Template E: Homepage for Colleges & Depts | DATE: Wed Oct 10 2012 |
|----------------------|---------------------------|--|-----------------------|

Proposed Wireframe:

More detail:



College, School, or Departmental Homepage

- Smaller University Logo**
Clicking on University logo leads to the University's home page.
- Name of College, School, or Department**
Prominent placement for user orientation. Clicking on college or department sends user the respective home page.
- University Navigation**
Includes a limited dropdown menu containing global navigation and audience tactical navigation.
- Global Navigation for College, School, or Department**
Always includes the college/school/dept home. Up to 5 links are available.
- Photography or Content Feature**
The hero module is simplified, but otherwise mirrors the University homepage in size and function.
- Introductory Content**
Short, hyperlinked, and editable. Manually managed by the college, school, or department.
- Announcements**
This tab allows for the college, school or department to provide relevant information to their viewer based on their own needs or ability to maintain. The following are examples of how the tab could be used.
1) Events & News (shown)
2) Twitter Feed
3) Photo Gallery
4) Or other feature
- Social Media Links**
The "Connect With Us" label will fit throughout all of the college and department sites. The label complements the core message of "Connect with UL Lafayette".

Will include any social media links that pertain to the college, school, or department

PAGE: 1

| | | | |
|----------------------|---------------------------|--|-----------------------|
| CLIENT: UL Lafayette | PROJECT: Website Redesign | SECTION: Template E: Homepage for Colleges & Depts (University Dropdown) | DATE: Wed Oct 10 2012 |
|----------------------|---------------------------|--|-----------------------|

Proposed Wireframe:

More detail:

Explore the University

[Home](#)
[Campus Life](#)

[About Us](#)
[Athletics](#)

[Admissions](#)
[Research](#)

[Academics](#)
[Impact](#)

Information For

[Future Students](#)

[Current Students](#)

[Alumni and Friends](#)

[Parents](#)

[Employers](#)

University of Louisiana at Lafayette
College of Liberal Arts

1
[Explore](#)

[Lectorum Mirum](#)
[Odio Te](#)
[Mauris Massa](#)
[Felis Luctus](#)
[Elementum Vitae](#)
[Empper Portitor](#)
[Purus Risus](#)

Featured Image Caption

Brief Description erat facer possim. Qui blandit praese | [Link »](#)

Intro Headline

Ragin' etle tuellesi moriis han a nahning

Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Li legunt saepius claritas est etiam processus dynamicus qui sequitur mutatio nem consuetudium lectorum mirum? [Et accumsan et iusto](#) odio dignissim qui blandit praesent! Delenit augue duiis dolore te feugait nulla facilisi nam liber tempor cum soluta nobis.

Delenit augue duiis dolo re te feugait nulla facilisi nam liber tempor cum soluta nobis. Quod mazim placerat facer Quod mazim placerat facer possim assum typi non habent claritatem insitam est.

Information
Events
Why Study at UL Lafayette?

Mailing Address

P.O. Box 43930
Lafayette, Louisiana 70504-3930

Physical Location

214 Hebrard Blvd.
Lafayette, Louisiana 70504

Contact

Office: (337) 482-6655
Fax: (337) 482-5070
Dept. Head: (337) 482-6865
e-mail: bsat@louisiana.edu

Building Hours

Monday through Friday 7:00 a.m. to 9:00 p.m.
Saturday and Sunday 10:00 a.m. to 4:00 p.m.

- University Navigation Shelf**
 Paned slides down when activated revealing several useful links. When opened, anel pushes all content downward. On close, content slides back to its default position.
- Sample Content**
 This would be an example of good information for the college, school or department to have in this section.

PAGE: 2

| | | | |
|----------------------|---------------------------|--|-----------------------|
| CLIENT: UL Lafayette | PROJECT: Website Redesign | SECTION: Template E1: Global Navigation Page (About) | DATE: Wed Oct 10 2012 |
|----------------------|---------------------------|--|-----------------------|

Proposed Wireframe:

More detail:

University of Louisiana at Lafayette

College of Liberal Arts

[Explore](#)

[Lectorum Mirum](#)
[Odio Te](#)
[Mauris Massa](#)
[Felis Luctus](#)
[Elementum Vitae](#)
[Emper Porcitor](#)
[Purus Risus](#)

[Administration & Offices](#)

[Areas of Excellence](#)

[Contact](#)

[Fast Facts](#)

[Mission & History](#)

[News & Events](#)

[Visit Us](#)

[Home > About](#)

About the College of General Arts & Sciences

A commitment to discovery, a culture of lorem ipsum. Sida dolora est impus.

Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Li legunt saepius claritas est etiam processus dynamicus qui sequitur mutatio nem consuetudium lectorum mirum? [Et accumsan et justo](#) odio dignissim qui blandit praesent! Delenit augue duis dolore te feugait nulla facilisi nam liber tempor cum soluta nobis.

Delenit augue duis dolo re te feugait nulla facilisi nam liber tempor cum soluta nobis.

Related Links

[Apply as a Freshman](#)
[Majors & Minors](#)
[Graduate Studies](#)

Feature Title

1 2 3 4

Sub-Title

Brief description vivamus ante purus, interdum vitae, cursus quis, consectetur sed, massa.

- Vivamus ante
- Sed, massa

[Find out more >>](#)

Lorem Ipsum

| | |
|--------------|---|
| Odio Nulla | + |
| Liber Tempor | + |
| Nobis Feuga | + |
| Augue Duis | + |

College of Liberal Arts

University of Louisiana at Lafayette
104 University Circle, Lafayette, LA 70504
Phone (337) 482-1000 | webmaster@louisiana.edu

Connect With Us

[FB](#) [YT](#) [LI](#) [TW](#) [G+](#)

[A Member of the UL System](#) | [IT Help & Support](#) | [Web Accessibility](#) | [Privacy Policy](#) | [Emergency Information](#) | [Donate](#)

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These are the Global Navigation pages for Colleges, Schools, and Departments: pages reached from the top row of main links would all utilize this template.

- Active State**
A visual indicator cues the visitor as to which vertical or page s/he is in.
- Graphic**
For use on Global Navigation pages only. Image is optional.
- Children or Section Links**
Automatically generated on Global Navigation pages for children links only. Architecture has been designed to limit child links at this level to no more than 10.
- Bread Crumb Navigation**
The bread crumb navigation starts with Home, then includes the name of the page you're on. This is truncated after the fourth position.
- Page Title**
The page title is the name of the link in navigation. It will be editable by an admin.
- Positioning Subhead**
These will be editable but are limited to 2-3 lines. The page design will still work without the subhead (the subhead may not be needed for departmental or office pages.)
- Content**
Short, hyperlinked, and editable.
- Related Links**
Accommodates up to five optional links. Manually inserted and editable.
- Feature**
This section is very flexible and can be customized to include all media types – slideshows, videos, photos, text content, etc. If the college, school or department just has photography available, this could be just one image. Another option is to develop a Featured Story rotation integrated other communication vehicles, if available. Also the home page slider can be reused.

PAGE: 3

| | | | |
|----------------------|---------------------------|--|-----------------------|
| CLIENT: UL Lafayette | PROJECT: Website Redesign | SECTION: Template E2: Child Page (About) | DATE: Wed Oct 10 2012 |
|----------------------|---------------------------|--|-----------------------|

Proposed Wireframe:

More detail:

University of Louisiana at Lafayette

College of Liberal Arts

[Explore](#)

[Lectorum Mirum](#)
[Odio Te](#)
[Mauris Massa](#)
[Felis Luctus](#)
[Elementum Vitae](#)
[Empor Poritor](#)
[Purus Risus](#)

Home > About > Areas of Excellence

Areas of Excellence

Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Li legunt saepius claritas est etiam processus dynamicus qui sequitur mutatio nem consuetudium lectorum mirum? Et accumsan et justo odio dignissim qui blandit praesent! Delenit augue duis dolore te feugait nulla facilisi nam liber tempor cum soluta nobis.

Delenit augue duis dolo re te feugait nulla facilisi nam liber tempor cum soluta nobis. Quod mazim placerat facer Quod mazim placerat facer possim assum typi non habent claritatem insitam est.

Ut wisi enim ad minim veniam quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip. Li legunt saepius claritas est etiam processus dynamicus qui sequitur mutatio nem consuetudium lectorum mirum?

Related Links

[Apply as a Freshman](#)

[Majors & Minors](#)

[Graduate Studies](#)

Experience Campus

Caption Here

Vivamus ante purus, interdum vitae, cursus quis, consectetur sed, massa. Vivamus ante purus.

[Find out more about this topic >>](#)

4

- [Administration & Offices](#)
- [Areas of Excellence](#)
 - >> [Faculty](#)
 - >> [First Year Programs](#)
 - >> [Student Research](#)
 - >> [Study Abroad](#)
- [Contact](#)
- [Fast Facts](#)
- [Mission & History](#)
- [News & Events](#)
- [Visit Us](#)

5

Lorem Ipsum

Odio Nulla +

Liber Tempor +

Nobis Feuga -

900 international students from 22 nations with100 honors students and a rich diversity that is irrepressibly Louisiana.

[More about our students >>](#)

Augue Duis +

College of Liberal Arts

University of Louisiana at Lafayette

104 University Circle, Lafayette, LA 70504

Phone (337) 482-1000 | webmaster@louisiana.edu

Connect With Us

[FB](#) [YT](#) [LI](#) [TW](#) [G+](#)

[A Member of the UL System](#) | [IT Help & Support](#) | [Web Accessibility](#) | [Privacy Policy](#) | [Emergency Information](#) | [Donate](#)

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This is the child page for the Global Navigation.

- Active State**
A visual indicator clues the visitor as to which vertical s/he is in.
- Bread Crumb Navigation**
The bread crumb navigation starts with Home, then includes the name of the page you're on. This is truncated after the fourth position.
- Page Title**
The page title is the name of the link in navigation. There is not a positioning subtitle on these pages.
- Local Navigation Links**
Opens up within the link set. Aunts and uncles remain available at this level.
- Feature**
Widget with accordian navigation to share facts and links. On click slides open revealing content. Clicking on another accordian, closes previous, opens current.

PAGE: 4

Writing Samples and Comparisons

[PAGE TITLE]

Admissions

[SUBHEAD]

Find your passion. Feel your success.

[COPY]

Bienvenue. We invite you to explore UL Lafayette and sample the ragin' spirit that drives our community, informs our work, and enhances our play.

You'll see that spirit in our collaborative classrooms. And recognize it in our basic and applied research [4.0], our efforts to improve the survival of coastal communities, the health of fisheries in the Gulf, the literacy of low-income children.

Just take a look at our nationally ranked nursing program, our rigorous honors program, [3.1.2] our new online options, [3.4] our fast-moving campus renewal. You'll see that a research university really can address large-scale issues with passion and ingenuity—and still nurture individual students with inventive, attentive teaching.

Maybe the best discovery: our value. We're ranked the most affordable university in the state, [2.7] which means you'll graduate with good preparation *and* lower debt. When we say *bienvenue* (welcome), we mean *welcome to your future*.

[PAGE TITLE]

Apply as an Undergraduate

[COPY]

Imagine a place where welcome is in the air, invention is a way of life, red is everywhere you look, and *ragin'* is what you want to be. That's UL Lafayette, and we're pleased that you're applying for admission. Every year, we welcome more than [xxxx undergraduates](#): [freshmen](#), [2.2.3] [transfers](#), [2.2.4] [students returning after a break](#), [2.2.5] and [international students](#). [2.2.6]

To get ready to apply:

- Be sure to [check all the requirements](#). [2.2.1]
- Review the [Louisiana Core 4 Requirements](#). [2.2.1.1] This will tell you if you're on track in your studies.
- [Take the ACT early](#). [2.2.1.4] If you're taking an advanced class, take the AP subject test. You may also want to take the SAT. International students must take the TOEFL.
- [Learn about paying for UL Lafayette](#). [2.7] Good news: we're ranked the most affordable university in the state.

Then, follow the specific directions for your circumstances. If you have questions, [please contact us](#). [\[Goes to contact admissions, in tactical subnav\]](#)

[PAGE TITLE]

Academics

[SUBHEAD]

Learn. Share. Savor. Thrive.

[COPY]

[With xxx majors](#) [3.1.1] and [more than 30 graduate programs](#), [3.2] the University of Louisiana at Lafayette is an impressive public university of 17,000 students, but being here feels like coming home.

That's because we're incomparable family of collaborative students and inspired faculty—teachers, researchers, scientists, engineers, nurses, and problem-solvers—generously working and learning together.

Faculty scholars bring real problems and [pressing research questions](#) [4.0] to the classroom. Do aquatic animals have the potential to adapt to changing temperatures? What's the best way to revitalize a hurricane-prone town? Could alligator fat be a practical, renewable source of fuel?

Students contribute to the answers. They also create new solutions. Recently, they [built a house that flexes](#) its public and private spaces, adapting to big parties (or solitary contemplation) when needed. They helped to design the University's new bike path. [Honors students](#) [3.1.2] regularly present original research. [Student-athletes soar in the classroom](#).

UL Lafayette is home to some of the best thinking in the world. It's a community where students learn, share what they learn, savor the experience, and thrive—in their studies, their careers, their lives.

[PAGE TITLE]

Research Park

[COPY]

We're dedicated to research for a reason, which is why our University Research Park is designed to be a catalyst for innovation and economic development for the region, state, and nation.

University Research Park is where our innovation and curiosity create exciting discoveries. From supercomputers to childhood obesity, our laboratories, offices, and facilities provide environments where our students, faculty, staff, and the private sector can apply real-world research to address real-world challenges.

Owned by UL Lafayette, this 143-acre research campus focuses on:

- Providing an exceptional environment for teaching and research
- Promoting University research and development in partnership with industry and government
- Assisting in the growth of new ventures
- Promoting economic development
- Aiding in the transfer of technology and skills from the University to industry and government tenants

At University Research Park, we're building strong research partnerships among university students, faculty, government research labs, and the private sector to effectively change the world for the better.

Sub Site Development Road Map

The University of Louisiana at Lafayette has an estimated 150-200 satellite sites connected to its main website. Several sites will be developed simultaneously in the virtual staging area with the new University templates. Each site will have a designated liaison to oversee the production, quality, and timeline of the redesign.

The site liaison will partner closely with the associate director of electronic communications to ensure the site and its content meet the standards and regulations of all UL Lafayette websites.

Sites will evolve through the five-stage process indicated below for production. All five stages must be completed in 16-25 weeks.

During the 16-25 weeks, if a site does not complete the process and fails to meet the deadline, the site will be placed back into the redesign rotation with the other colleges/departments/organizations waiting to be developed.

RaginCMS training will take place the two weeks prior to stage one beginning. Support will be provided throughout the 16-25-week process.

Stage 1: Blueprint

- Milestones:
 - Develop and finalize site map
 - Develop and finalize wireframes
 - Confirm information architecture
 - Identify modules and placement
- Timeline: 7–12 Weeks

Stage 2: Design

- Milestones:
 - Mock ups developed and approved
 - Theme applied
 - Front-end coding
 - Content migration by client
- Timeline: 6–10 Weeks

Stage 3: Test

- Milestones:
 - User testing complete
 - ADA standards met
 - Content migration and development by client complete
- Timeline: 2–4 Weeks

Stage 4: Launch

- Milestones:
 - Back up old site
 - Launch new
 - Monitor and address bugs
- Timeline: 1 Week

Glossary

Accessibility

Accessibility refers to Web page information/content being obtainable and functional to people with disabilities. It is about providing access to information for those who would otherwise lose their opportunity to use the Web. In contrast inaccessible means unobtainable, nonfunctional.

Alt Attribute

An alt attribute is used to provide equivalent content for those who cannot process images or who have image loading disabled. That means that it serves the same function as an image. Users of screen-readers or other devices cannot directly access graphics. Similarly, some users choose to turn picture loading off- especially those with slower connections. These users rely on alt attributes.

Alt Tag

The term "alt tag" is sometimes incorrectly used instead of the correct term "alt attribute". Actually as hard core developers will tell you, in HTML there is no such thing as an "alt tag". Technically, tags are things like `<p>` or `</p>` that you use to mark up your page and the alt attribute sits inside a tag, like this: ``. Calling an attribute a tag is a common mistake.

Alt Text

Alt text is generally a phrase or short sentence that forms the content of the alt attribute. It is contained within the quotation marks. This simple idea has great power. The wrong or inadequate alt text can make your website inaccessible to people with disabilities.

Breadcrumbs

Breadcrumbs are a type of Web navigation where current location within the website is indicated by a list of pages above the current page in the hierarchy, up to the main page. It not only shows users where they are currently located in the site's architecture, but it also lets them back up levels one at a time. It is a recursive path.

Captions

Captions are text transcripts that are synchronized with other audio or visual tracks. Captions convey information about spoken words and non-spoken sounds such as sound effects. They benefit people who are deaf or hard-of-hearing, and anyone who cannot hear the audio (e.g., Someone in a noisy environment). Captions are generally rendered graphically above, below, or superimposed over video. Captions can be closed or open. *Closed captions* are encoded or invisible and must be decoded or made visible. *Open captions* can't be turned off.

Content Management System

A content management system separates the content of a website from its code, allowing nontechnical users to update, approve and post content.

Float

Floated boxes or images are removed from the document flow, and yet affect the layout of content. Margins on floated elements are not collapsed with anything. The basic rule is that a floated element will go as high and as far to one side as possible, so long as it doesn't rise above where it would have been in normal flow, nor move outside its parent element (but negative margins can have the usual strange effect)

Headings

There are 6 levels of headings, h1 through to h6. To maintain the logical structure of your documents, headings should follow a logical progression. Headings of level 3 shouldn't follow directly from headings of level 1, only from headings of level 2. You should always try to maintain a distinction between appearance and logic. Simply because an element is a heading of level 2 does not mean that it will be rendered larger and bolder than regular text in the document. Style sheets allow a Web designer to very easily apply any styling to a heading. Keep in mind too, that there are browsers which don't display information in a visual way, relying on text to speech conversion, or braille conversion. For maximum accessibility, structural elements such as headings should be used correctly, and appropriately.

Inclusive Design

Inclusive design means developing systems or websites flexible enough to serve the broadest possible range of users. Inclusive design calls for adaptable interfaces to be built into the product early in the design phase, producing features easily used by everyone. It allows for customization based on user preference. It provides equivalent access to content (e.g. auditory and visual) based on user preference. Inclusive design provides access to users with disabilities and provides better usability for everyone.

Information Architecture

Information architecture is the organization of information. This field studies how to organize information most effectively to help people find and use the information. It also refers to the structure or organization of a website, especially how pages relate to one another.

Inverted Pyramid

The inverted pyramid is a type of writing style where conclusions are presented first not last. It begins with a conclusion then moves to the key information followed by background information. Usability studies show that Web users want instant gratification. That is why the inverted pyramid style is important.

Keyword

A word entered into a search engine to find information or a site.

Multimedia

Using a computer to present multiple types of media simultaneously, in an integrated manner. These can include sound, graphics, video, text, animation, or any other form of information representation.

Navigation

Navigation is the process of finding things in large or complex information spaces, such as on websites. Its purpose is to help users find the content they want quickly. There are many navigation methods to make a website easy to navigate.

Primary Navigation

Primary navigation is the general menu choices that are repeated on most (if not all) of the pages contained in the site. It is sometimes called the main menu. Primary navigation is sometimes referred to as global navigation or functional navigation. Primary navigation bars provide shortcuts to main sections on a website.

Prototype

A prototype is a partially completed mockup of your final website. Prototyping allows you to test certain parts of the final website, especially when it is incomplete. With many sites, this model can be as simple as paper-and-pencil drawings or as complex as actual working code.

Readability

Readability is the degree to which the meaning of text is understandable, based on the complexity of sentences and the difficulty of vocabulary. Indexes for readability usually rank usability by the age or grade level required for someone to be able to readily understand a reading passage.

RSS

RSS is a technology that notifies you when a website is updated, and allows you to read the updates without visiting the site itself.

Scalability

Scalability is the ability of a system, network, or process, to handle a growing amount of work in a capable manner or its ability to be enlarged to accommodate that growth.

Scanning

In usability, scanning is the process of skimming text and picking out keywords, sentences and paragraphs while skipping over other parts of a Web page. People tend

to scan Web pages rather than read them word by word. Use headlines, bullets, lists and frequent paragraph breaks for items you wish to highlight. These elements will grab a user's attention during a quick scan.

Screen Reader

A software program that reads the contents of the screen aloud to a user. Screen readers are used primarily by individuals who are blind.

Scope Creep

Scope creep is the expansion of a project beyond its original objectives. It is a term used when clients who don't realize the ramifications, make individual changes and teeny modifications to projects, which can lead to budgetary increases and time delays.

Tag

A tag is the markup characters that designate the start or end of an element , but not the element content itself.

Taxonomy

A taxonomy is the study of the general principles of scientific classification. Information architects use this word to refer to labeling systems and nomenclature of things like the sections of a website. A taxonomy is a collection of controlled vocabulary terms organized into a hierarchical structure. The word taxonomy is from Greek 'taxis' means the arrangement or division and 'nomos' meaning law. A good taxonomy takes into account the importance of separating elements of a group (taxon) into subgroups (taxa) that are mutually exclusive, unambiguous, and taken together, include all possibilities. In practice, a good taxonomy should be simple, easy to remember, and easy to use.

Template

A template is a page that serves as a pattern for others like itself. RaginCMS templates take the concept of the template further, adding a measure of power and ease: The pages from the template can be updated automatically, all at once, just by updating the template itself.

Universal Design

Designing for the largest audience possible regardless of disability or ability. This is a process rather than an end in itself.

Usability

Usability is the art and science of designing systems or products that are effective, efficient, engaging, error tolerant and easy to learn. Usability and accessibility are often confused. Some believe that a usable site is accessible and vice versa. The two are not exclusive, but it is important to understand the difference. Usability means that a Web

site is intuitive and easy to use. Accessibility means a website is as barrier-free as possible to people with disabilities. Accessibility and usability are closely related, as they both improve satisfaction, effectiveness, and efficiency of the generic user population. But while accessibility is aimed at making the website open to a much wider user population, usability is aimed at making the target population of the website happier, more efficient, more effective.

Usability Testing

Usability testing is the process of carrying out experiments to find out specific information about a design. It is part three of the "Usability Evaluation Toolbox". In usability testing, representative users work on typical tasks using the website (or a prototype) and the evaluators use the results to see how the user interface supports the users in doing their tasks

User Centered Design (UCD)

The design process that places the user at the center of the design rather than the object to be designed. It is a philosophy and process rather than an end in itself.

Wireframe

A wireframe is a skeleton version of a website that depicts navigational concepts and page content. It is a set of cross-linked pages that acts like a functional prototype of the final website without the graphics. A wireframe often has only sketchy text content. It is often accompanied by a tree diagram or flowchart of the website. It doesn't take into account visual design or page layout.