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## **FGCU Web Resources Design Standards**

The FGCU web site is defined as any HTML, or similar application, that represents the university, its divisions, offices, programs, and related information and is located on an FGCU server that is accessed by visitors (faculty, students, staff, and the community outside the university proper). Password protected web pages created for courses taught at FGCU and pages representing individuals are not subject to all of the web design standards, though there are some requirements that must be met by those pages (see pg. 3, 4, and 5 -Standards for Specific Types of Web Pages).

The FGCU web site is considered to be an official university publication and therefore is a major communication tool and marketing tool of the university. All web pages must adhere to the applicable standards defined in this document, the FGCU Web Policy, the Requirements for Submission, Maintenance, and Review of FGCU WEB Materials, and the FGCU Identity Guidelines.

### ***Consistency***

Strengthening the FGCU identity and complimenting marketing and branding strategies is a major objective of the FGCU website. To meet this objective, consistency of appearance, structure, and navigation within the FGCU website is paramount, as is consistency between the FGCU website and other media. For Web pages, consistency aids users in identifying the origin and relationships of individual Web pages and therefore eases the task of exploring the FGCU website for information. The basis for a unified design on which the web site is built is derived from a consistent use of colors, icons, logos, and text styles. The application of visual design principles to page layouts will contribute significantly to the readability and ultimate meaningfulness of the published information. For these reasons, the FGCU website is developed and managed to maintain a consistent organization, navigational system, structure, and graphical appearance.

The Department of Web, e-Learning, and Publication Services of Office of Academic and Media Technology Services has created a visual, structural, and navigational design for the FGCU website that has been endorsed by The Office of Community Relations and Marketing. Further development of the FGCU website, under the purview of the Office of Academic and Media Technology Services, will be ongoing and every attempt will be made to reflect advances in web design and technologies: currency in university information and priorities; and advancements in navigation, organization, and visual design systems.

### ***Accessibility***

#### ***For persons with disabilities***

The two most common ways of accessing Internet information by visually disabled, and some physically disabled, students are a text browser (such as lynx) or a screen reader (such as JAWS). If a Website uses frames, image maps, vertically ordered tables, Java script, or other advanced design features, the information is invisible to text browsers and unintelligible to screen readers. In order to support the information and educational needs of persons with disabilities, all FGCU information delivered through the Web must be made compliant to Section 508 of the Rehabilitation Act,

§1194.22 (<http://www.section508.gov/index.cfm?FuseAction=Content&ID=12#Web>). Contact the Director of Web, e-Learning, and Publication Services for more information.

### ***Technical considerations***

FGCU faculty and staff have access to network bandwidth and advanced computer systems that support the development of web-based instruction and information files beyond the capability to efficiently access them with many home computer systems. In order to support the university's goal of information and educational access, website developers are urged to design with the technical capabilities of home computers in mind. It is recommended that you:

- 1) Test-view material on 17" monitors with medium resolution (800 by 600)
- 2) Make download times suitable for 56.6K modems.
- 3) Ensure that advanced programming designs such as Java, Javascript, VBScript, video and audio streaming, or Flash are used only if the intended audience has the necessary bandwidth, hardware, and software to receive and use the materials efficiently OR if alternative versions are provided.

### ***Responsibility for compliance***

The publisher/originator of any Web material is responsible for ensuring compliance with copyright and other local, state, and federal laws; adherence to university policies; and maintenance/updating of content. Questions regarding copyright or legal interpretations should be directed to the Office of the General Counsel. The University Copyright Guidelines, located on the FGCU Library Services website, may also be used for guidance in this area.

### **Organization of FGCU Home Page and Second-Level Pages**

The university home page ([www.fgcu.edu](http://www.fgcu.edu)) is the doorway into the university's website. The second-level pages, which are a series of cross-referenced index pages, are gateways to subsequent layers of the university site. Second-level pages establish the visual, navigational, and structural foundations for the FGCU website.

These first two page levels are under the direct management and control of the Department of Web, e-Learning, and Publication Services of the Academic and Media Technology Services, who is responsible for the management and timely updating of the information contained therein, the quality of their appearance, and the effectiveness of their navigational system.

The FGCU home page and second-level pages are to reside on a single server for ease of updating and management. The FGCU home page and second-level pages are arranged functionally and topically for ease of visitor navigation. Offices, divisions, and departments normally will not have a direct link from the home page. Because of limited space and competing university priorities, temporary or permanent inclusion on the FGCU home page falls under the purview of the Department of Web, e-Learning, and Publication Services, where every attempt, within reason, will be made to accommodate requests.

### **Design Requirement for All FGCU Web Pages**

Design templates for FGCU web pages to be linked from the FGCU home page are available by contacting the director of Web, e-Learning, and Publication Services. The intent of the FGCU Web template is to facilitate the development of a coherent institutional image and compliment and

reinforce current marketing efforts, while allowing room for departments, divisions, colleges, etc., to incorporate design elements that reflect their unique personality.

### ***Color Scheme***

Color standards are paramount to maintaining consistency throughout a web site. A site that jumps from one background color to another when moving from one department to another appears to be fragmented; worse still is a site that changes colors from page to page within a department.

*Page backgrounds:* A neutral color is to be used for all university web pages. White is suggested because it provides the greatest contrast with most colors, which contributes to the property of readability, supports a variety of color text and icons, and bears greater similarity to traditional print pages, which are the basis for most graphic design and communications conventions. Perhaps more importantly, some pastel colors and combinations of colors are unreadable to those with color blindness and other visual disorders.

### ***Graphical Elements***

The official university colors are dark blue (PMS 288) and emerald green (PMS 3415). When a neutral color is used for the background, then it is recommended that the dominant graphical elements incorporate the official university colors.

Page headers are to be developed from the template available from the Department of Web, e-Learning, and Publication Services.

Background graphics are not permitted if they hinder readability or add unnecessary delays to page download time.

Text links. When a neutral background is used, link colors should be set to blue.

Refer to Section 508 of the Rehabilitation Act, §1194.22

(<http://www.section508.gov/index.cfm?FuseAction=Content&ID=12#Web>) for additional graphical requirements.

Contact the Director of Web, e-Learning, and Publication Services is available for consultation on, or creation of, elements, and layout of Web pages.

### **Information Required on All FGCU Web Site Pages**

**University logo** – Refer to the FGCU Visual Identity Guidelines at <http://opal.fgcu.edu/transit/> for usage and restrictions related to the official FGCU logo. The logo must be used at the top of all official FGCU web pages and should be positioned left, right or centered. The logo on the FGCU home page may be positioned anywhere within the initial viewing area but the logo must be a prominent element.

Approved electronic versions of the logo are available at <http://opal.fgcu.edu/transit/>.

**Unit name** – The name of the unit publishing the page must be on the page or header.

**Link labeled “FGCU Home”**- that links back to [www.fgcu.edu](http://www.fgcu.edu), the FGCU home page. There must also be a text link associated with any graphical link to the FGCU home page at the bottom of the page. The FGCU logo must always be linked to the FGCU home page.

**Navigation** – Consistent and intuitive navigation must be used.

**Footer** - a standard footer includes: an EEO statement; copyright statement; changeable date of creation/last revision, position for name and e-mail address of person responsible for the page or to the Contact the Webmaster form located at <http://www.fgcu.edu/info/webmaster.asp>. You may copy the footer from any of the level-2 pages and modify the date and/or contact, if necessary.

**Section 508 compliant** – See section on *Accessibility Guidelines*.

### **Standards for Specific Types of Web Pages**

*Home page for an organizational unit (colleges, divisions, departments, offices, etc.)*

In an effort to establish and maintain a cohesive institutional image throughout the FGCU Web site, page designers are to contact the Director of Web, e-Learning, and Publication Services for a copy of the official FGCU Web template for use as the foundation of their design. If a variation on the template is required contact the Director of Web, e-Learning, and Publication Services.

In order to clearly delineate differences between information representing an individual and that of a university unit or program, all such information designated by the author as institutional must be made available in a unit directory, rather than an individual's directory.

*Pages following an organizational unit's home page*

To promote a cohesive, institutional image, all pages following an organizational unit's home page will follow the same general design as that unit's top-level page.

### **Course Web sites**

*Standard syllabus pages*

Within any given semester, all scheduled courses will have a standard syllabus page. It is the responsibility of the instructor to amend the syllabus as needed. It is recommended that instructors of distance courses place a link to the course website in the syllabus. This will assist students in locating the course site.

*Standard course web pages*

A Learning Management System is available for storage of course related material.

Online course material or course resources need not be constrained by a particular university format if password protected. Course materials, faculty web pages, and course web pages without password protection must adhere to the standards outlined in this document.

All course-related pages must contain copyright statements as appropriate and pursuant to university policy, and state and federal law.

When creating web materials that are intended to deliver part or all of a course, faculty may seek assistance from the Assistant Director of e-Learning within the Department of Web, e-Learning, and Publication Services. Staff is available to help with a variety of course and media development services.

### **Home pages representing student clubs or organizations**

Home pages for student clubs or organizations must adhere to the same requirements as all university organizational units. In order to link to any FGCU home page or to use any FGCU

technological resources for such purposes, these organizations and clubs must be a recognized FGCU entity. Such recognition is coordinated through the Division of Student Affairs.

Students creating club, organization, or personal web pages have limited access to university web development services.

### ***Home pages representing an individual***

Home pages representing individual faculty, staff, or students must contain the following:

- Name and e-mail address of the individual.

- Approved Florida Gulf Coast University logo in header.

- Date of the last update.

Disclaimer: "The views and opinions expressed in this page are strictly those of the page author and in no way represent those of Florida Gulf Coast University, the State University System of Florida, or the Florida Gulf Coast University Board of Trustees."

Faculty and staff creating personal home pages have limited access to university web development services.

### ***Exceptions and petitions for changes to standards***

Any desired exceptions or changes to these design standards must be submitted to the Director of Web, e-Learning, and Publication Services. Prior to revising policies the Director of Web, e-Learning, and Publication Services will recommend policy change to the appropriate office.