



# CENTRAL WASHINGTON UNIVERSITY

## INFORMATION TECHNOLOGY SERVICES DEPARTMENT POLICY

Title: ITS Web Development	Number: <b>PL701.0</b>	Eff: 4/18/06 Rev: 2/23/09
<p>Purpose: The purpose of this policy is to insure that all CWU Web sites adhere to a common look/feel (for branding and marketing purposes), use the appropriate authoring language, insure a high level (Priority Level 2) of equal access for the disabled support, and exhibit a professional appearance and design that reflect well upon the university and insure cross-browser compatibility.</p>		
<p>Policy:</p> <p><b>SECTION 1</b> <b>General Web Development Standards</b></p> <ol style="list-style-type: none"> <li>1) All Web pages developed will adhere to the approved Graphics Standards manual. (See Section 2)</li> <li>2) All pages developed will be cross-browser compatible for the three major browsers in use today. IE: Internet Explorer, Firefox and Safari.</li> <li>3) All sites will strive to achieve a Priority Level 2 regarding ADA compliance. (See Section 5)</li> <li>4) The Web Office will adhere to all general and specific standards in this policy, while building sites adhering <b>primarily</b> to the first three general standards. Occasionally, pages may slightly vary from the original design concept in order to achieve General Standards 1-3.</li> <li>5) Web sites will be developed for a screen resolution of 1280 x 1024.</li> <li>6) If data base connectivity is needed, PHP/MySQL is the supported method.</li> <li>7) Use of CWU authorized Web languages and correct use of the approved CWU template. (See Section 3)</li> <li>8) Fly-out menu standards supporting ADA compliance will be used. (See Section 4)</li> <li>9) Off campus domains are discouraged. (See Section 6)</li> <li>10) The Web Office business model will be used for supporting departmental sites. (See Section 7)</li> </ol> <p><b>SECTION 2</b> <b>Compliance with the Graphic Standards manual</b></p> <p>It is the policy of the ITS/CWU Web Development Office that all Web sites will adhere to the Graphic Standards Manual. All pages will carry the CWU Web banner at the top of the page. All pages will have the left-hand grey menu area and the page will be arranged in what is commonly known as a "C" clamp design. For complete information, please visit the Graphic Standards manual at: <a href="http://www.cwu.edu/~publications/graphicstandards.html">http://www.cwu.edu/~publications/graphicstandards.html</a></p> <p><b>Introduction for the Graphic Standards Manual:</b> <i>This Graphic Standards Manual has been prepared to aid the CWU community in building a</i></p>		

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400 East University Way . Ellensburg, WA 98926-7436 . Phone: 509-963-2333 . Fax: 509-963-1385  
 Bouillon Hall Room 202 . Email: [stephenm@cwu.edu](mailto:stephenm@cwu.edu) . Home Page <http://www.cwu.edu/~its>  
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*consistent image that reflects the institution's mission, message and identity. Input from faculty members, staff, students, administrators, alumni and outside consultants led us to conclude that CWU could benefit from a more clearly defined visual identity. The goal was to create an attractive, flexible and effective visual identity that could be used for all university publications including print, electronic, video and other emerging forms. To most effectively tell Central Washington University's story to internal and external audiences, it is important that official university publications have a common thread and consistency and meet certain standards.*

### **SECTION 3**

#### **Authorized Web Languages And Correct Use Of The Approved CWU Template**

All CWU Web development will adhere to recommended reference specifications from the World Wide Web Consortium (W3C) and their guidelines for authoring in developing web services. For complete information, please visit: <http://www.w3.org/TR/2000/REC-xhtml1-20000126/>. Site managers will use contemporary markup tags, which have been included in a recommended reference specification from the W3C.

**The Web language of choice, at this point in time, for the CWU Web site is transitional XHTML 1.0.** This assures clean presentation, lends itself to ADA compliance and lends itself to Web viewing on other intelligent agents.

#### **Supported Web authoring software.**

Supported software at this time includes

- Dreamweaver for editing XHTML and CWU Web sites
- Adobe PhotoShop for image editing
- Adobe Acrobat for PDF generation
- Simple Server for offline viewing of pages under development
- Other minor software packages (inquire with the Web Office)

Primary considerations for all pages are

- Consistent look and feel
- Simplicity, clarity, sharpness
- Ease of user navigation.
- List format rather than narrative verbiage wherever possible.
- Consistent font throughout (Arial); sans serif for crisper look.
- All pages throughout the site will have the Search Box at the far right top of the screen. This box will always be on the same line as the top menu links but can be either above or below the main page header on Level 2 pages.
- On Level 2 pages, there will always be the CWU Home link along with 5 other optional links that will be arranged horizontally at the top of the page. These links will be the main five links that display on the homepage by default but can be changed at the department level to correspond with their site.
- Photographs/visuals should be generally positioned in the center or off-center of the

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page in Level 1 and 2. Normally, main clickable links will be to the left of the visual unless the option for no left menu is chosen.

- Level 1 entry pages should be arresting and visually oriented. Narrative text is optional at this level. Generally throughout, for the sake of clarity and convenience of users, text should be primarily in bulleted or list form wherever possible.
- Home page images should help balance the rest of a departmental home page.
- All home pages should include contact information.
- All pictures should have a resolution of 72px.
- All images must include an alt tag in the html code with a description of the image (not a blank alt tag which validates).
- If departments choose to use buttons or images for navigation, they must match CWU colors.
- Small amounts of Flash “eye candy” may be used as long as it is 508 compliant.
- Each department web site should have a consistent look and feel throughout all pages.
- All pages must but be validated with the W3C with the exception of flash.
- Contact information in left hand bottom corner should be consistent throughout site.
- CWU banner that contains the title of the page may be removed if replaced with a banner or additional navigation for each department. However, this should be consistent throughout the department site.

### SECTION 4

#### Fly-Out Menu Standards

- CWU pages using dynamic fly-out menus must use the Ultimate Dropdown Menu 4 (UDM 4) template.
- Pages with the UDM menu system need to be unlocked from the templates.
- Must use approved CWU colors, see: [www.cwu.edu/~web/cwu\\_approved\\_colors.html](http://www.cwu.edu/~web/cwu_approved_colors.html) .
- Limit of three child fly-out menus from parent.
- Must use a graphic such as `menucarrot.jpg` or `smallmenucarrot.jpg` with an alt attribution of "submenu" to indicate a fly-out menu presence.
- Borders must be the same color as background gray (or other approved color) in the left-hand menu.
- To manipulate border colors and backgrounds of the fly-outs, altering of those attributes of the `udm.css` is authorized.
- In the `udm.css`, do not use `border: none` (breaks tab function) or `border: transparent` (IE 6 doesn't recognize it), tab functions must remain intact.
- Font face and size used in the `udm.css` must be consistent with font face and size in the `CWU common.css`.
- For accessibility of fly-out menus, the biggest issue is that all top-level menu items must link to pages that provide duplicate links to their submenu items. For example, on the CWU template, "Future Students" must link to an actual Future Students web page that must contain links on that page for "Request Information", "Application Deadlines", "CWU Center Students". Rationale: in some cases, only the top-level menu items will

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be displayed as links. Therefore, you must provide duplicate links to all submenu items.

- Pages using the UDM menu system must be under the direct supervision of a primary Web Developer at CWU. These developers are: CWU Web Developer, MTIS Web Development staff and SAEM Web Developer.
- Pages must validate as transitional XHTML 1.0.
- Contact the CWU Web Office for the specific files and for technical support or visit the complete menu support site at: <http://www.cwu.edu/~its/flyoutstandards.html>.

### SECTION 5

#### **Equal Access For The Disabled** (Federal Guideline 508 compliance).

It is the policy of Central Washington University to ensure our sites are compliant with Section 508 regulations. Section 508 was an amendment made to the Americans with Disabilities Act in 1998. This amendment requires that Federal agencies' electronic and information technology is accessible to people with disabilities.

#### **NOTE:**

**In addition to basic 508 compliance, all pages on the CWU Web site should achieve a Level 2 Priority ADA compliance as set forth by the W3C.**

Individual pages may be tested at: <http://www.cynthiasays.com/Default.asp> or <http://wave.webaim.org/>

#### **WHY IS THIS IMPORTANT TO CWU?**

While the U.S. Section 508 Guidelines do not currently require universities to make their Websites accessible, CWU's goal is to ensure that all students, faculty, and staff, regardless of disability, have equal access to any information posted on our Website. For example, have you ever thought about how a blind person would surf the Web? They use talking browsers. However, if web pages are not coded in a particular way, it could greatly hinder the way these pages are read to a blind person.

*For further information, please visit: Web Accessibility Standards at CWU, located at:* <http://www.cwu.edu/sec508.html>

### SECTION 6

#### **Off Campus Domains**

For the purposes of security, back-up, and disaster recovery, off campus domains are not encouraged. ITS cannot insure that off campus domains provide adequate security or disaster recovery in case of catastrophic server failure.

### SECTION 7

#### **Web Office Business Model**

As the Web Office has no funding for Student Assistants, all students are self-support and a re-bill rate is established annually based on regional labor rates and resource availability.

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Departments must request, by e-mail, maintenance or development to be performed and acknowledge the student re-bill rate. Charge/credits are sent out the first day of the new month.

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