

The Official Daytona State College Web Standards Guide – January 2012

1. Text Standards

- a. All text on all pages will be in the typeface Arial and color black (default) with no background color. No using the text span (), pre-rendered text(<pre>), address (<address>) or division(<div>) tags to change the typeface or size.
- b. The format of sub-headers should be selected as Heading 3 (<h3>) and left justified
- c. Only new links may be tagged strong (), all other links should be presented as standard links.
- d. Any items that are designated as a list should be placed within an ordered () or unordered () list.
- e. No using all caps, except for acronyms
- f. No use of characters to highlight text such as asterisks or exclamation points.
- g. All text content should be spell checked, grammar checked, and proof read before publishing.
- h. Only use Bold() and Italics() tags when necessary
- i. Do Not change the “Font Family,” “Font Size,” or “Style”

2. Top Navigation

- a. **No more than 7 categories per page.**
- b. **No more than 10 links per category.**
- c. All categories must be in alphabetical order.(L to R)
- d. All links within a category must be in alphabetical order.
- e. No duplication of links with different wording
- f. All left navigation changes will be carried out by IT. Please email the helpdesk with proposed changes.(helpdesk@daytonastate.edu)
- g. No internal links within content areas (no links to anchor points within a page in the navigation).
- h. “This page is maintained by: Person Name” should not appear on any web pages, contact information will be on the contact page.

3. General Standards

- a. All sites must adhere to the Universal Web Site Accessibility Policy (<http://www.section508.gov/index.cfm?FuseAction=Content&ID=12>)
- b. Alternative Text (<alt>) Tags for all Images and links must be used.
- c. Correctly Sized & Optimized Images (images are not pixilated), maximum width is 968px.
- d. Do not use the use of the terms “Under Construction”, “Coming Soon” or similar verbiage.
- e. The use of Tables should be limited
- f. Text version for graphically intensive items
- g. No use of Backgrounds
- h. No Embedded Videos from External Hosting Sites such as Youtube
- i. All pages can be changed by IT, without notice, if not in compliance.
- j. Links or items on web pages that have time sensitive material (event promotion, registration date, etc) Must be removed within 72 hours of the end of the event.
- k. When contacting the help desk about a web page please include the url (web address) of the page you are referring to.
- l. No Flash plug-ins, with exception of videos hosted internally.
- m. Any files that are not in their proper folder location **Will Be Deleted**
- n. All contact information will be on one page within a section with the following format:
 - i. Phone: (386)506-3000
 - ii. Buildings should be identified with their name and number
 - iii. Any email address will be linked to that persons e-mail
 - iv. Faculty members names will be linked to their profile page
- o. Teaching and learning materials must to be housed in our D2L (Florida Online System)
- p. Marketing materials must be housed in our main marketing www.daytonastate.edu site.

4. Automated Departmental Page Contains

- a. Chair and Assistant Chair contact information
- b. Name of Chairs and Assistant Chairs (along with program and contact information)
- c. Departmental Introduction developed from the department head
- d. Faculty List for current and next semester
- e. Programs offered by the department (for the current and next semester) that has a hyperlink to the program guide.
- f. An optional link to send users to an extended Departmental self-administered (created via Omni Update CMS) web page.
- g. Additional information can be found here:
http://www.daytonastate.edu/web_central/automated.html

5. Image Standards

- a. All images must have an Alternative text(<alt>) tag as per section 508(4A).
- b. Recommended format for pictures is .png, however .gif and .jpg are also permitted.
- c. No borders on images
- d. All images should have visible corners, no rounded or feathered edges.
- e. No Scrolling Marquees or Animated GIFs
- f. Any Social Media Icons (Facebook, Twitter, etc.) should come from “/images/(facebook)buttonblue.png” folder to prevent multiple uploads of social icons.
- g. No external photo slideshow plug-ins (photobucket, flickr, etc.) If you would like a slideshow on your page, e-mail the helpdesk.

6. Links

- a. All links that open into any page outside of the current section must open into a new window()
- b. Only new or important links may use the strong() tag
- c. If uploading a document, when at all possible, convert the document to a PDF first.
- d. Before uploading a document, please ensure that correct web naming conventions are used. For example, all lower case letters, and use an _ for separation of words. No special characters and no use of a space as a separator. File names cannot include any of the following characters: forward slash (/), backslash (\), greater than sign (>), less than sign (<), asterisk (*), question mark (?), quotation mark (”), pipe symbol (|), colon (:) or semicolon (;). Documents uploaded without proper naming conventions will often result in broken links.

7. Help

- a. Persons requiring assistance on any aspect of these standards should contact the Daytona State College IT Helpdesk at ext 3950 or email helpdesk@daytonastate.edu where a service request for the issue will be created.