

GUIDELINES FOR WEB PAGES INSIDE SJSU.EDU

1.0 Requirements

1.1. Required Page Assets

1.1.1. Navigation Elements

A clear, easy navigation through every page of the SJSU Web site is a necessity. A site and its pages should not be a maze where visitors must guess their next move or try the “Back” button to get out. Every page should include at a minimum

- A hyperlink to SJSU homepage labeled “SJSU Home”
- A hyperlink to the appropriate department/division/school/etc. from where the page originates, labeled “Home”
- Appropriate Contact Information
 - mailing address, physical location, and/or phone number
 - A hyperlink to SJSU Contact (URL: <http://www.sjsu.edu/contact>) labeled “Contact Us”. Please refer to section 5.1.3 for more information.
- A list of quick links inside the site and other sjsu.edu sites

URL links should be tested routinely to ensure that they are still accurate.

1.1.2. Search

In order to be properly indexed by the University search engine and by external search engines, Web pages should at a minimum, use the appropriate description and keyword tags. It is also recommended that these sites include a local search feature in each of their sites.

- Information on Meta-Tag Generator can be obtained at
URL: <http://www.sjsu.edu/webpublishing/tutorials/metatags/>
- Information on adding local search can be obtained at
URL: <http://www.sjsu.edu/webpublishing/tutorials/search/>

1.1.3. Contact Information

All institutional Web pages must include contact information (physical location, and/or phone number) on the Web page. All institutional Web pages should also have a contact email address listed in the “Contact Us” page, for each service offered (URL: <http://www.sjsu.edu/contact/>) and refer to this page using a label called “Contact Us” from their Web page. The contact listed here, must be able to respond to inquiries in a timely manner. To add or make changes to contact information, listed in the “Contact Us” page, contact the Web Services Unit.

1.1.4. External Links

Links that leave the sjsu.edu domain are visually indicated by the following piece of iconography.

External Link Icon: 

Image source: <http://www.sjsu.edu/pics/icon/arrow.gif>

Additional information can be obtained from the [University Web Style Guide](http://www.sjsu.edu/webpublishing/styleguide/) (URL: <http://www.sjsu.edu/webpublishing/styleguide/>)

1.2. Disclaimers

Display or link to a clearly labeled disclaimer "The authors of the SJSU Web site have made every reasonable effort to be accurate in Web content. Please understand that all information on the Web site is subject to change at any time without notice. No responsibility for any clerical or editorial errors is assumed by SJSU, nor does information on the Web site serve as a contract between SJSU and any other party."

1.3. Content Quality

Information on Web pages should be updated as regularly as necessary. If the page contains time-sensitive information, the date the page was last updated or reviewed should be indicated somewhere on the page. All pages should be reviewed at least every six (6) months.

For recommended style standards, refer to the University Web Style Guide and University Logo and Style Guide. For Web related words, keep in mind the following:

- homepage is one word
- Web is uppercase when it stands alone; lowercase when combined with another word (e.g. Web site; World Wide Web; Webmaster)
- download and upload are spelled as one word
- online is one word, no hyphen

1.4. Design Standards

1.4.1. Color Schemes

Although not required it is strongly encouraged that SJSU related web sites utilize the University colors as their primary color scheme.

1.4.2. Minimum Coding Standards

Front- and back-end code must be compliant with and validate against [W3C](http://www.w3.org/) (URL: <http://www.w3.org/>) standards. Whenever possible sites should practice separation of data and presentation layers by using basic XHTML and utilizing an external style

sheet (CSS). When CSS is used it should properly validate. XHTML transitional should be the minimum-coding standard used.

1.4.3. Correct HTML

HTML, when properly used, only defines the structural hierarchy of a document. Presentational markup should be included in a style sheet. HTML is not to be used for presentation markup. HTML 4.01 is an antiquated standard and the tag is a deprecated tag. (Example: When text is to be used as a heading/subheading, the appropriate HTML heading tag should be used. Text heading should never be created by bolding the text and increasing the font size.)

All tags should conform to the guidelines and recommendations given by the World Wide Consortium (W3C). The W3C also offers a validation service (URL: <http://validator.w3.org/>) for your pages. So if you wish to test them, just type your URL into the appropriate box.

1.4.4. Errors

Always check your pages carefully, particularly if you have been using a word processor that translates text into html or if you are copying and pasting from a word processor program into a Web editor. When the text is translated, these programs often insert alien characters, such as accents and random letters, or shrink the text to an unreadable size. Always use a spelling checker and make sure that your grammar is correct, as mistakes, however small, reflect badly on the University. Also, be sure that your code (HTML, XHTML, CSS, etc.) properly validates.

1.5. Naming Conventions

Standards for naming conventions exist, as a part of the University's pursuit to ensure both a consistent user-experience and a high level of usability.

1.5.1. Files and Directories

- Sub-site homepage files should be named following standardized default document naming conventions. (Ex. index.htm or index.html)
- Folders and ancillary site files should use succinct and logical names.
- All names should be lowercase and not contain spaces or special characters.

1.5.2. Subdomains

Subdomains are maintained and distributed by University Computing and Telecommunications (UCAT). Subdomain requests for servers that will serve as a production Web server or used for public access must meet the standardized

naming convention established by the Web Services Unit. Therefore, in addition to UCAT approval, such requests need to obtain approval from the Web Services Unit.

1.5.3. Registered Name Space

In order to preserve a consistent naming convention and organizational hierarchy within the entire University name space, it falls within the auspices of this policy to maintain and govern policies regarding officially registered name spaces. This includes but is not limited to, URL specific syntax conventions applied to the SJSU domain and name space, including any and all subsites and subdomains contained therein.

1.6. Non-HTML Forms

Non-HTML forms posted in the form of a linked document should be posted in PDF format, created as a PDF form, and meet any accessibility compliancy requirements. In certain circumstances forms can be posted in alternative formats. In such instances these forms must meet all accessibility compliancy requirements and are subject to review by the University Web Oversight Committee.

1.7. University Web Style Guide

The University will maintain an SJSU Web Style Guide that will be made readily available in hard copy and online. This guide will serve as the working document as it pertains to visual style consistency and implementation practices related to SJSU-related Web sites. Additional information can be obtained from the University Web Style Guide (URL: <http://www.sjsu.edu/webpublishing/styleguide/>).

1.7.1. Use of University Name, Seal, Logo and Branding

San José State University is making changes at many levels to assure that, within a rapidly changing world, we continue to deliver quality education to our students and to this region. As an indicator of that change, our University logo reflects our proud heritage in higher education as well as the innovation that marks our future.

The logo serves as an important visual symbol of the University, and ultimately, of the work we do. So, to ensure its proper use, we have developed a style guide with policies for using the logo. The guide also provides general help in developing and producing University publications and other forms of communications. The SJSU logo and mark may be used on official University Web sites such as University departments and schools, as long as they are used correctly. For correct logo usage, consult the University Logo and Style Guide (URL: <http://www.sjsu.edu/comm/services/styleguide/>).

1.7.2. Commercial Use

“Use of the University's information technology resources is strictly prohibited for unauthorized commercial activities, personal gain, and private, or otherwise unrelated to the University, business or fundraising. This includes soliciting, promoting, selling, marketing, or advertising products or services, or reselling University resources. Campus auxiliary organizations are authorized to provide services and products to students, faculty and staff, and invited guests of the University through operating and service support leases. The University President or designee may authorize additional limited commercial uses under separate policy provisions. Such uses are exempted from the above prohibitions. These prohibitions are not intended to infringe on authorized uses that enable students, staff, and faculty to carry out their duties and assignments in support of the University mission.” S02-8 Information Technology Resources Responsible Use Policy (URL: <http://www.sjsu.edu/senate/S02-8.htm>).

1.7.2.1. Links to Commercial Entities

Links to commercial entities must be related to the University's mission and must not imply endorsement by the University. Use of corporate logos is not allowed unless explicitly approved by designees from both the Division of Administration and Finance and the Department of Marketing and Communications. Corporate logos should link to the main home page of the corporation, **not promote sales of products. We should be providing education about the corporation and not promoting sale of their products.**

1.8. External Vendors

Working with an external Web design vendor is an acceptable solution when developing a University Web site or page.

Unless there are extenuating circumstances, the following policies should be understood and shared when working with external vendors:

- All code and images belong to SJSU
- Front- and back-end code must be compliant with and validate against current Web standards
- All work product falls under the auspices of this policy and must meet all University policies, guidelines and best practices
- The created Web site must reside on an approved Web server per SJSU server guidelines (URL: <http://www.sjsu.edu/ucap/policies/>).

1.9. Site Ownership

Every site must be owned and maintained by a staff or faculty member — not a student or external company. Using an external vendor to create, and in some

instances to help maintain a site, is acceptable; however, at least one faculty or staff member from the responsible office must own and be accountable for the site, including having a basic knowledge of how to update, remove or change information on the site. Student interns may help create or update sites; however, a student cannot be the owner of the site and cannot be the only person in the responsible office who knows how to update and manipulate the site.

1.10. Site Registry

The individual site masters for each sub-site will oversee and maintain the registry of their site. The information gathered for the registry is used to not only delete old or non-maintained sites, but also to quickly identify who is responsible for each existing University site especially in the event that communications need to be facilitated. Each owner of a newly created site must be registered with the Web Services Unit using the University site registry system (URL: <http://www.sjsu.edu/siteregister/>) for his/her particular campus or site. Sites not registered may have top-level links removed from University pages, site index or be removed from the University's search engine.

1.11. Section 508 Compliance (Web Accessibility)

Web pages must be accessible to all users, including users with disabilities, compliant with SJSU and CSU's policies and compatible with screen readers as well as other assistive technologies. All sites inside the SJSU domain and name space will be monitored for compliance with applicable policies and regulations governing access for people with disabilities, including state and federal laws. It is expected that Web sites will be compliant with Section 508 and W3C accessibility guidelines. The Web Services Unit and the Disability Resource Center are resources to assist site managers working towards compliance.

Reports will be made available to site masters of sub-sites that have been identified as non-compliant and ample time (based on number of compliance issues) will be given to rectify the problem. If the site in question is not compliant within the agreed upon time frame, top-level links to the site may be removed as will links in sites index and in the University's search engine. More information on Web accessibility can be obtained at <http://www.sjsu.edu/accessibility>

Users of SJSU Information Technology resources are expected to be aware of and compliant with Section 11135 of the California Government Code as amended by (Senate Bill 302, Chapter 784, Statutes of 2003) to clarify that Section 508 of the 1973 Rehabilitation Act applies to the CSU. Section 508 addresses all aspects of access to information technology, Web based materials, programs and services including guidelines for creating accessible Web sites and Executive Order No. 926 - The California State University Board of Trustees Policy on Disability Support and Accommodations (URL: <http://www.calstate.edu/eo/EO-926.html>).