



**San José State**  
**UNIVERSITY**

## **SJSU University Web Templates 3.0**

**Usage Guidelines and Best Practices**

**Web Services Unit**

**<http://www.sjsu.edu/webservices>**

Version: 1.0

Last Modified: November 1, 2007

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## Introduction

In an attempt to further improve usability and accessibility across all university websites, SJSU University Web Templates 3.0 (UWT) is introduced to:

- Provide a more intuitive navigation and layout
- Support Section 508 accessibility guidelines
- Maintain uniformity and consistency across all university websites
- Support Web 2.0 applications and infrastructure
- Allow options for content and media flexibility

The SJSU University Web Templates have a structure that is different from the old templates. The new templates are CSS driven, and contain minimal JavaScript to avoid issues with accessibility. CSS is used to for all purposes involving layout, navigation and appearance. This allows for a broader adoption of Section 508 requirements.

UWT 3.0 is intended for SJSU campus webmasters, and for all sites within the sjsu.edu domain. To ensure the most effective usage of the templates, an intermediate knowledge of HTML, CSS and JavaScript is required.

The templates are open for use by official university units and officially recognized organizations. In order to obtain the SJSU University Web Templates 3.0, send in a request by visiting:

<http://www.sjsu.edu/webservices/services/templates/>

## Contact

This SJSU University Web Templates 3.0 and this documentation has been created by the University Webmaster. If you have any questions or need assistance, please email: [webmaster@sjsu.edu](mailto:webmaster@sjsu.edu)

## Template Overview

### Accessibility

The California State University (CSU) system has launched a system-wide Accessible Technology Initiative (ATI) to ensure that each CSU campus follows state and federal laws mandating access to information resources and technologies to individuals with disabilities. This commitment is articulated in Executive Order 926 (EO 926), the CSU Board of Trustees Policy on Disability Support and Accommodations. Visit the ATI webpage for more information:

<http://www.calstate.edu/accessibility/>

UWT 3.0 has been developed to be fully Section 508 compliant. Any and all content or media published on the templates must be accessible. It is the webmaster's responsibility to ensure that all content meets Section 508 requirements. For more information on Section 508, visit:

<http://www.section508.gov/index.cfm?FuseAction=Content&ID=11>

A Web Accessibility Training Manual and Web Accessibility Auditing Tools are available to assist campus webmasters in creating and maintaining accessible websites.

Web Accessibility Training Manual: <http://www.sjsu.edu/accessibility/web/webmasters/guide/>

Accessibility Auditing Tools: <http://www.sjsu.edu/accessibility/web/webmasters/tools/>

For more resources regarding creating accessible websites, visit the SJSU Accessible Technology Initiative website: <http://www.sjsu.edu/accessibility/>

### Header

The page header is not intended to be edited by the webmaster, except that the header background image needs to be specified. To do this, every page on your site should contain this code:

```
<div id="banner" style=" background-image: url(/pics/backgrounds/your-unit_bg.jpg); ">
```

### Content

Content flexibility was a key consideration in the web template redesign. A variety of homepage, intermediary, and endpage templates have been created to fit webmaster and content editor needs. The content area on the templates is organized into columns. Columns are independent containers. One, two, three and four column templates allow the webmaster to insert any amount of copy, and any type of media – restrained within the width limits of the column. You cannot have content automatically "flow" from one column to the next. Columns can contain other HTML elements, such as lists, tables or images, but they must begin and end within the same column.

### Navigation

Because of issues with JavaScript and accessibility, dynamic "drop-down" menus have been replaced by static primary navigation located at the top of the page, and static secondary navigation located at the left side of the page:

- Primary navigation exists on homepages, intermediary pages, and endpages.
- Secondary navigation exists only on intermediary pages, and should point to deeper levels of content

- See section 4.1 for more information about homepages, intermediary pages, and endpages.

**Footer**

The page footer is not intended to be edited by the webmaster.

## Template Structure

To use the University Web Templates effectively, please use the following guidelines.

### Primary Navigation

The primary navigation is located on all pages. It should contain top-level links which indefinitely lead to all areas of the site. It is positioned immediately below the SJSU banner and affords the webmaster the entire 769px width of the page.

### Secondary Navigation

The secondary navigation allows users to access deeper levels of the website, beyond the 1st level primary navigation. Secondary navigation is available only on intermediary pages. Once a user opens the website homepage, and clicks on a link within the primary navigation, the secondary navigation will appear at the left side of the page. It will enable a user to access deeper pages, if they exist (see Template Types Through Levels below).

### Breadcrumbs

The University Web Templates and the whole 3.0 website infrastructure rely heavily on the breadcrumbs to illustrate where the visitor is located. Breadcrumbs show users their current location in the site hierarchy and infrastructure. SJSU Home should always be the first breadcrumb, followed by the website index page, then any other succeeding levels to access the current page.

### Full-width Field

An optional full page-width field is available on homepages only, and is intended for media such as a photo, flash, or video clips. It is not height-restricted. It is recommended that the media content stretches the full width of the page. A 769px width and 250px height photo place holder can be seen on the demo templates.

### Page Title

The page title should title the content of the page. It is located below the full-width field on homepages, adjacent to photo columns, or generally at the top of a text/content area. The page title is wrapped by the "pagetitle" div tag:

```
<div id="pagetitle">
<h2>Page title here</h2>
</div>
```

### Quick Links

Additional "impulse links" or "quick links" can be provided in the quick links module, in addition to links which may be provided within the template columns. The quick link module is optional. To remove the quick links module, delete the following HTML:

```
<!-- start quick links -->
<h2>Quick Links</h2>
<div id="quicklinks_home">
<ul>
```

```
<li><a href="#">Link 1</a></li>
<li><a href="#">Link 2</a></li>
</ul>
</div>
<!-- end quick links -->
```

## Contact Information

Each website must have a Contact Information area on the homepage, and is optional on intermediate and endpages.

A contact us link is provided in the contact information area. Each website must have a Contact Us page. Clicking on the link opens a pop-up contact form. A default contact.html file is provided, which will need to be edited to include the correct email address. Please see the source code of the contact.html file.

A campus map link is provided in the contact information area.

## Did you know?

Intermediary and endpages may contain a section titled "Did you know?" which shows a randomly chosen fact about SJSU. A JavaScript file which is included in the head section of the template is responsible for choosing the fact when the page loads. If you choose not to include the Did you know? section, you may remove the script tag from the head, and the accompanying HTML from the body:

```
<script language="Javascript" type="text/javascript"
src="http://www.sjsu.edu/js/bragging2.js"></script>

<!-- start didyouknow -->
<div id="didyouknow">
<h2>Did you know?</h2>
<p id="didyouknowrand">San Jos&eacute; State is the 7th largest public employer in
Silicon Valley. </p>
</div>
<!-- end didyouknow -->
```

## Using the Templates

### Template Types

There are three types of templates:

#### Homepage

The homepage template welcomes visitors to your website. It is often the first page a user will encounter when visiting your site.

Available homepage templates:

- 1 column
- 1 column (fixed image column)
- 2 column (uneven columns)
- 3 column

#### Intermediary Page

The intermediary templates act as a bridge between a Homepage and an endpage. Intermediary pages exist only if there are additional pages on deeper levels. Secondary navigation exists only on intermediary templates, and therefore will point to deeper levels. The secondary navigation occupies 165px of space to the left. The remaining width of the page is for content.

Available intermediary templates:

- 1 column
- 1 column (image float)
- 1 column (fixed image column)
- 2 column (uneven columns)

#### Endpage

In theory, the end template will contain content which the user is ultimately looking for. The end templates are used when there are no longer deeper levels to navigate to. Therefore, the webmaster is allowed and entire 640px of width-space for more elaborate content (depending on the template chosen). It is possible for a user to access a Homepage and go directly to an endpage if there is no content in levels deeper. Primary navigation and breadcrumbs are located at the top.

Available endpage templates:

- 1 column
- 1 column (image float)
- 1 column (fixed image column)
- 2 column (uneven columns)
- 3 column
- 4 column

## Template Types Through Levels

The diagram below illustrates how template types should differ through deeper levels of a website.



## Template Variations

### One Column

(homepage, intermediary, endpage)

The one column template has one undivided content area. The content area can be used for things such as calendars, or large tables. It can also be used as a container for user-defined content layouts.

### One Column (fixed image column)

(homepage, intermediary, endpage)

The one column, fixed image column template is designed for backward compatibility. This template allows webmasters who are in an existing two-column template, the ease to migrate content to UWT 3.0. Each column can accommodate any type of content. On homepage templates, the full-width photo is disabled by default, and a larger image should be used. On intermediary and endpages, a smaller image should be used.

### One Column (image float)

(intermediary, endpage)

The one column, image float template is a variation of the one column fixed image column template. Rather than a dedicated photo column, this template allows the text to wrap around the image. An image of any size may be used in this template. Although, it is important to be aesthetically sensitive to how the text wraps around the image.

### Two Column (uneven columns)

(homepage, intermediary, endpage)

The two column, uneven columns template has two fixed-width columns. The left column is wider than the right column. Each column can accommodate any type of content or media.

### Three Column

(homepage, endpage)

The three column template has three fixed-width columns of equal width. Each column can accommodate any type and length of content, such as lists, images, text.

### Four Column

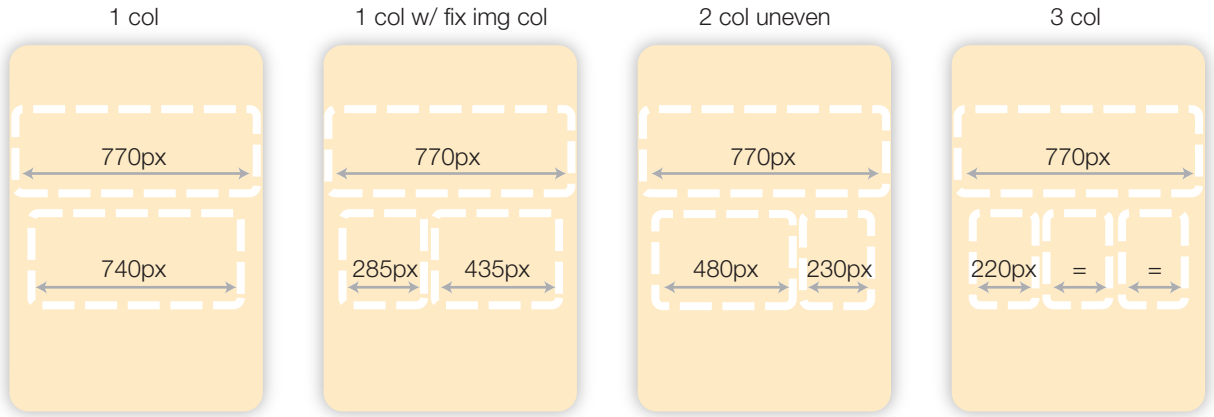
(endpage)

The three column template has three fixed-width columns of equal width. Each column can accommodate any type and length of content, such as lists, images, text.

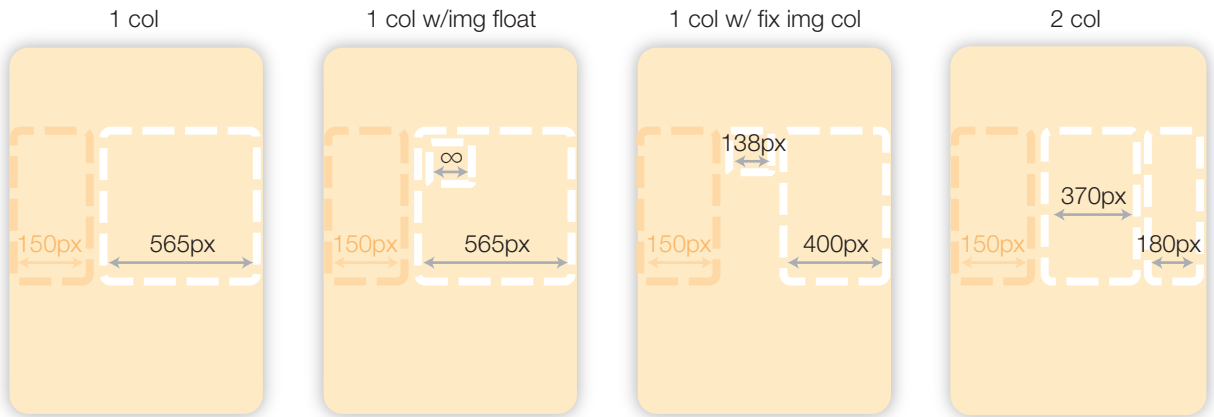
template variations	template types		
	homepage	intermediate pg	endpage
1 col	●	●	●
1 col w/ fixed img col	●	●	●
1 col w/ image float		●	●
2 col w/ uneven col	●	●	●
3 col	●		●
4 col			●

# Template Dimensions

homepage



intermediate pg



endpage



note:  
there is no height limit

## Editing the Template

### Dreamweaver

If you want to use the .dwt files as Dreamweaver templates, copy the files to the "Templates" directory at the root of your local copy of your website. If you do not have a Templates folder, you can create one.

### XHTML

The new templates are written using the XHTML 1.0 Transitional document type. Please make sure to use valid XHTML syntax in your page content so that your pages validate.

Pages can be validated at <http://validator.w3.org/>

Some differences between HTML and XHTML are:

- In XHTML, all tags must be closed. This includes "empty" tags, such as `img`, `br`, and `hr`.
- Empty tags can be closed by putting a slash at the end of the tag:  
`<br />`, `<hr />`, `<img src=... />`
- Other tags need a conventional closing tag:  
`<p>Paragraph text...</p>`  
`<li>list item text...</li>`
- All tag names and attributes must be in lower case. `<A HREF=...>` is not valid.
- Attribute values must be in quotes. For example, `<img width=10...>` should be changed to `<img width="10" ...>`
- Elements must be properly nested. If an element starts inside another element, it must be closed before the outside element is closed.
- For example, `<form...> ... <table...> ... </table> ... </form>` is valid, but `<form...> ... <table...> ... </form> ... </table>` is not valid.

### CSS

UWT 3.0 uses Cascading Style Sheets (CSS) to control page layout and appearance. The stylesheet is located at <http://www.sjsu.edu/css/sjsu3.css>.

Rather than copying the CSS file into a separate subdirectory and using relative referencing, it is encouraged that an absolute path is used to the file path above. Therefore, changes to the CSS styles will occur to all sites globally.

A helpful tutorial on using CSS can be found at <http://www.w3schools.com/css/>.

### Semantic Markup

When using these templates, be sure to use "semantic" markup. For example, instead of using bold text to indicate a heading, use the appropriate heading tag (h1 - h6). Use ordered and unordered lists instead of tables for lists of items. Also, be sure to use `<strong>` instead of `<b>` and `<em>` instead of `<i>`.

## Accessibility

UWT 3.0 has been developed to be fully Section 508 compliant. Any and all content or media published on the templates must be accessible. Persons using, editing, or developing content for the SJSU University Web Templates assume the responsibility to ensure that all content and media is fully accessible

For more resources regarding creating accessible websites, visit the Accessibility @ SJSU website:

<http://www.sjsu.edu/accessibility/>

A few considerations regarding Section 508 compliancy:

- To maintain accessibility, leave text at the default size and color. The size and color of text and background colors have been chosen to ensure that the content can be read by as many users as possible.
- Every image tag must contain an "alt" attribute. For images that are purely decorative, the alt attribute should be empty, as follows:  
``
- Table headers should be identified using the `<th>` tag. Column headings should have `<th scope="col">` and row headings should have `<th scope="row">`.