FERRIS STATE UNIVERSITY
IMAGINE MORE

Web Standards Guide: ferris.edu

Fall 2015

donoughe_design

Table of Contents

Previous homepage and lower level example pages
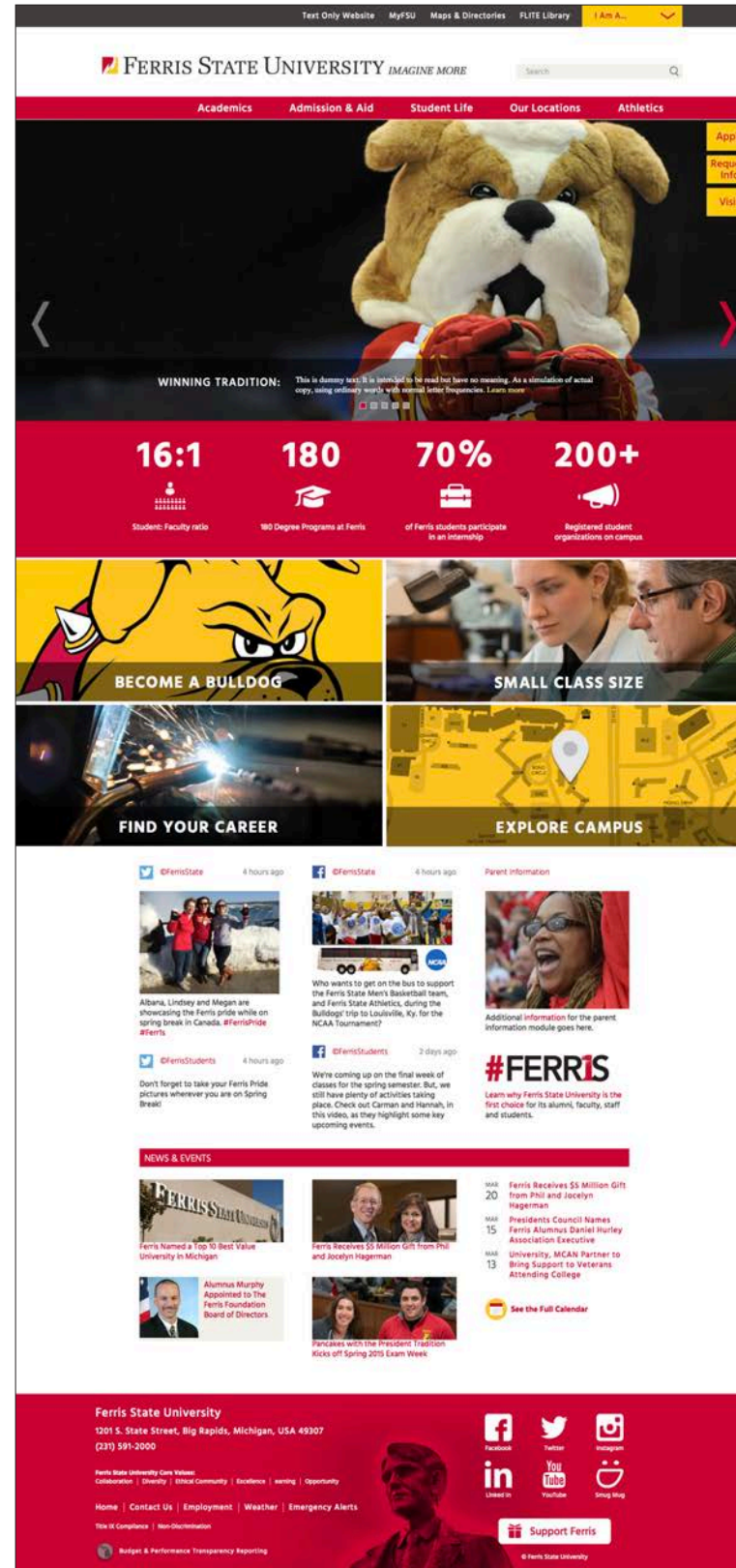
Re-designed homepage

Introduction and Overview

This Web Standards Guide describes the design standards established for Ferris State University's online presence at www.ferris.edu. The text and visual exhibits presented here describe proper usage, ensure consistent brand integrity, and communicate a consistent, recognizable user experience across the Ferris website.

Ferris web authors must understand and follow these design standards to ensure a consistent and positive user experience. Following and adhering to these standards also leads to efficient and elegant page development and production.

While the exhibits shown here do not address every possible design situation, they are a starting point for evolving the Ferris brand online. They provide a foundation and basic standards for the building of additional branded elements.

This document provides an understanding of the various templates that were designed and developed jointly by Donoughe Design and the Ferris web team. We hope that this guide will help users maintain the integrity of the site as new pages are developed and the site grows.

All stakeholders are encouraged to review this document.

This Web Standards Guide is managed by the Web Content area of University Advancement and Marketing.

Project Background: Research

Focus Groups and Open Forums for the ferris.edu Website Redesign Project

Since the Ferris website is the primary marketing tool for prospective and transfer student recruitment, it was imperative

that all stakeholders within the Ferris community were offered the opportunity to provide input into the redesign process. The office of University Advancement and Marketing conducted several focus groups and open forums during the month of April, 2015 in order to compile and evaluate feedback from prospective students and the Ferris community. The focus groups included sessions with prospective students who were making their initial campus visits, and an email survey of more than 100,000 high school students who took the ACT test in preparation for college. Meanwhile, focus group sessions were held on campus for current students, the Admissions staff, Student Affairs staff, University Advancement and Marketing, the Vice President for Student Affairs, the Dean of Admissions, the Academic Deans, the Administrative Council, and the President's Council. In addition, open forums were held on two separate occasions where all faculty and staff at Ferris were invited to give their feedback.

The website kickoff meeting in January 2015. From left to right; Jeremy Mishler, Ted Halm, Dale Hobart, Anne Hogenson and Ellen Kanner (not shown–Don Donoughe and Paul Hobart). It was a full day of meetings with various stakeholders and a quick tour of the campus. The Card Wildlife Educational Center and the Ewigleben Ice Arena were highlights of the tour.

April 1, 2015
First draft design review - UA&M Web Content and Marketing teams

April 1, 2015
First draft design review - Admissions/Student Affairs

April 2, 2015
First draft design review - VP Student Affairs

April 2, 2015
Deans' Council Focus Group

April 14, 2015
Administrative Council Meeting

April 15, 2015
President's Council Feedback

April 15, 2015
Focus Group for Current Students

April 16, 2015
Focus Group for Current Students

April 13-17
E-mail Survey for Prospective Students (100,000+ that took ACT)

April 18, 2015
Focus Group for Prospective Students

April 21, 2015
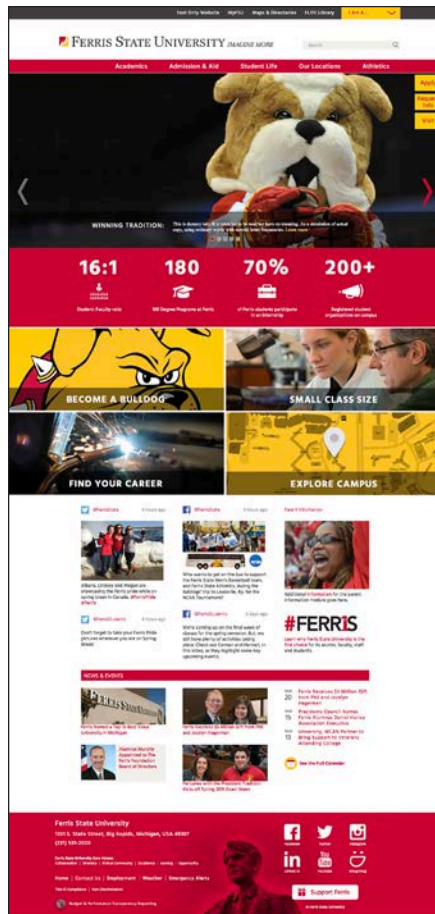Focus Group for Faculty and Staff

April 22, 2015
Focus Group for Faculty and Staff

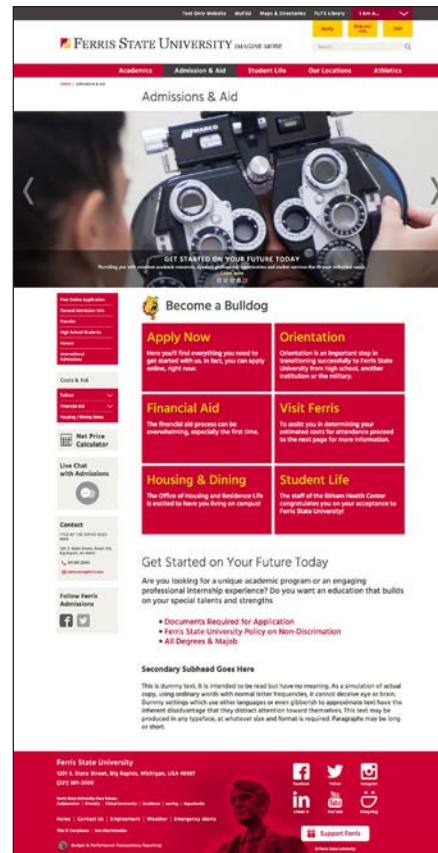April 25, 2015
Focus Group for Prospective Students

The student perspective was an extremely important part of the research during the discovery phase of the website redesign project.

Homepage

The homepage is maintained by the Web team at Ferris.

Landing Page: Admissions

This is an optional top level landing page. The top gallery showcases the content and can link to specific pages that are deemed important. The large red boxes can be used to call out important "calls to action" or specific areas of content that the author wishes to highlight.

Two Column: Top Level Landing
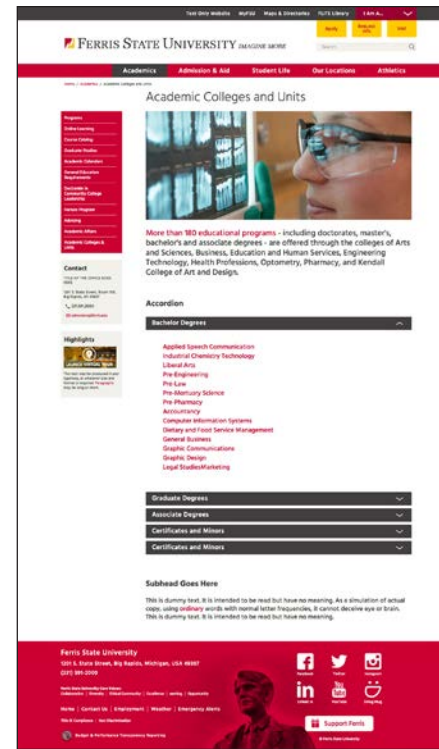
Top level landing pages should use a large introductory image, either static or a gallery of images. This indicates to the user that they are at the top level of that area of the site. Introductory copy should be succinct, if needed additional links may be used within the content to help users navigate to other areas of the site or deeper within this directory.

One Column: Lower Level Page
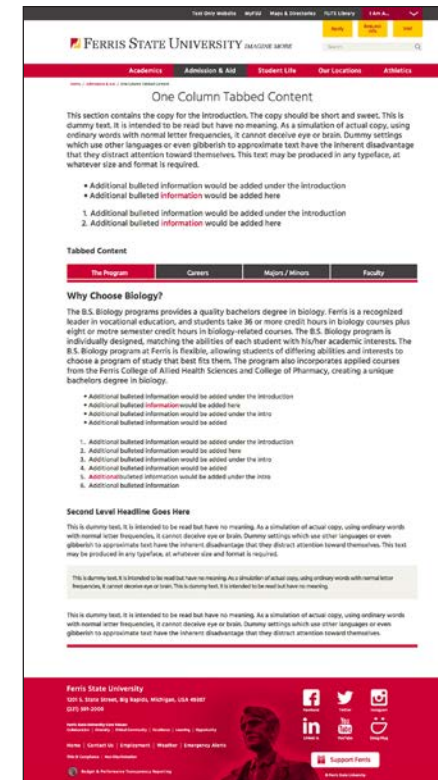
This one column page is useful when there is no need for a left navigation. Tabbed content or tables work well on wide pages.

The Design System

The primary audience for the new site is prospective students. The system is meant to be visual in nature with much less content (copy) than the previous site.

The website structure is built to be responsive across different devices and browsers while meeting the federal standards as outlined by the Americans with Disabilities Act (ADA). The site "responds" to different widths of browsers automatically as well as tablets and mobile devices. The mobile phone examples to the left demonstrate how the navigation and the content changes when users view the site from their mobile device.

Authors must realize that shorter content and more photos will make the site more "usable" for our target audience. Long pieces of content should be placed in PDF documents.

When possible, break up content with bullets, photos or call out copy. The accordion and tab functionality will also help contributors keep pages shorter. These tools allow users to stay on each page without scrolling or moving to another lower level page.

This Web Standards Guide will help content contributors understand how the various tools can be used together to create pages that are more compelling and easier to use.
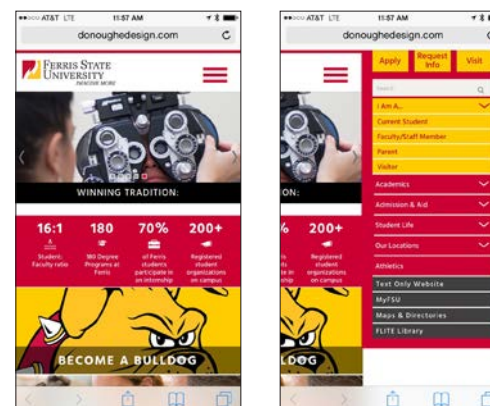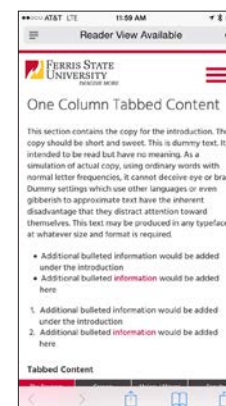
Tablet Homepage
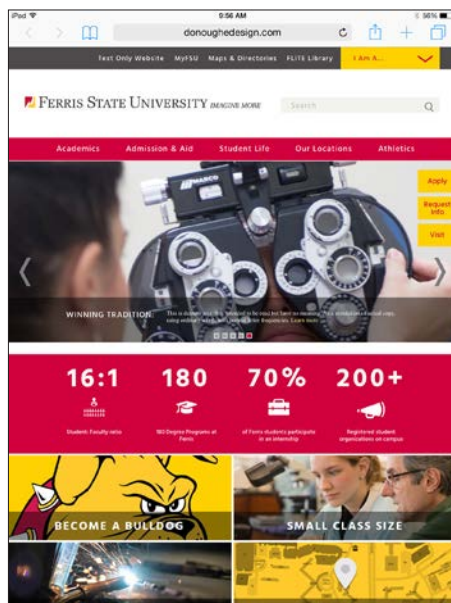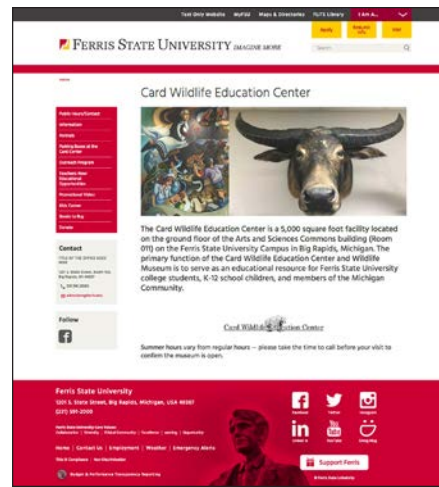

Tablet Homepage with Dropdown
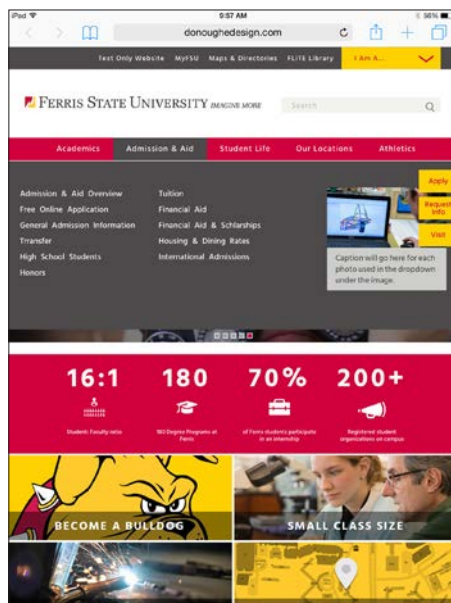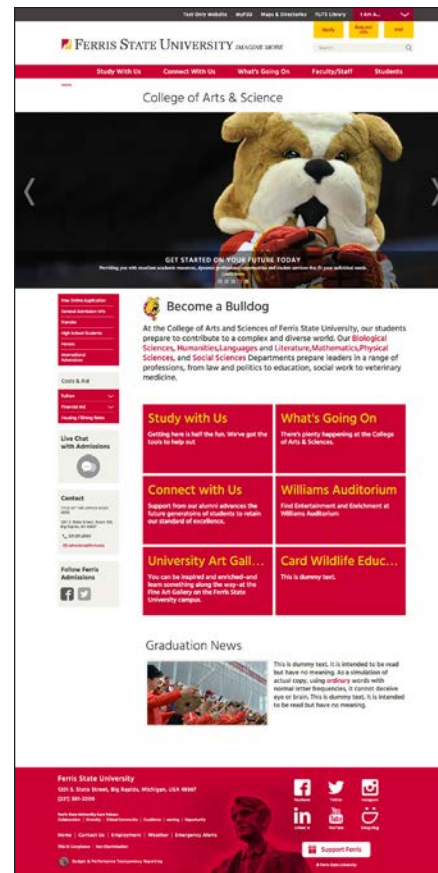
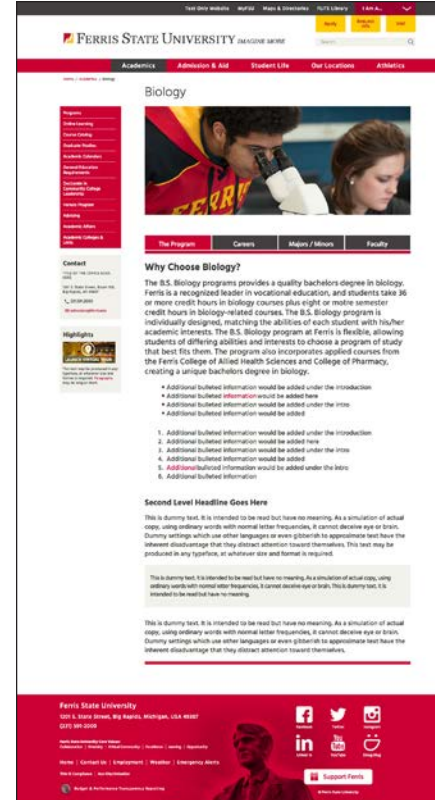

Mobile Homepage

Mobile One Column Page

**Desktop: Two Column Page
No Top Navigation**

**Desktop: Two Column Page
Microsite Top Navigation**

**Desktop: Two Column Page
Default Top Navigation**

An example of two column page with tabbed content and call out copy.

Tablet Homepage

Mobile Two Column Page

Page Choices

Content contributors will have the option for a **one column** layout or the more standard **two column** page design.

The one column page should be used when the content or page does not need a left column navigation.

The system allows for microsites that do not require top navigation such as the Card Wildlife Education Center example or a site that requires its own unique top navigation such as the College of Arts & Sciences example.

Responsive Page Views

As shown on the left, the site will change and respond to different sizes of browsers or devices. The mobile phone navigation changes dramatically with the use of the "hamburger" icon which slides left to show additional menus and lower level pages.

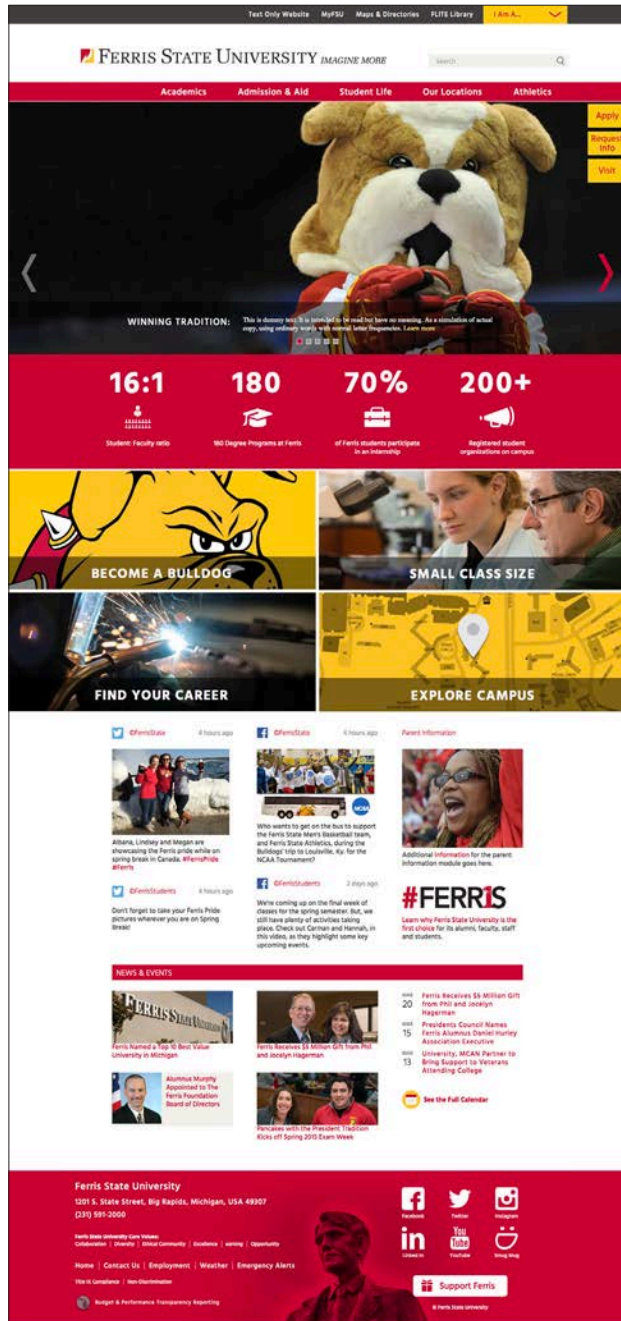The tablet utilizes the same functionality as the desktop design for both vertical and horizontal views.

All links and calls to action use the "Ferris red." This is common throughout the site and lets users know that red copy within the content area signifies a hyperlink.
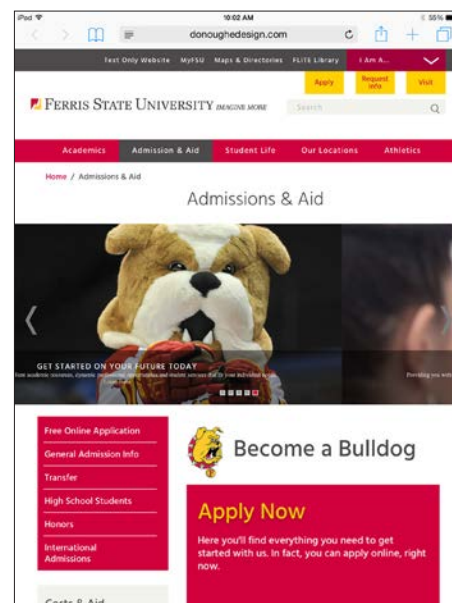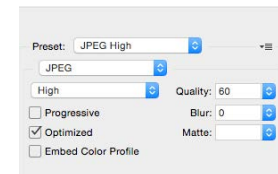
Shown on the left are examples of homepage photos with headline and subhead copy. Each photo is linked to a corresponding landing page article. The size of the homepage gallery image is **1366 px wide by 551 px high**.
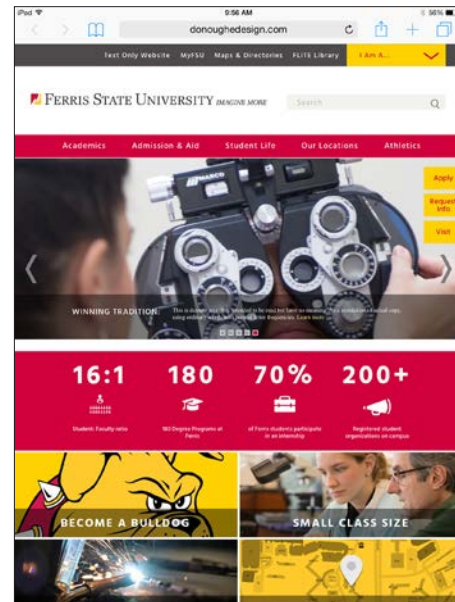
Note: The short headline (Winning Tradition) is the only text that is shown on the mobile device. The subhead copy is longer and only appears on tablets and desktops. Always add a link to the specific page that the image represents.

Crop images so that they are clean and if possible include photos that have the correct colors for Ferris. It may be necessary to add some extra space to the width of photos for this extra wide proportion. Also note that the bottom will be covered by a translucent black strip with white copy on top, so this portion of the photo will be covered somewhat.

Always reduce the file size as much as possible for each image, try to keep each gallery image under 150 KB if possible. When saving the image in PhotoShop, use the **Save for Web** option. Use the setting for jpeg high with a quality 60 or lower (see image below). Preview image quality and adjust accordingly.

Homepage Design and Layout

The homepage uses a rotating jQuery slider with several different images. Each image will link the user to a story about that particular section of the site. Each story will link to the section landing page where more details will be revealed. Sometimes this story may require even more detail or content which could be linked from the HTML copy.

These main images are meant to represent different aspects of Ferris that might interest prospective students. These photos are extremely important and must be curated as such. Cropping to make the photos and gallery impactful is paramount to the success of the homepage design.

It is important that these stories are portrayed visually, cropped images are important. These example images serve as a model for future photos. Notice how each photo utilizes the transparent dark color to make the white type more legible.

The lower area of the homepage is comprised of:

 • **Facts and Figures Red Bar Section**

 • **Four Call to Action Image Boxes**

 • **Social Media Section (Social Media Feed and Flexible Third
   Column Content)**

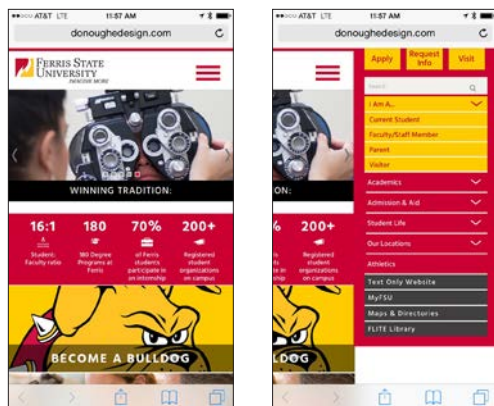 • **News and Event Section (News and Calendar)**

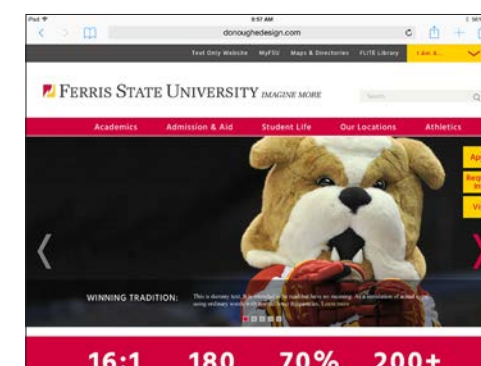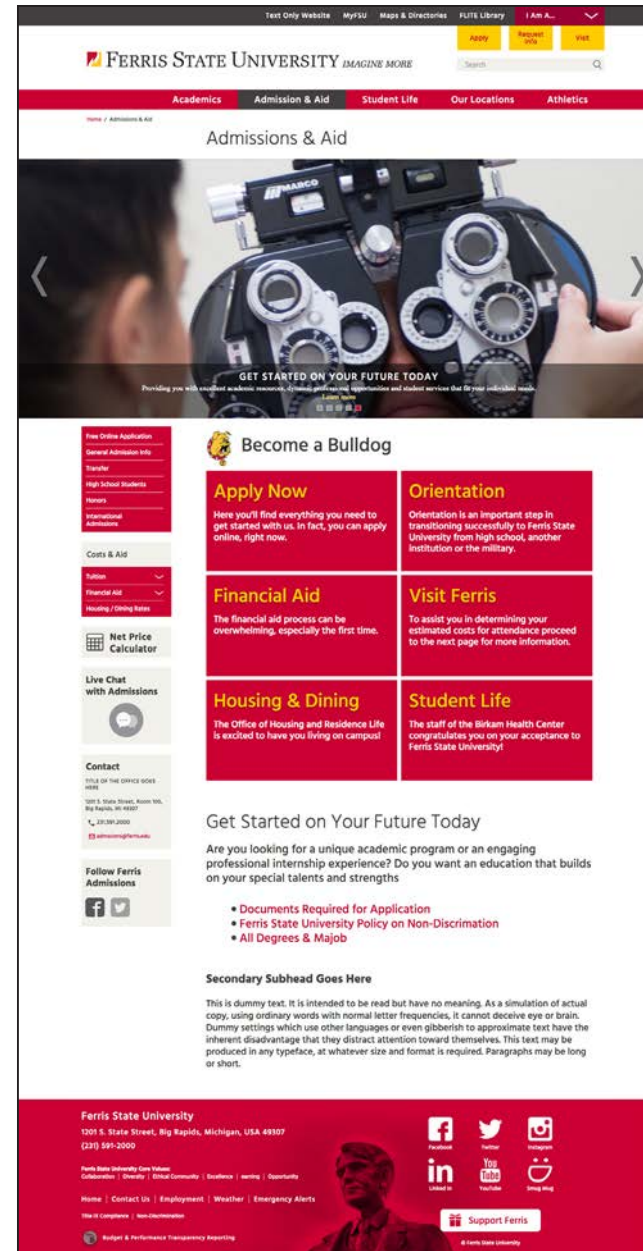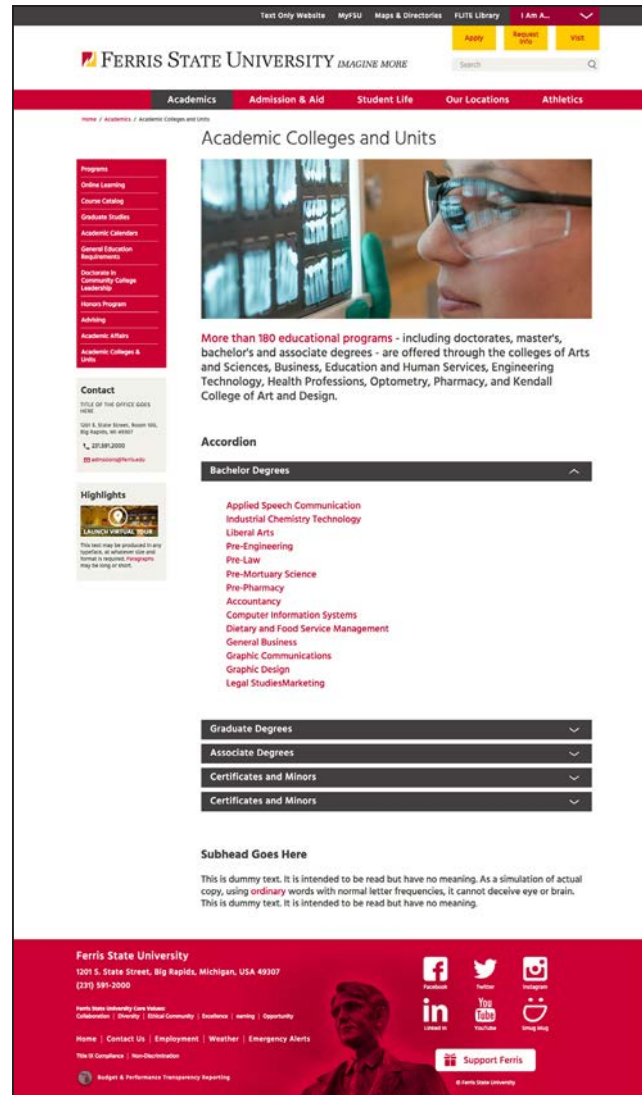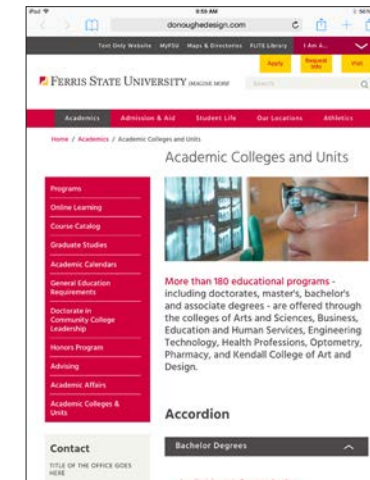Tablet homepage

Tablet homepage with dropdown

The large dropdown menu gives users a quick overview of the underlying content as well as an opportunity to insert a photo with a short caption. This also helps users understand visually what to expect as they drill down in this area.

Mobile phone homepage

Tablet homepage - horizontal view

Mobile phone landing page

Landing Page Design and Layout

There are two options for landing pages. As shown on the left, one has a smaller image area and the other has a larger gallery at the top of the page.

Each of the main section landing pages are designed to introduce users to lower level information. These pages serve as an entry level homepage to the information that is underneath. For example, Admissions content from lower level pages should be represented on this page, especially new or relevant content. This example showcases six main areas of content in red boxes that are interactive on mouse over. These are areas of content of interest to prospective students. These boxes can be updated with new copy and images.

The other option is a standard top level page that showcases a large photo with introductory copy. It is best to use photos that are cropped and easy to understand. See the photo area of this book for more details and guidelines for photography on page 24. Keep the content brief and to the point, lower level pages can do the "heavy lifting".

The goal of both pages is keep users engaged with great photos and well written, albeit short, copy. The main introductory copy may incorporate links to other areas of the site.
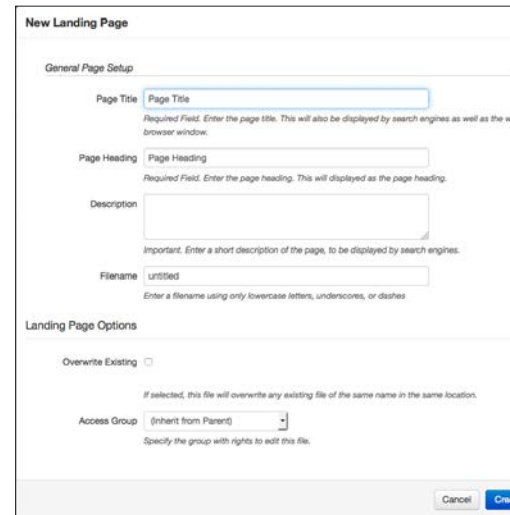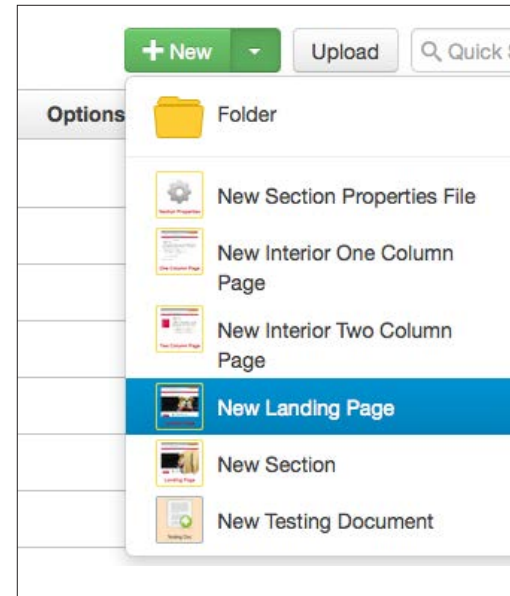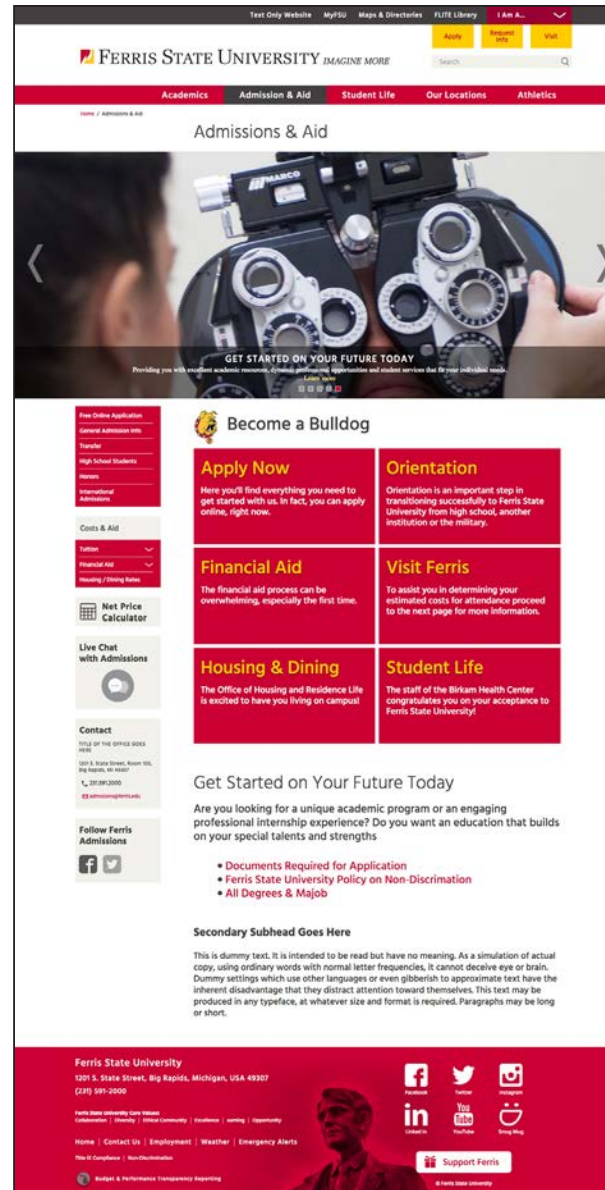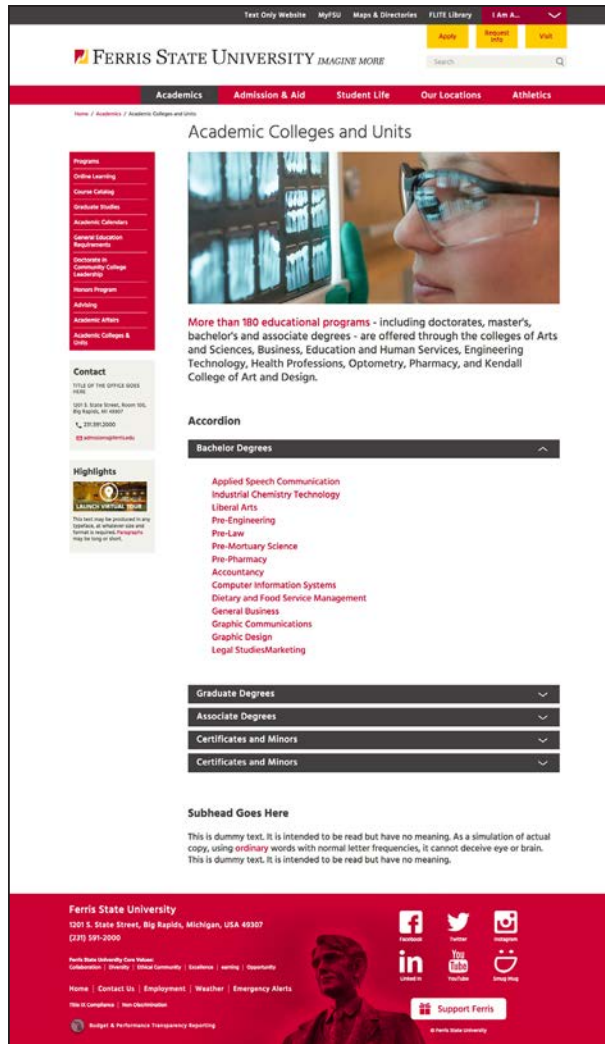
Landing Page Technical Information

OU Campus New Page Name: **New Landing Page**

Landing Page Options:

Landing pages may use a full width image or a narrow image that sits on top of the content well.

As shown on left, select New Landing Page from the dropdown menu. Complete the dialog box. Click on the Properties tab to select the image type (full-width or narrow). There are also options for the image to become a slider.

Tablet landing page

Mobile phone landing page

Lower Level Design and Layout: Two Column

Shown on the left is a typical two column page layout design. Most of the site will use this design. The left navigation will open (and drop down) as needed for users to see lower level pages.

The Contact module will enable content users to add specific contact information for departments.

Technical Note: Select **New Interior Two Column Page** from the +New button in OU Campus.

Tablet landing page

Mobile phone landing page

Lower Level Design and Layout: One Column

Shown on the left is a typical one column page layout design. This page is used when there is no need for left navigation. Since the left navigation is nonexistent, users will have to use the breadcrumb trail or their browser's back button to move back to the previous page of the click stream. This page would be ideal for large tables, large photos, maps, tabbed content or large accordion content.

Technical Note: Select **New Interior One Column Page** from the +New button in OU Campus.

Editing Note: See the following pages for tips on building pages with the various pieces of functionality and keeping the correct page hierarchy as each page is completed.
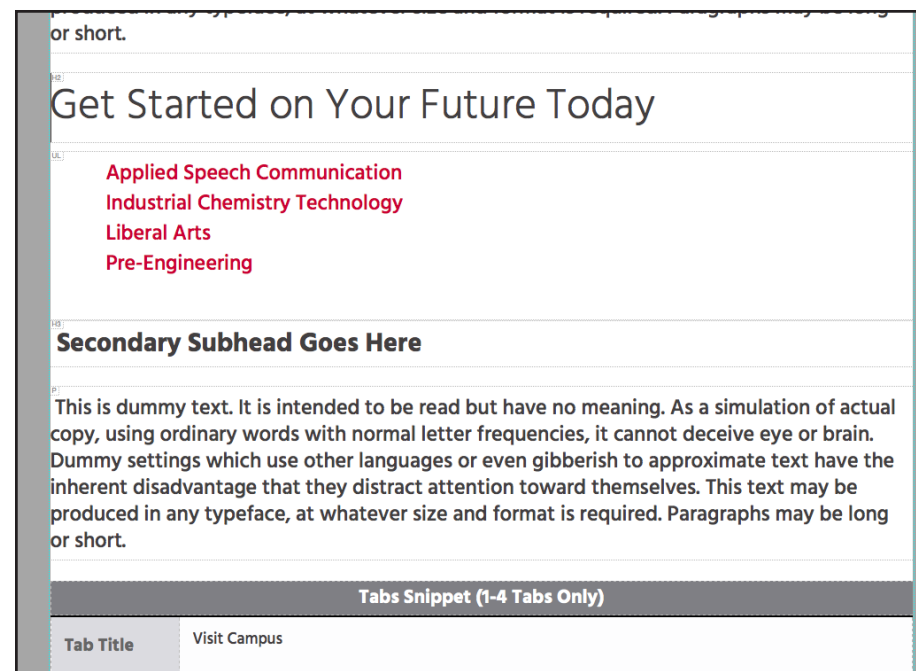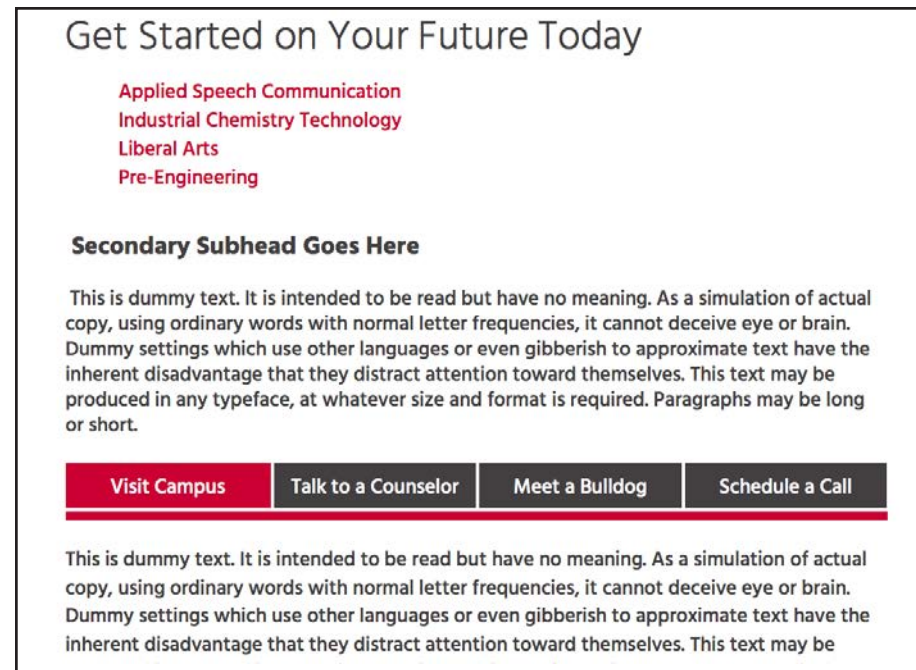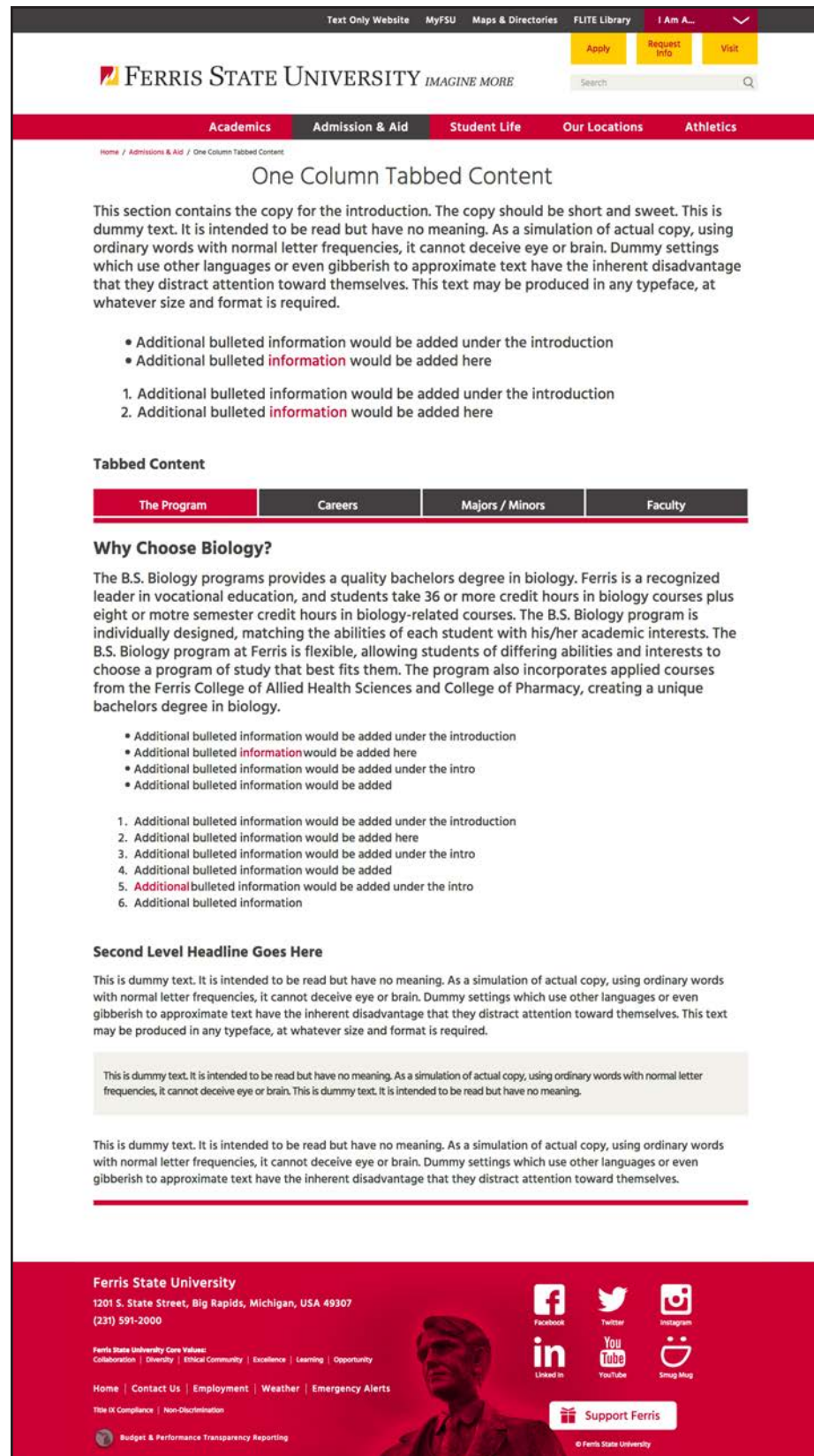
The examples above demonstate how to use the various sizes and snippets to break up copy and add links, the top version is the Preview view.
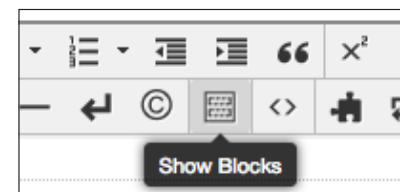
The first Subhead is an H2
Links are Link List
Secondary Subhead is H3
Tabbed uses the snippet Tabs in Page

Note: the lower screen shot uses the option "Show Blocks"

Using the Correct Page Hierarchy

When building new pages, use all the various pieces of functionality that are shown here. It is important to mix up the content with the elements below to keep the site consistent and user friendly.

Use the elements below to build the correct hierarchy on each page. The examples on the left show how this method works.

Below are the page components that are available for the body content area:

1. **Start with header**

2. **Add large introductory text for the first paragraph or two**

3. **Use bullets to break up the large chunks of text**

4. **Use a subhead in the body content to denote a change of information**

5. **Add body copy**

6. **Add additional page elements needed such as photos, accordions, call out copy, tables, etc. (**see Page Building section for additional tips)
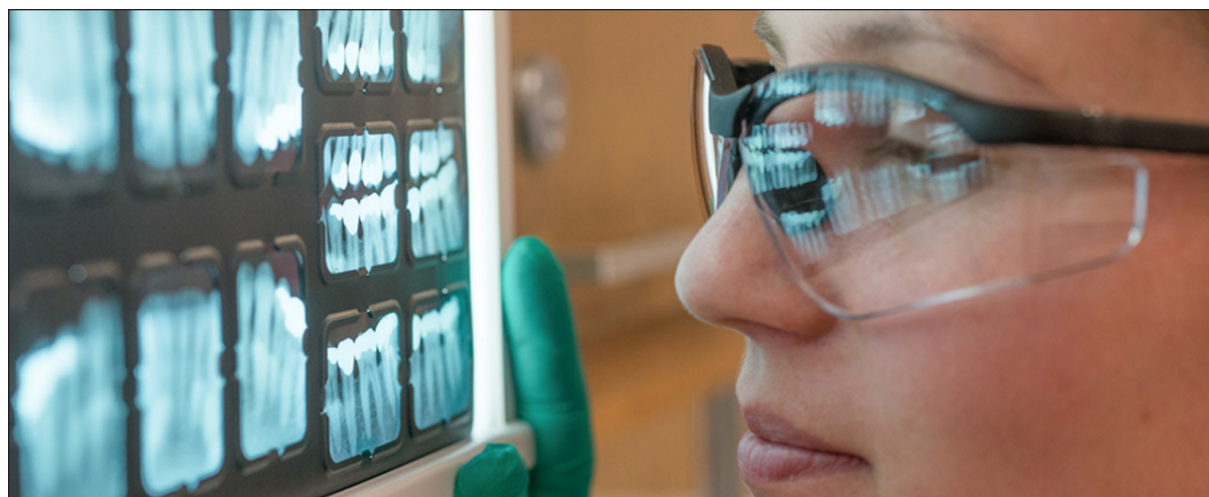
Large Image:
Use a large introductory image for top level pages. These images should be optimized and use these dimensions:

974 px wide x 393 px high
Optimize to a file size around 100 KB

Always add metadata information to every image. (this can be replaced with a 2-Column gallery

Page Building: Overview

When building new pages, use all the various pieces of functionality that are shown here. It is important to mix up the content with the elements below to keep the site consistent and user friendly.

Below are the page components that are available for the body content area:

1. **Bullets & Lists**
2. **Tables**
3. **Tabbed Content**
4. **Accordions**
5. **Photos and Photos with Captions**
6. **Call out Copy**
7. **Two Column Text**
8. **Three Column Text**
9. **Image Gallery Carousel**

Introductory Text:
Use introductory text at the top of the page, this high level overview should let users understand what is to follow. Add links as needed to help users find the most important content.

Accordions:
Accordions are a useful tool to keep the pages clean. They can hide information that users do not need to see. In this example, prospective students don't need to see Associate Degrees if they are looking for Bachelor Degree information.
The accordion can also keep users from scrolling down a long list and keeps users on the same page instead of clicking through multiple pages of content. Accordions are especially useful for long lists of information.

Tech Note: Use the Snippet called **Accordion** in OU Campus.

Tabbed Content:
Tabbed content can be used in similar fashion as Accordions but for more paragraph or bulleted information. Users can tab between each area and remain on the same page. As with Accordions, Tabbed Content works with both the one column and two column pages.

Tech Note: Use the Snippet called **Tabs in Page** in OU Campus..

Industrial Chemistry Technology
Liberal Arts
Pre-Engineering

Pre-Engineering
- Additional bulleted information would be added under the introduction
- Additional bulleted information would be added here
- Additional bulleted information would be added under the introduction
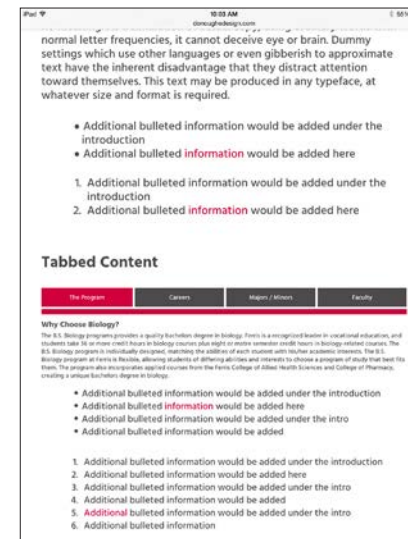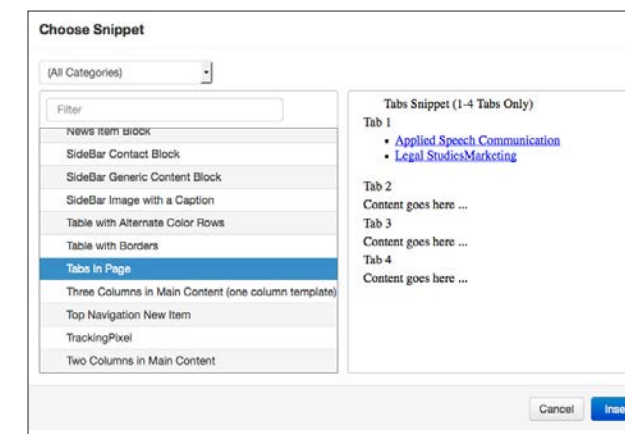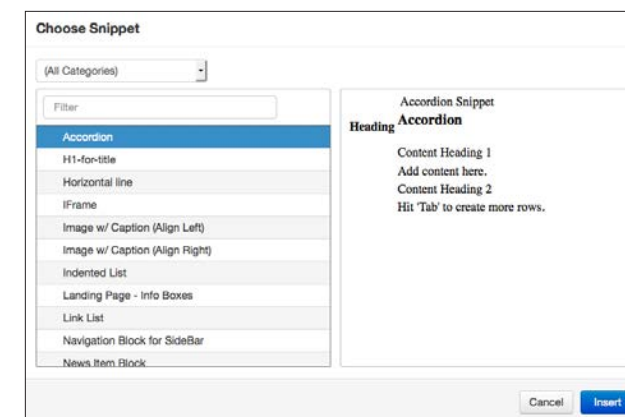- Additional bulleted information would be added here
- Additional bulleted information would be added under the introduction
- Additional bulleted information would be added here

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention toward themselves. This text may be produced in any typeface, at whatever size and format is required. Paragraphs may be long or short.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention toward themselves. This text may be produced in any typeface, at whatever size and format is required. Paragraphs may be long or short.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention toward themselves. This text may be produced in any typeface, at whatever size and format is required. Paragraphs may be long or short.

Caption goes here

Second Level Headline Goes Here

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention toward themselves. This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention

Bullets & Lists
Bulleted information is extremely useful when building pages. Users can scan this information quickly and move to another page. This method of calling out information instead of using paragraphs will help your users find the content they are searching for more quickly than reading several long paragraphs of copy. The first set of links on the left are called Link List and do not have a bullet. Users may also create an indented list with bullets as shown on left.

*Use the snippet called **Link List** for the red links without bullets or use the snippet called **Indented List** for the bullets as shown to the left.*

Call out Copy
This style could be useful for quotes or to call attention to a particular section of the content. It also serves to break up content and let the user understand that this is more important than the surrounding copy. It is called **Gray Text** under Styles.

Gray Text
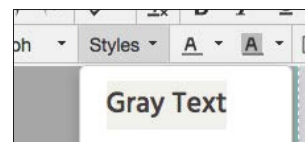
Photos with and without Captions:
Photography adds a great deal to the content of each page, especially high quality images that include captions.

The photos are also important for SEO purposes (Search Engine Optimization). Users may add photos anywhere within the content well of the page. Adding photos is another good method to break up copy and make the page more interesting with relevant content. Photos may be placed either left, right or center.

Tech Note: Use the snippet called **Image w/ Caption (Align Left)** or **Image w/Caption (Align Right).**

Page Building:
Bullets, Call out Copy & Photos with Captions

One of the keys to building good pages is to break up long areas of copy. Long paragraphs can be broken into bullets. Pull out important pieces of content by making it Call out Copy.

Since readers are more visually oriented, add photos into the content well. Photos help users scan the content quickly. Captions are extremely important on several levels, they help communicate what the image is about as well as helping individuals with disabilities (people who use screen readers). They are also important for *Search Engine Optimization* purposes.
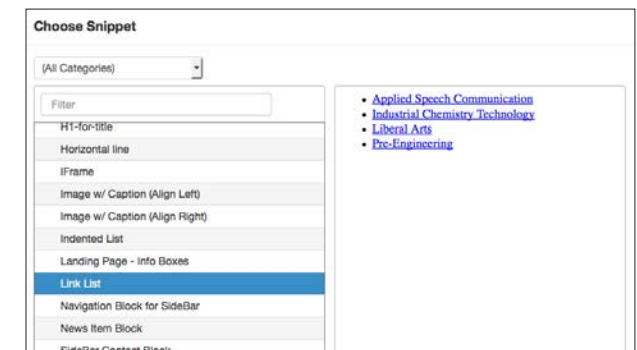
Link Snippet
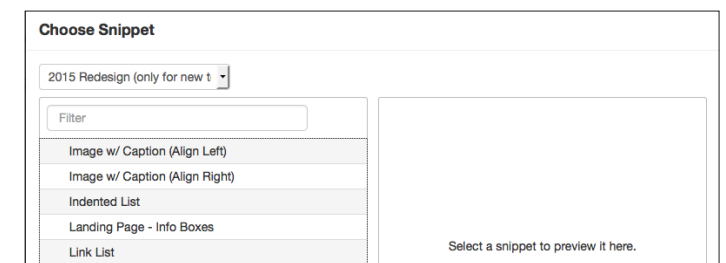
Indented List Snippet

Image Snippets

Creating muliple columns: Two Column text or Three Column text
Content contributors may create additional columns when needed. The example on the left shows how the content can be divided into several columns.

Editors have the option to create either two or three columns of content. This may be helpful when text is placed under a large photo or a series of photos.
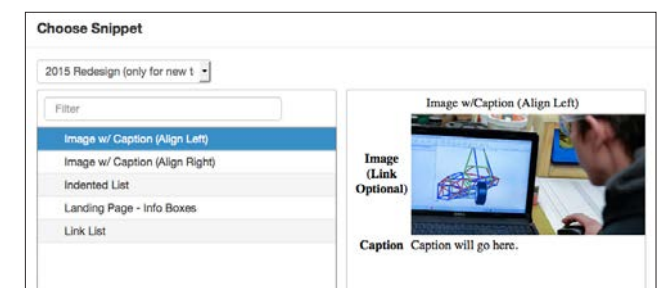
Tech Note: Both two and three text column editable regions are snippets; Two Columns in Main Content and Three Columns in Main Content.

Page Building:
Multiple Columns

Authors and editors may break the content into multiple columns as shown on the left. This allows your content to be displayed in "chunks" that are more visually appealing.

As shown on the left, editors can create page layouts that look more like a magazine or newspaper spread. Especially if photos are used within the small columns.

Two Columns in Main Content Snippet

Three Columns in Main Content Snippet

Default Table

First Row Title	First row entry	First row entry	First row entry
Second Row Title	Second row entry	Second row entry	
Third Row Title Might Be Longet		Third row entry	Third row entry

Table with Borders

First Column Title	Second Column Title	Third Column Title	Fourth Column Title
First Row Title	First row entry	First row entry	
Second Row Title	Second row entry	Second row entry	

Alternating Color Table

First Column Title	Second Column Title	Third Column Title	Fourth Column Title
First Row Title	First row entry		
Second Row Title	Second row entry	Second row entry	
Third Row Title Might Be		Third row entry	Third row entry

Choose Snippet

Page Content (new templates)

Filter

- Accordion
- News Item Block
- Table with Alternate Color Rows
- Table with Borders
- Tabs In Page
- Three Columns in Main Content (one column template)
- Two Columns in Main Content

Select a snippet to preview it here.

Cancel   Insert

Options for Table Snippets

Table Content

There are three options for table designs. The default table does not have any colors or rules between the rows.
The second choice has a header background color and rules to differentiate between rows and the third uses alternating colors to help users see the content row by row.

Note: The default table is not a snippet, the table tool will create the default table show here.

Page Building: Tables & Info Boxes

Tables are a great way to display complicated information. There are several methods provided to use. The default table and two tables with additional decoration.

Info Boxes: These interactive devices called Info Boxes provide users the opportunity to insert images, links and content into a red box. Upon mouse rollover, the box flips around the offers an image and arrow which links to additional content.

Info Boxes

Apply Now

Orientation

Orientation is an important step in transitioning successfully to Ferris State University from high school, another institution or the military.

Financial Aid

The financial aid process can be overwhelming, especially the first time.

Visit Ferris

To assist you in determining your estimated costs for attendance proceed to the next page for more information.

Landing Page - Info Boxes

Choose Snippet

(All Categories)

Filter

- Image w/ Caption (Align Left)
- Image w/ Caption (Align Right)
- Indented List
- Landing Page - Info Boxes
- Link List

Box #1

Image (483x251)

Title	Text Title 1
Caption	Text Caption

cc0033   423f40   ffcc00   f2f1eb
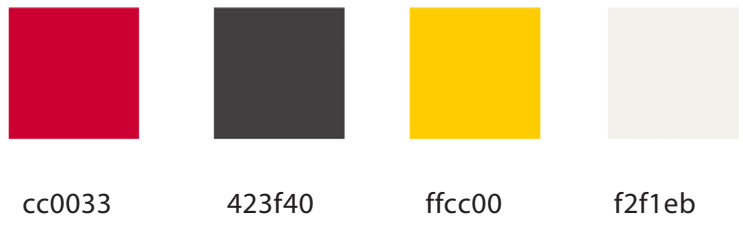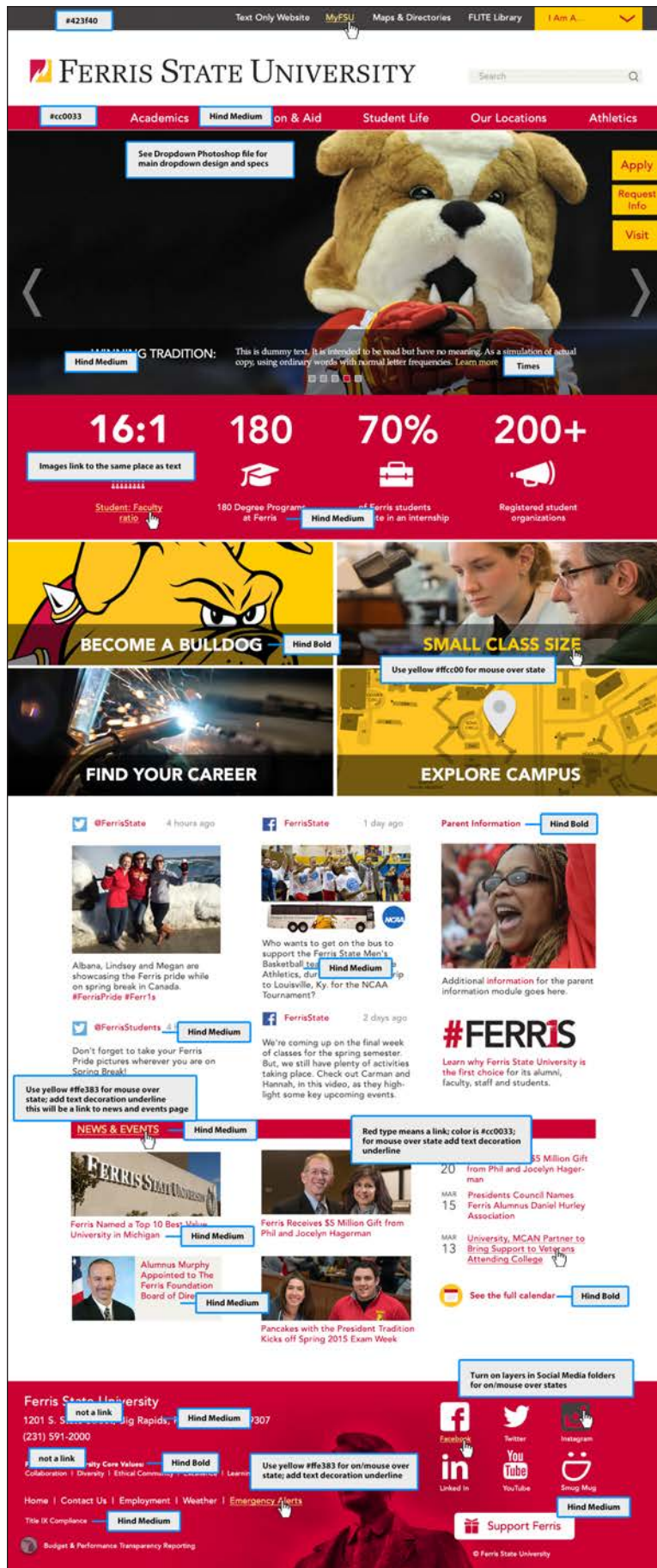
Fonts and Colors

The primary font used throughout the site is a **Google font called Hind**, this font was selected because it closely resembles the typeface Avenir which is one of the official fonts used by Ferris State University. Hind is used everywhere with the exception of the gallery description copy.

In general, red is the call to action color throughout the site. It indicates a link or area of navigation. It is also used as a background color in some areas.

The text color is primarily dark gray (#423f40)

Links and some background areas use the Ferris Red (#ba0c2f)

There are also some instances of the Ferris Yellow (#ffd043)

A light gray is also used for background color (#f2f1eb)

Since these styles (CSS) are set in OU Campus, there is no need to change or modify existing styles. The image with callout copy on the left shows the various colors and fonts.

Changing these styles (both fonts and colors) will greatly diminish usability of the site and will lead to a breakdown of the design and the "gestalt" of the site.

auxiliary navigation

Text Only Website   MyFSU   Maps & Directories   FLITE Library   I Am A...   ⌄

Apply   Request Info   Visit

FERRIS STATE UNIVERSITY *IMAGINE MORE*

Search 🔍

search box

Academics   Admission & Aid   Student Life   Our Locations   Athletics

Home / Academics / Biology
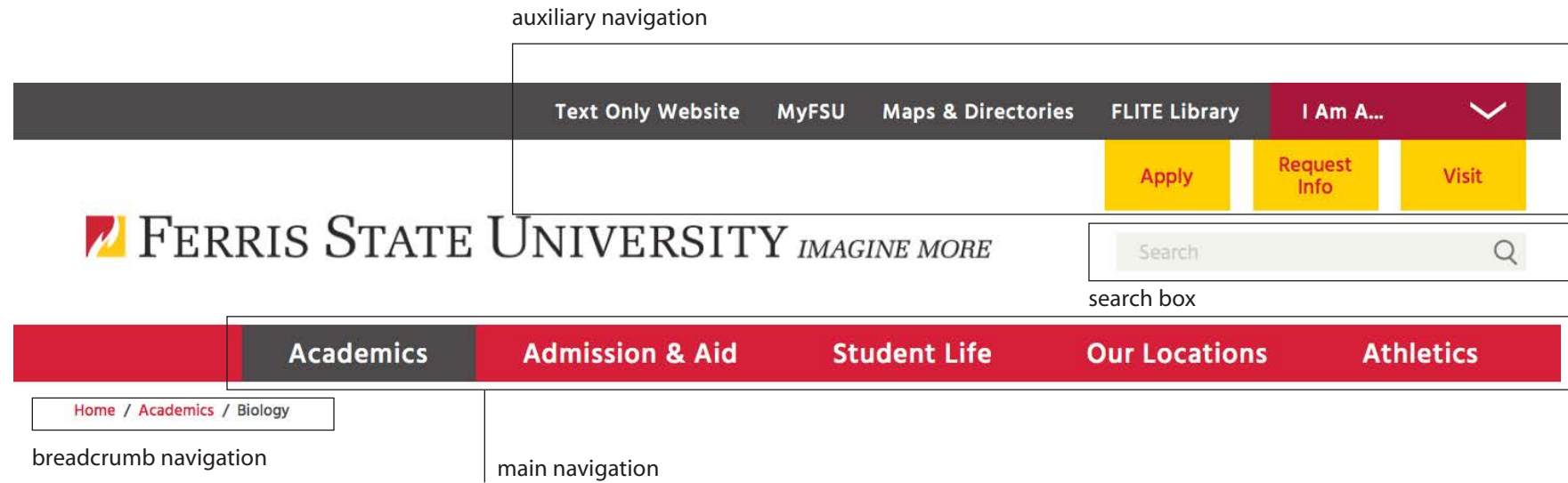
breadcrumb navigation

main navigation

EMERGENCY ALERT

Text Only Website   MyFSU   Maps & Directories   FLITE Library   I Am A...   ⌄

FERRIS STATE UNIVERSITY *IMAGINE MORE*

Search 🔍

Attention: Due to severe winter storm conditions, Ferris State University will be shut down today. For more information visit this page.

Academics   Admission & Aid   Student Life   Our Locations   Athletics

This special alert can be used on the homepage as well as lower level landing pages in case of emergency situations. It is hidden by default.

Main Navigation with lower level navigation (dropdown)

Text Only Website   MyFSU   Maps & Directories   FLITE Library   I Am A...   ⌄

Apply   Request Info   Visit

FERRIS STATE UNIVERSITY *IMAGINE MORE*

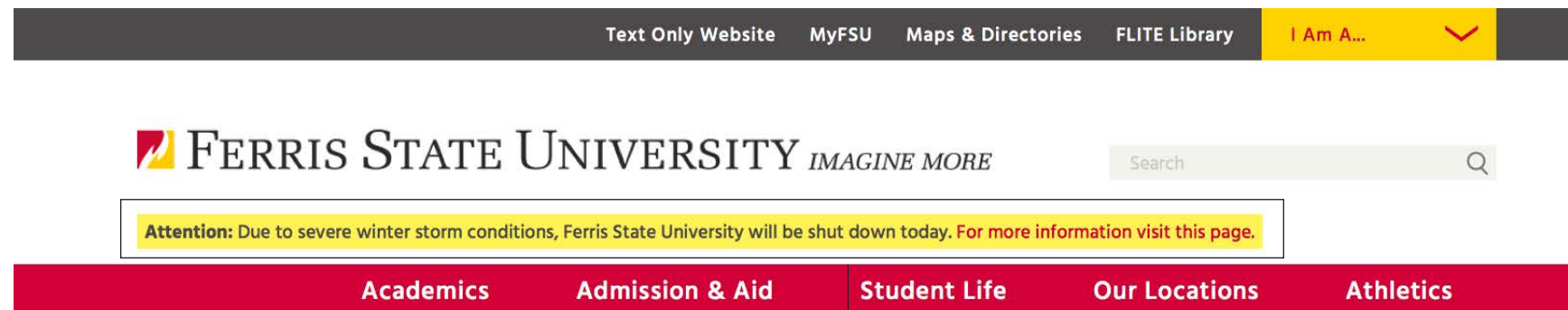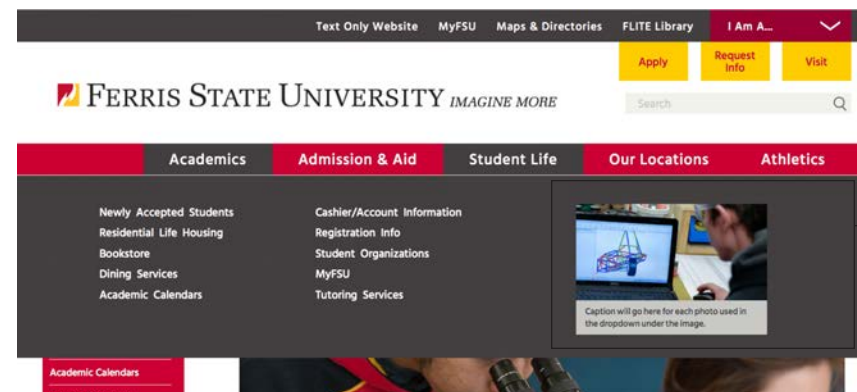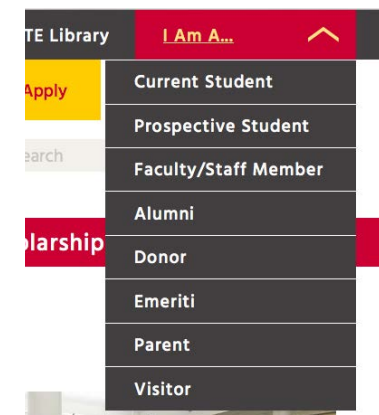Search

Academics   Admission & Aid   Student Life   Our Locations   Athletics

Newly Accepted Students   Cashier/Account Information
Residential Life Housing   Registration Info
Bookstore   Student Organizations
Dining Services   MyFSU
Academic Calendars   Tutoring Services

Caption will go here for each photo used in the dropdown under the image.

Academic Calendars

The main navigation dropdown has a photo that can be changed for each main area of the site. The caption and photo should showcase unique content within that area of the site.

TE Library   I Am A...   ⌃

Apply

Current Student
Prospective Student
Faculty/Staff Member
Alumni
Donor
Emeriti
Parent
Visitor

search

larship

The I Am A... dropdown changes to red for all pages except the homepage.

Main Navigation

The examples shown on the left illustrate the various navigational methods used throughout the site. The robust drop down menu gives users an overview of each lower level area. The photo helps users understand the content that is in this area, it is also an opportunity to showcase student achievement or a special program that needs to be highlighted.

The typical left hand navigation uses the red as the background color and white copy, the over state is gold. The second level opens up so that users can navigate down to another level by simply clicking on the arrow.

The top gray bar is universal navigation with three call to action buttons for prospective students in yellow. The *I Am A...* dropdown is another quick link to several areas of the site that are frequently visited:

• **Current Student**
• **Prospective Student**
• **Faculty Staff/Member**
• **Alumni**
• **Donor**
• **Emeriti**
• **Parent**
• **Visitor**

• others as needed

The breadcrumb trail also acts as navigation with the current page being the dark gray while the previous higher level pages are Ferris Red. This enables users to click on the breadcrumb to navigate backwards. Most importantly though, it lets users know where they are within the site hierarchy.

The middle screen shot on the left shows how the emergency alert will appear when needed. This functionality is available for both the homepage and lower level pages.

Tech Note: The header is an include file
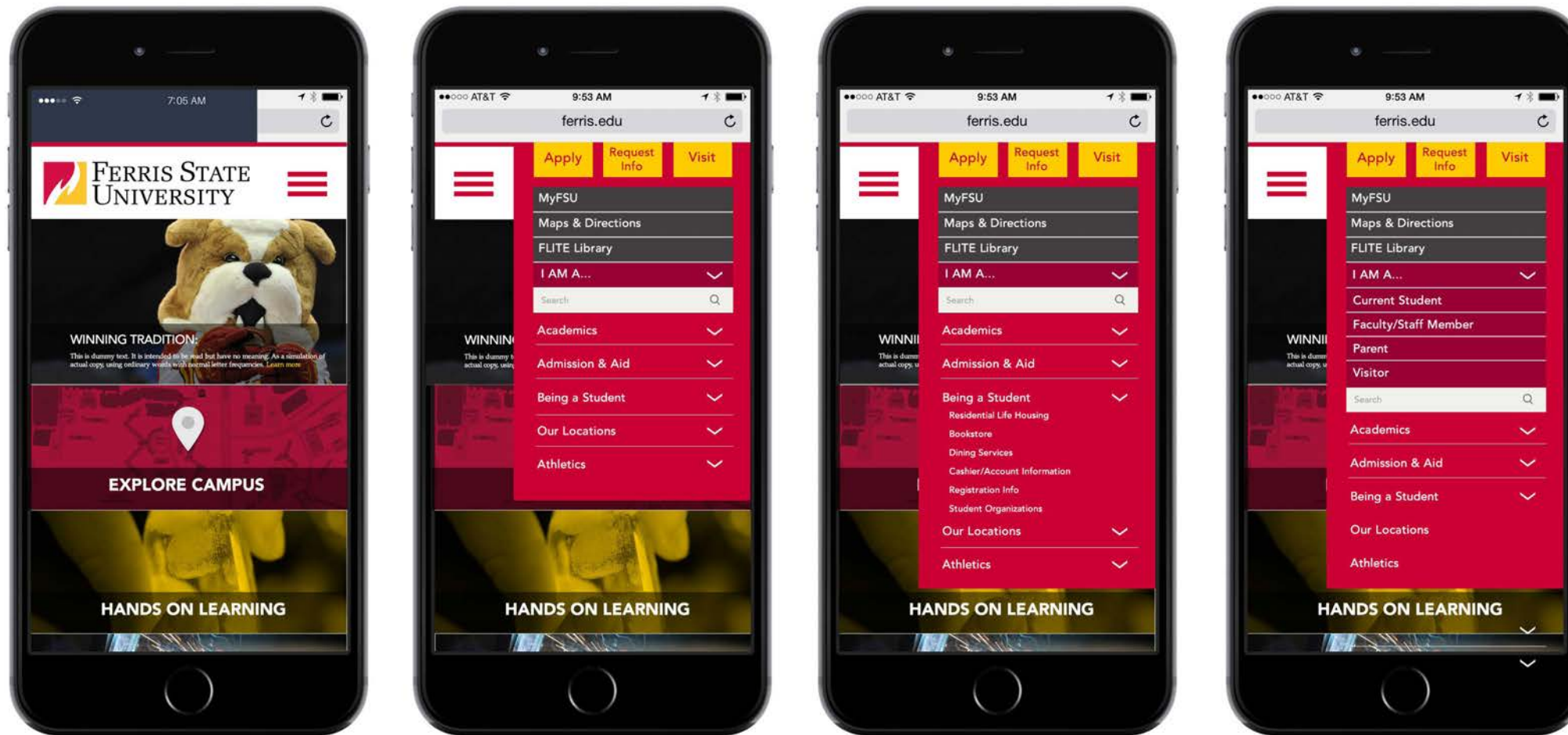
Mobile Navigation

Mobile navigation functionality is shown on the left. The "hamburger" menu icon enables users to open and close the navigation menu. The menu opens to show the same choices that desktop or tablet users see, although in a different format.

The functionality of the mobile menu is very similar to the left column navigation as subdirectories open up when a user clicks on the arrow. This enables users to find content several levels down from the homepage.
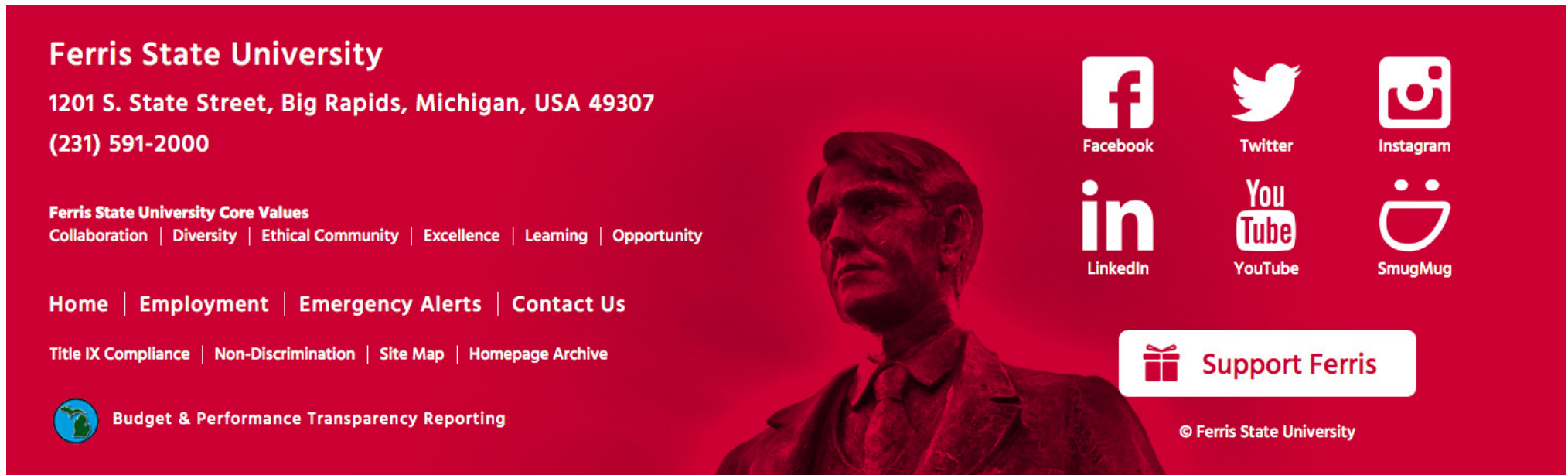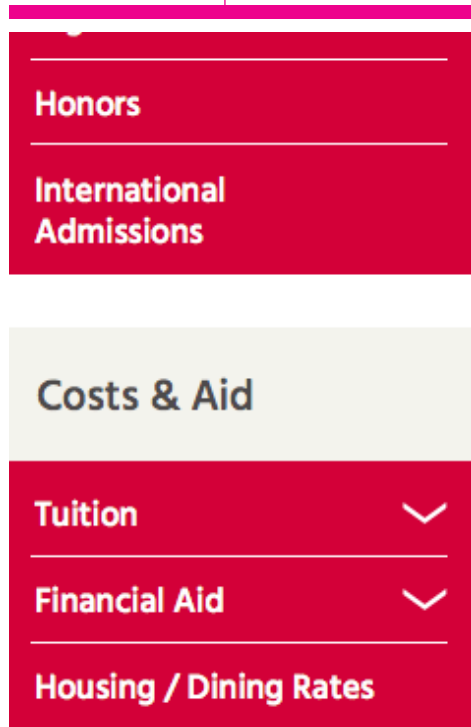
Footer Navigation

The footer is an important part of the Ferris website. It anchors the page and is consistent throughout the site. The only portion of the page that will be changed is the address for specific departments.

The rest of the content is universal in nature. For example, social media links are for the entire university. However, departments looking to promote their own social media may use the "Follow Ferris" module on the next page which is used below the left navigation.
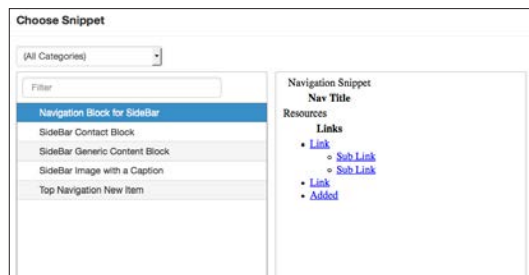
Tech Note: The footer is an include file

224

Honors

International Admissions

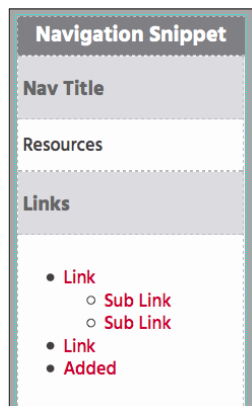Costs & Aid

Tuition ⌄

Financial Aid ⌄

Housing / Dining Rates

The secondary navigation above can be added manually to the left column include in order to provide additional information for a given page.


Left Navigation Snippet

Contact

TITLE OF THE OFFICE GOES HERE

1201 S. State Street, Room 100, Big Rapids, MI 49307

☎ 231.591.2000

✉ admssions@ferris.edu

Highlights

LAUNCH VIRTUAL TOUR

This text may be produced in any typeface, at whatever size and format is required. Paragraphs may be long or short.
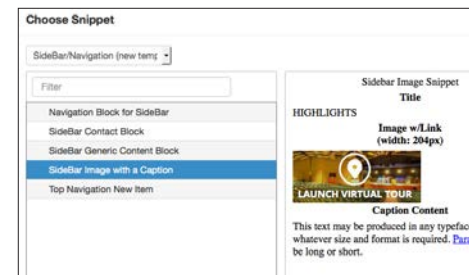
Follow Ferris Admissions

The **Sidebar Contact Block Snippet** should be used with any page that requires contact information.
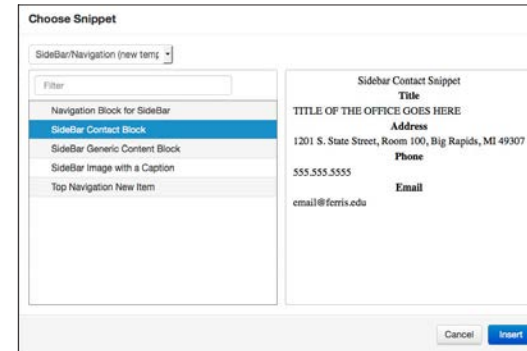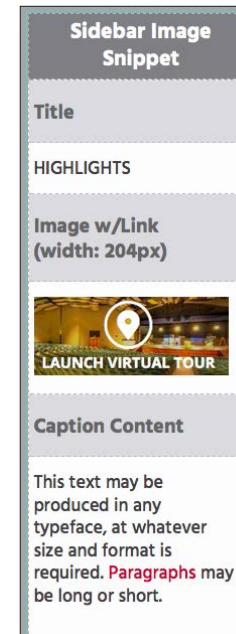

Sidebar Contact Block Snippet
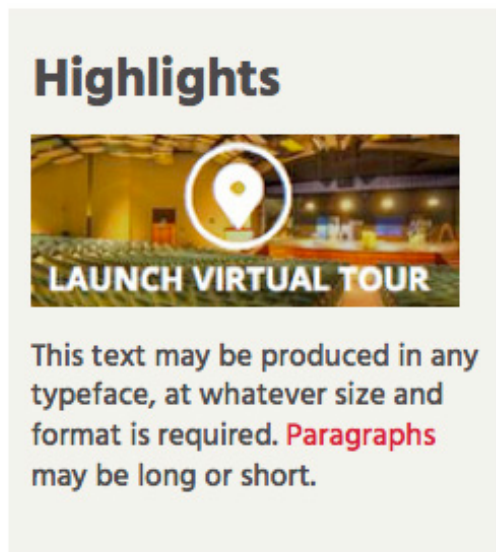
This **Sidebar Image with Caption Snippet** can be used within Admissions or may be modified to be used for other purposes within the site. Any content that might need to be highlighted or linked to could be used for this call to action.

Sidebar Image with Caption Snippet

This **Follow Ferris Admissions** social media module is meant to be used locally (not globally) within the site. The social media links in the universal footer should be used for Ferris State University sites only. These are for departments or microsites to use for their own purposes.

Left Column Navigation

The examples shown on the left illustrate the various navigational modules that are available to authors and editors of the site. It is possible to create new modules for the site as the need arises. These modules are called **snippets** in OU Campus.

When creating new modules, keep the background the same color and use the same fonts and type styles so that these do not become too busy or take the attention away from the main content well.

On the far left is a left navigation snippet that allows users to add another menu for additional links to related pages.

Tech Note: There are currently three types of sidebar snippets but more will be added as needed.

Unique Page Types

There are options to either replace the main navigation or leave it completely blank as shown on the examples to the left. This is for special cases of microsites or departments that wish to have their own navigation instead of the preferred universal navigation.

Notice how this photo was cropped so that the most important portion of the photo is isolated from the rest. By cropping into photos, the site is more interesting and less busy, since the user's attention is being diverted by buttons, links, photos, copy and more.

By cropping just the eyes to the mouth this photo has more impact. Since the gallery and top images have strict proportions, it is necessary to find photos that can be cropped effectively.

This is another example of taking a photo that is more square in proportion and cropping it to work with the top image dimensions. Try to find photos that leverage the Ferris brand and find photos that have the Ferris Bulldog logo, Ferris Red or Ferris Gold.

Photography

Using photos and other visual assets is one of the most important roles for Ferris.edu editors and authors. As the saying goes, "a picture is worth a thousand words". This is important on the web as many people simply don't read the content. Photos will inform users about the content so that they can quickly **scan** the page. Below are some instructions about using photography.

Use high quality photos when possible and crop images as shown on the left. Try to isolate the most important part of the image.

If possible, use a wide variety of photos that reflect campus diversity. Photos that show student and faculty interaction are a plus. Enthusiastic students in a learning environment that are participating in a hands-on learning activity are also great assets for the site.

TIP: Use current photos and update images often as styles change and the site can appear dated with old photos. Authentic and professional photos are always best. Try to crop images as shown on the left to eliminate the unneeded image area. Photos compete with other page elements for attention, so use clean, cropped images that have a maximum amout of impact. If possible, find photos that reinforce the colors of the Ferris brand such as the bottom photo on the left.

Be aware that file size and dimensions are different. Always resample new images to reduce the file size during the "upload and edit" process within OU Campus.

Gallery photos (full width)
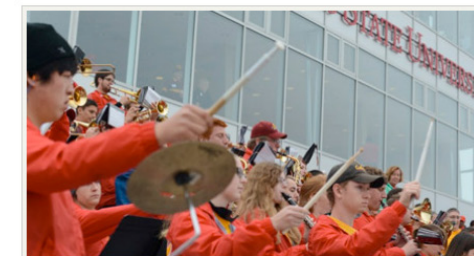
1366

551

Introductory photos

974

393

Image Sizes and Borders

The most important photos on the site are gallery photos and large introductory photos. The two images on the left show two examples with the correct sizes.

Photos may be used with a border or without as shown below. Always add metadata information to each photo that is uploaded.

Graduation News

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. This is dummy text. It is intended to be read but have no meaning.

a simulation of actual copy, eye or brain. Dummy text have the inherent t may be produced in any long or short.

a simulation of actual copy, eye or brain. Dummy text have the inherent t may be produced in any long or short.

ed to be read but have no ual copy, using ordinary encies, it cannot deceive eye n use other languages or even have the inherent t attention toward roduced in any typeface, at quired. Paragraphs may be

Caption goes here

The **I Am A...** downdown has been changed (the homepage is the same but all internal pages now have the Ferris red dropdown in the auxiliary bar and a gray background on the submenus.
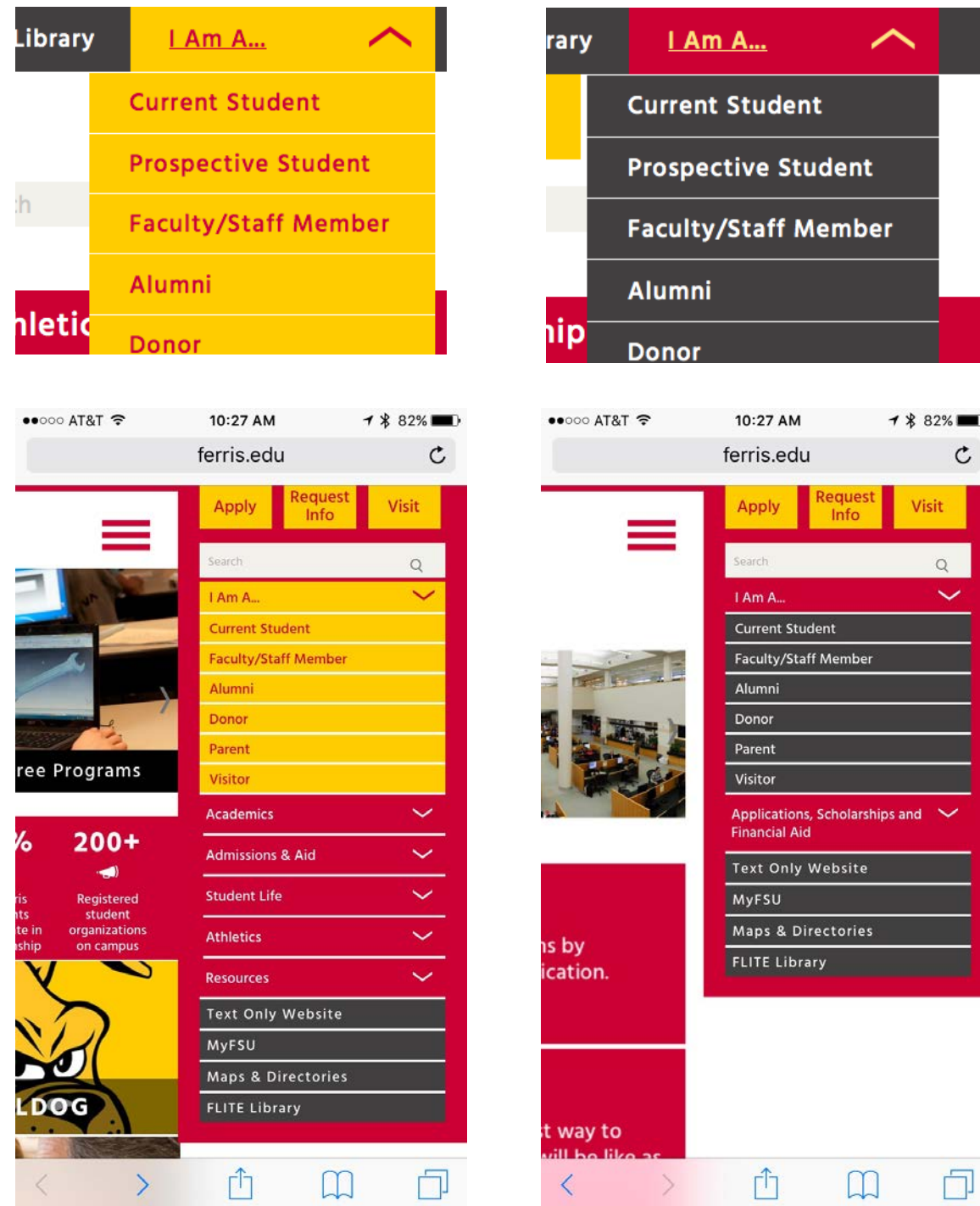
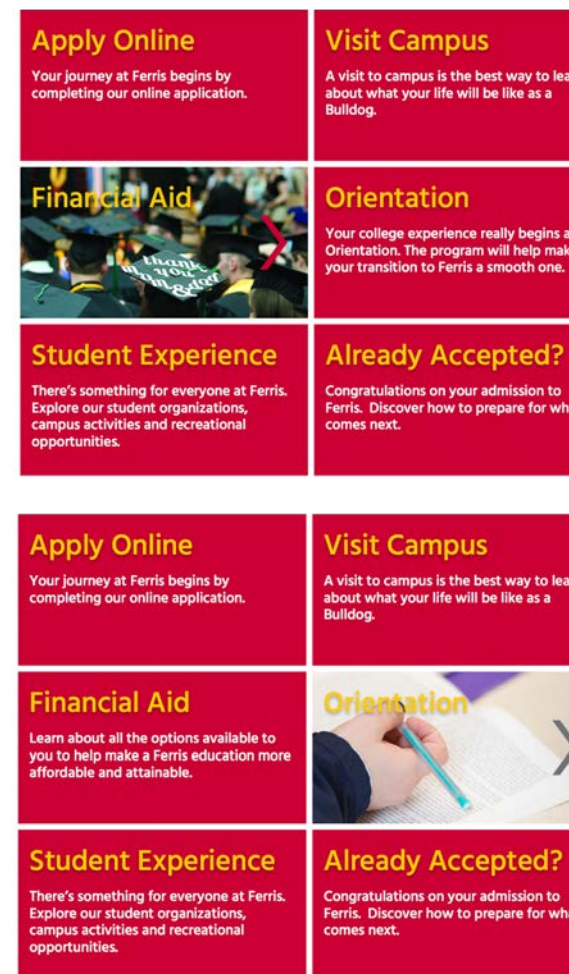The info boxes that flip on mouse-over have been changed to allow for a wider image and the arrow is now gray with a red over state.

Addendum

A website is a always as work in progress. This site is no exception. This page shows a few changes that were made either just before or just after the launch date of November 12, 2015.

On the left, note the change in color for the I Am A dropdown menu on both the homepage and lower level pages.

Also note that the info boxes have been modified to be more photo friendly (different proportions) and a different arrow treatment to be more consistent with the large galleries at the top of the page.
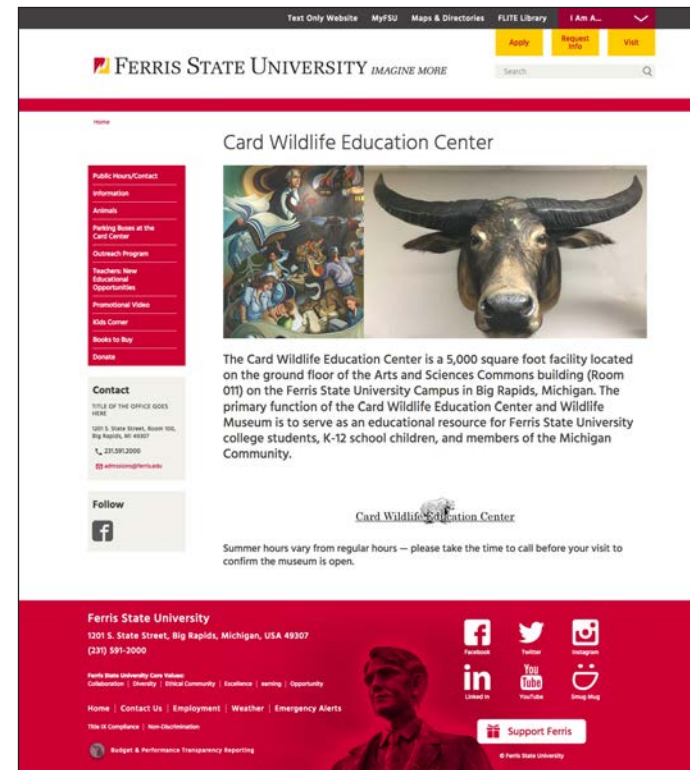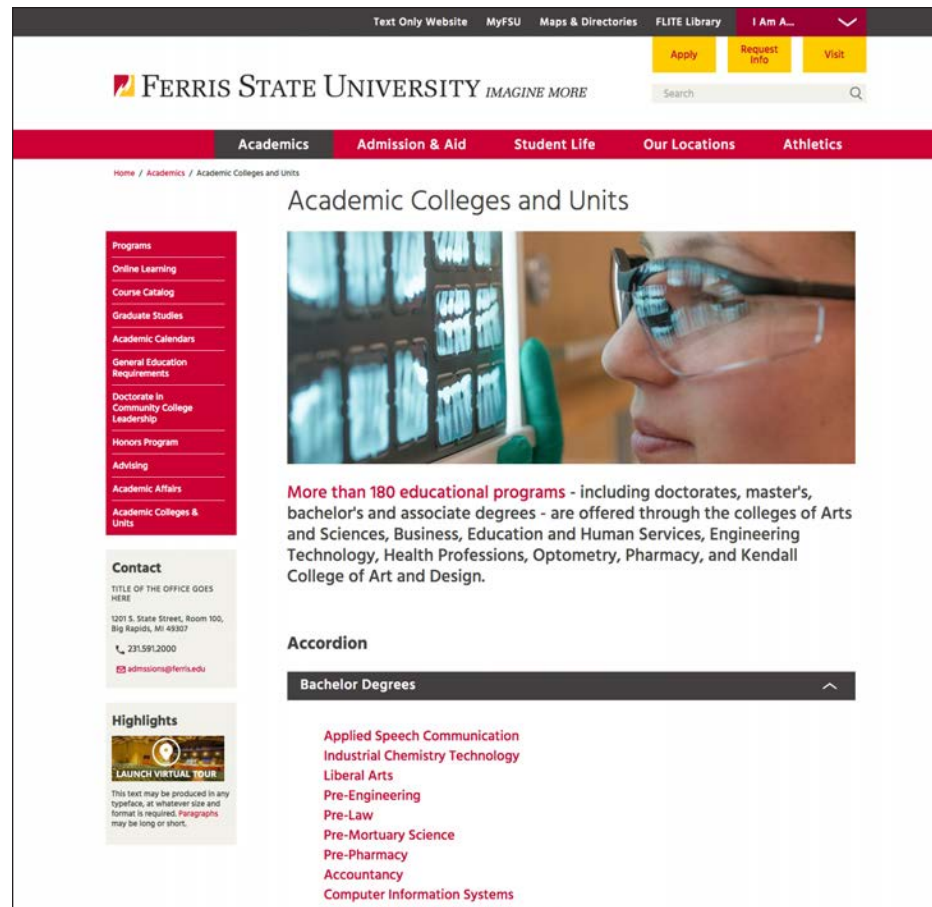
Good examples of use of images to help users understand the content on lower level pages.

Conclusion

The new website was the work of many people. It is the result of research and collaboration of the Ferris Web team, the Ferris Marketing Department, Donoughe Design and OmniUpdate. This site is a reflection upon the high quality and standards of Ferris State University. It is important that the standards and styles that are described in this Web Standards Guide be maintained and enforced.

Please resist the temptation to get overly creative by adding fonts or functionality that is not part of this design style. If content contributors slowly chip away at the "look and feel" it will eventually breakdown.

Stay within these guidelines to ensure that users are not confused and that the "user experience" is consistent.

When in doubt contact

Ted Halm, Web Content Manager
email: TheodoreHalm@ferris.edu
Voice: (231) 591-2331

420 Oak Street, Prakken 108E
Big Rapids, Michigan 49307

This system is meant to keep the site looking consistent for years to come. A few key points to remember:

• The website was meant to be visual in nature, keeping that in mind is key.

• Do not use italics unless absolutely necessary.

• Use the templates as a guide for image usage and text length.

• Keep your audience in mind, short bulleted text works better than paragraphs of copy.

• Use PDFs if there are long pages of copy.

• Crop photos to show the most important part of the image.

• Optimize images so that pages load faster.

• Use best practices for SEO, by adding alt tags for images, using page properties to add important metadata information for each page such as Page Title, Description and Keywords.