



DPS Webmaster Training Documentation

Web Publishing Guidelines

Introduction
Ownership & Retention
School Board Policies
Web Site Management
Content and Design Standards
General
Schools
Administrative Offices
Content Approval

Attachments
Web Content Author Application & Certification
Web Site Approval
Web Content Author Certification

1. INTRODUCTION

The availability of Internet access in Dayton Public School District (DPSD) school and administrative departments provides an opportunity for students and staff to contribute to the district's presence on the World Wide Web. Our web site provides information to the world about DPSD schools, curriculum and instruction, activities, administrative departments and general information relating to the district and our community.

These guidelines are intended to ensure that all sites affiliated with the official DPSD home page reflect the same standards of excellence, consistency and quality found in all district official print and electronic communications. **All pages affiliated with the DPSD website are subject to these guidelines.** Failure to follow these policies will result in the loss of authoring privileges, access privileges and/or other more stringent disciplinary measures.

For the purposes of this document, "**web page**" refers to a document designed with the specific intent of being posted on the World Wide Web. "**Home page**" refers to a **web page** designed as a main landing page for site visitors; it usually contains a logo, and navigation options. "**Website**" refers to a collection of web pages linked together to provide information on a common topic. "**Hosting**" refers to posting a "website" on the DPSD Internet server, for worldwide access.

2. OWNERSHIP AND RETENTION

All web pages are property of DPSD. Daily backups of DPSD website will be maintained in accordance with Oxiem procedures.

3. SCHOOL BOARD POLICIES

All documents must conform to school board policies and regulations as well as established guidelines. Copies of board policies are available in all school offices. Persons developing or maintaining web documents are responsible for complying with these and other policies (see Policy EDE and Regulations EDE-R: Computer/Online Services – Acceptable Use and Internet Safety).



DPS Webmaster Training Documentation

4. WEB SITE MANAGEMENT

The Public Information Office will manage the DPSD website. Web publishing rights will be granted only to those who have been certified in "basic user" areas of web site development and publishing (Attachment 1, Web Content Author Application Certification).

Each school/office should have a plan for maintaining and revising web pages. If obsolete material or link problems are noted, an email will be sent to the sponsor/contact of the page with a request for updates. If updates are not received promptly, the page will be unlinked from the district site until corrections are made.

Although the Public Information Office will assist departments/schools with design and update questions, the ultimate responsibility for regular department/school site updates lies with the appointed designee for each site.

5A. GENERAL CONTENT & DESIGN STANDARDS

1. The DPSD website is an official district publication; therefore, all pages should promote and represent the district, its programs and its employees in a professional, positive light.
2. Links to district web pages should be curriculum or school-related. Links should not include sites that are known to be sectarian, discriminatory or for profit. Links should not include entities whose primary purpose is commercial or political advertising.
3. Web page content, data programs/code must reside on the Oxiem web server. No compiled objects, programs, or classes will be allowed without source code.
4. Web page content for each school/office must have a sponsor/contact and approval by the appropriate administrator.
5. All home/main pages must include an email contact.
6. Web page content must be grammatically correct.
7. Copyrighted material or images may not be used.
8. Content must be complete – no under construction pages or nonclickable buttons accepted.

5B. SCHOOL CONTENT & DESIGN STANDARDS

1. Student Safety:
 - Content should include a student's first name and/or first name and last initial only – never the full last name.
 - Content may not include a student's personal information, i.e., phone number, home address, email address, names of other family members or identifying links.
 - Content should not include any information that indicates the physical location of a student at a given time other than attendance at a particular school or participation in school activities.
 - Identifiable photos of students must not be displayed without explicit permission of the parents/guardians.
2. Parental consent:
 - Regarding usage of student images, consent is not implied. Parent or guardian must approve usage of student images via written consent.
3. Web page designs:
 - Use of frames is discouraged.
 - Use of non-essential backgrounds and animations are discouraged.
 - Use of web-safe colors is encouraged.
 - Use clear navigation.
 - Include the school name, address and phone number; a title (for browser bar) and descriptive header on each page; a contact link to the web sponsor (and other staff as



DPS Webmaster Training Documentation

desired).

4. File names:
 - Use LOWERCASE characters and allowable special characters (underscores, hyphens and periods). DO NOT USE any other special characters or SPACES in your file names.
5. File sizes:
 - Do not exceed 50 KB for a web page (35 KB or lower preferred).
 - Keep graphics small (2" x 2" or 3" x 1.5").

5C. ADMINISTRATIVE OFFICES CONTENT & DESIGN STANDARDS

Administrative departments will either have a web content author designee, as determined by the department director, or author a departmental summary.

1. Each administrative office should assign up to two people to be the web content author.
2. Administrative office web content may be submitted by the web master to the Public Information Office for proofing and/or editing.

6. CONTENT APPROVAL

All information posted on the DPSD website is considered to be endorsed by the school district, and will be in support of the district's strategic plan. The building principals or department heads are responsible for their respective website's content, accuracy and compliance with district requirements. All web pages must be reviewed and approved by the webmaster and principal/department head prior to their submission. **The principal/department director is ultimately responsible for school/department website content.**



DPS Webmaster Training Documentation



APPLICATION FOR SCHOOL / DEPARTMENT WEB CONTENT AUTHOR

PRINCIPAL / DIRECTOR INFORMATION

Title: _____

Phone: _____

Printed Name: _____

Signature _____ Date _____

The principal/department head (or designee) must approve all web pages prior to publication.

The personnel listed below are designated to be my school/department web content author, pending completion of their certification.

**Please Print Legibly:
Primary Web Content Author:**

Last Name First Name

Approved designee: YES NO

Phone number Email address

Alternate Web Content Author:

Last Name First Name

Approved designee: YES NO

Phone number Email address



DPS Webmaster Training Documentation



WEB SITE APPROVAL

School or Department Name: _____

School or Department Location: _____

Please Print Legibly:

Principal's or Department Head's Last Name _____ First Name _____

Phone number _____ Email address _____

1. I have read, understand and will support and abide by the following guidelines and directives.
 - DPSD Web Publishing Guidelines
 - DPSD Computer & Internet Acceptable Use Policy, EDE
2. I submit this form as my written approval for the establishment of a web site for my school/department. I understand I will be held accountable for all content posted to this site by myself or designee.
3. I must approve all web pages prior to publication.

Signature _____ Date _____

WEB CONTENT AUTHOR CERTIFICATION

Please Print Legibly:

Last Name _____ First Name _____

Phone number _____ Email address _____

School or Department Location: _____

- I have read, understand and will support and abide by the following guidelines and directives:
- DPSD Web Publishing Guidelines
 - DPSD Computer and Internet Acceptable Use Policy, EDE
 - Complete district's web publishing class

Signature _____ Date _____

Mail or fax this application along with completed Web Content Author Application to:
Public Information Office, Fax: 542-3053

Do's and Don'ts of Web Page Creation

1. **No page counters:** Page counters do nothing except make you look like an amateur, mess with your design and tell people information about your site you probably don't want them to know!
2. **Forget blinking or flashing text:** The only place you see blinking and or flashing text is on the neon signs of bars or web sites made in the mid 90's! Let's discuss an important point about online content/text versus print. People read text off a computer screen at about 1/4th the speed that they do paper. This important fact tells us that we should keep what we want to say on the web short and sweet.
3. **Make your titles on your web page make sense:** One of the core attributes of a web page is its title. You can specify the page's title as it appears in the browsers top title bar and in the search engine results. People pay attention to page titles, so you should make sure that they are clear. If you have a page on how to take care of dogs and you happen to have a dog named 'Jimmy' don't title your page: 'How to look after Jimmy and his furry friends.' You should title you page something like: 'How to take care of dogs.'
4. **Think twice before using framesets:** In the olden days you could argue a use for framesets because of HTML's lousy layout capabilities. Today with CSS positioning being well supported by all the major browsers there is no need to use framesets for just about 99.9% of websites. Why don't you want to use framesets you ask? Well beginners tend to have trouble creating and using them properly. Framesets tend to make websites more complicated than they need to be and finally they can cause you all kinds of problems with the search engines.
5. **Under construction pages:** Just forget it, if the page is not ready, don't put it up. If you have links that are pointing to the pages, disable them until your page is ready. If your page is truly 'under construction' and has content on it that is ready to be seen by your web surfers, just post a 'last updated' date and make sure you get the new content in place soon. What ever you do, don't put one of those cheesy 'under construction' images on the page.
6. **Don't use background music on your web pages!** Some web designers like the idea of a little background music to set the mood of the page. In special cases like say an MTV or Disney website, this can work. But for most websites this is just a bad idea for a two reasons:
 - a. Music files are typically pretty 'heavy', and take time to download. Most surfers will not think that it's worth the wait. Besides, many computers simply don't have sound capability, so it seems silly to force these people to download something they can't use.
 - b. Unexpected music/sound spewing forth from ones PC can be very annoying and potentially cause problems.

Of course, if you just want to give users the option to hear some piece of music, like your bands latest tune, or a sound clip from an interview, the easiest solution is to create an MP3 of the audio, and then create a link to it.
7. **Don't use Internet Explorer's scrolling 'marquee' tag.** Internet Explorer came out with the infamous 'marquee' tag in version 3. This HTML tag (that only works in IE), allows you to create a stock quote like horizontal scrolling display of whatever text you put in-between the tags.
8. **Do keep the structure of your web pages consistent throughout your website.** Some web designers get bored with what they're doing and decide to create a different structures to their web pages within same web site. A classic example is found in the way navigation works on different pages; one page may have the navigation menu across the top of the page then on the next page it will along the right side and so on. People like things consistent, so your web pages should be too. That's why all windows programs have the same look and feel; the same goes for the Mac programs.
9. **Don't create automatic pop-up windows!** JavaScript pop-up windows are probably one of the most annoying things you can do to someone visiting your website.
10. **Do make you web pages viewable at 1024x768 resolution.** Many web designers have computers that can display higher resolutions like 1280 x 1024 and higher. They design their pages to fit in that resolution, when someone hits those pages with a computer that can display only a maximum of 1024x768, the visitor has to scroll to see the page properly. 800 x 600 is the standard smallest resolution that is no longer adequate for today's complex websites.

11. **Do keep your web pages under 60k in size.** Web pages can be made up of text, images (GIF, JPEG and PNG) and multimedia content like Flash movies and QuickTime video etc. When you add up the size of all those elements in kilobytes, you get the total amount of kilobytes someone will have to download to see the entire page. This is typically referred to as simply the 'page size'. If someone has to wait over 10 seconds to see your page, you are probably losing most of your potential audience.
12. **Don't use busy backgrounds on your pages:** Once upon a time tiled backgrounds where all the rage on the Internet; these days most have understood that it's just a bad idea. It can work if your tile image is not noisy and is a solid color, but if you use tiles that are of say a picture of your dog or some other bold image, it will make your page unreadable.
13. **Don't set your type to all capital letters in your body text:** Using ALL CAPS in text is good for emphasize and title elements, but don't create long sentences or paragraph in all caps ... it's just hard to read.
14. **Don't have more than a few words in italics:** Italics are one way to draw *attention* to text, but it makes text harder to read. Using italics for one or two words on occasion is good, but if you go crazy and start using italicized text all over the place, or for long sentences or paragraphs then you're looking for trouble!
15. **Don't have more than a few words in a bold case:** Sounds like the last two. Nonetheless it is still valid for the same reasons in that the text is harder to read, and then loses its point. Remember that setting text **bold**, italics or in capitals are all ways to bring attention to the particular words, if you're making everything same, it loses it's impact.
16. **Do provide alternate text (using the 'alt' attribute of the image tag) for all your major images:** Alternate text is text that you insert in your image tags () that is used by text only browsers. Text only browsers are used by the blind to surf the web since images won't help them very much ... the alternate text in your image tags is read by the text only browsers in place of displaying the images. This can be accomplished in OpenCMS using the image properties dialog in the WYSIWYG editor.
17. **Do make images that look like buttons act like buttons:** I think we saw something like this already! Just as I said above, button graphics should look like buttons ... and on the flip side, don't create graphics that look like buttons that aren't buttons!
18. **Don't use too many colors in your web site:** Color is a way that people identify things; that is why the Coke label dominantly red and the Pepsi label is dominantly blue. Keep the color scheme of your web site limited to a couple of colors and keep it consistent across your site **unless** you want to denote some major section.