Online Community Design Concept

Thursday 28 February 2008

The Web team offers a complete template-based system to the University of Adelaide web community. We currently develop and support more than 900 individual websites on the University server, with over 1500 web maintainers. It is highly recommended for the proposed 'Online Community' website to utilise the standard configuration for University of Adelaide web pages. We advocate a 'seamless' integration of the 'Encompass' application within the University branding system.

The current Development and Alumni branding needs to be maintained across the 'Encompass' application. However, there is scope for creating sub-branding of the 'ONLion' community product below the top pagehead area in the form of banners, widgets, etc. Design customisation for the new site is to be completed by the iModules team in consultation with Online Media.

Our team is pleased to support this exciting project, both creatively and technically, into the future. These guidelines are the first stage in establishing a dialogue with the iModules/Encompass team. Various downloads are available on these pages for transfer of the basic template design components.

Homepage and iModules/Encompass Application

Online Media recommends that the Development and Alumni homepage should remain hosted on the University of Adelaide web server, along with a series of related static content pages, maintained by Online Media/OLA. The iModules/Encompass application should then be launched via login or sign-up from this 'portal-like homepage'.

Homepage Mockup
Fig 1.

Promotions on Homepage
Fig 2.

Encompass Content Mockup
Fig 3.
Layout Elements

The University web interface incorporates a flexible template-based layout with top 'pagehead zone' incorporating persistent tab navigation, 'breadcrumbs trail' and three or two columns alternately for the display of page content. The left column utilizes specific additional navigation and contact details; the middle column for page content; the right column for rotating news content and promotional announcements.

The page layout fills the whole browser window and uses 'elastic width' as standard with 10px white margin. The layout utilizes CSS ids for navigation, referenced from single or multiple files. The promotional image above the navigation column is not essential, but recommended as a branding device.

Presently the mix-up for these templates is based on a hybrid between basic table structure and CSS. Online Media is committed to maintaining a high-level of usability, accessibility and viability for University of Adelaide websites. With this in mind, regular updates and refinements to the 'template management system' are released in stages, in consultation with our web maintainers.

Pagehead Zone with Tabs

Mockup for the Pagehead Zone

Fig 5

Presistent Tab Navigation + Breadcrumb

Fig 6

Please consult with Development and Alumni staff for this navigation schema.

Download the Pagehead Component

An example for the 'Encompass Pagehead' is available for download below. The ZIP file contains all the components (ie. graphics, stylesheet and html) required for inclusion in the application.

View Example | Download ZIP file

Navigation Zone

Sample Three Column Layout

Incorporating section/stratege navigation

Fig 7a. and 7b

Download the Navigation Component

The example above illustrates the standard site navigation column. The column layout for a typical content page is also shown. The ZIP file contains the necessary components (ie. graphics, stylesheet and html) required for inclusion in the application.

View Example | Download ZIP file

Footer Zone

Download the Footer Component

Incorporating hyperlinks to University of Adelaide Legals

View Example | Download ZIP file
Colour and Typography

The colours described on the logotype determine the official corporate colours of the University. The first colour listed on the grant of arms is blue and the first metal is gold thereby determining the university's official colours. These colours have been specified in the artwork for the logotype with the following PMS numbers:

**Full Colour Palette - CMYK or Spot Colour**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK (Lab)</th>
<th>PMS (Coated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>C200 M90 Y0 K0</td>
<td>2860</td>
</tr>
<tr>
<td>Metallic Gold</td>
<td>C100 Y100 M0 K0</td>
<td>8789</td>
</tr>
<tr>
<td>Red</td>
<td>C100 M0 Y100 K0</td>
<td>4887</td>
</tr>
</tbody>
</table>

**Black**

*Note: Colours depicted in this presentation are for visualisation purposes only. Consult your local University Marketing office for matching colours for design applications.*

The colours indicated below are utilised for the University website and based on the University corporate colours. This palette has been chosen to render closely to the specified RGB values on different types of monitors and viewing conditions. (See more about web colours.)

**Web Colour Palette**

<table>
<thead>
<tr>
<th>Colour Code</th>
<th>RGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>#023000</td>
<td>2</td>
<td>#020010</td>
</tr>
<tr>
<td>#300999</td>
<td>48</td>
<td>#1f489d</td>
</tr>
<tr>
<td>#233344</td>
<td>36</td>
<td>#344934</td>
</tr>
<tr>
<td>#4b5566</td>
<td>71</td>
<td>#3e6b80</td>
</tr>
<tr>
<td>#666666</td>
<td>102</td>
<td>#4a4a4a</td>
</tr>
<tr>
<td>#999999</td>
<td>153</td>
<td>#666666</td>
</tr>
<tr>
<td>#ccc999</td>
<td>204</td>
<td>#c0c0c0</td>
</tr>
<tr>
<td>#eeeddd</td>
<td>238</td>
<td>#eedd82</td>
</tr>
</tbody>
</table>

**Typography**

Headings for content on the University website are available as a range of common HTML tags defined in the stylesheet. Where additional formatting options are required, a local stylesheet may be defined. Please contact Online Media before modifying the stylesheet. It is understood that the Encompass stylesheet setup will need to be customised to the current University of Adelaide web styles.

**Display**

- **h1**
  - Arial, Helvetica, Geneva, Sans-Serif
- **h2**
  - Arial, Helvetica, Geneva, Sans-Serif
- **h3**
  - Arial, Helvetica, Geneva, Sans-Serif
- **h4**
  - Arial, Helvetica, Geneva, Sans-Serif
- **h5**
  - Arial, Helvetica, Geneva, Sans-Serif
- **p**
  - Verdana, Helvetica, Geneva, Sans-Serif
- **strong**
  - Verdana, Helvetica, Geneva, Sans-Serif
- **em**
  - Verdana, Helvetica, Geneva, Sans-Serif

**Links**

- **a:link**
  - Verdana, Helvetica, Geneva, Sans-Serif
- **a:visited**
  - Verdana, Helvetica, Geneva, Sans-Serif
- **a:active**
  - Verdana, Helvetica, Geneva, Sans-Serif

**Other Fonts**

- **caption**: Verdana, Helvetica, Geneva, Sans-Serif; caption

*Note: For display on 1024x768 monitors, please see the link in the top right corner of the page.*
Heading 1 Element

Verdana Bold
Lorem Ipsum is simply placeholder text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard placeholder text since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Heading 2 Element

Verdana Normal
Contrary to popular belief, Lorem Ipsum is not simply dummy text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hendrix-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undiscoverable source.

Heading 3 Element

Verdana italic
It is a long established fact that a reader will be distracted by the readability of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

Blockquote
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Heading 4 Element

Verdana Normal
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Heading 5 Element

Verdana - Heading 5 Element
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Verdana - Heading 5 Element
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Suggested Table Colour Schemes

Table row/col colour styles are available from the stylesheet. These table styles are NOT intended to be used all at once, but rather as individual combinations. Some examples are displayed below.

<table>
<thead>
<tr>
<th>&lt;th class=&quot;right&quot;&gt;</th>
<th>&lt;th&gt;</th>
<th>&lt;th&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>content</td>
<td>content</td>
<td>content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&lt;th class=&quot;alt&quot;&gt;</th>
<th>&lt;th class=&quot;alt&quot;&gt;</th>
<th>&lt;th class=&quot;alt&quot;&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>content</td>
<td>content</td>
<td>content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&lt;th class=&quot;split&quot;&gt;</th>
<th>&lt;th&gt;</th>
<th>&lt;th&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>content</td>
<td>content</td>
<td>content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&lt;th class=&quot;alternate&quot;&gt;</th>
<th>&lt;th class=&quot;alternate&quot;&gt;</th>
<th>&lt;th class=&quot;alternate&quot;&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>content</td>
<td>content</td>
<td>content</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>&lt;th class=&quot;alternate&quot;&gt;</th>
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<th>&lt;th class=&quot;alternate&quot;&gt;</th>
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</thead>
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<tr>
<td>content</td>
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<th>&lt;th class=&quot;alternate&quot;&gt;</th>
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</thead>
<tbody>
<tr>
<td>content</td>
<td>content</td>
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</tbody>
</table>
Accessibility and Compliance

What does “Web accessibility” mean? At its most fundamental it means that anyone should be able to visit a website, fully comprehend the information it contains and have the ability to fully interact with it, using any kind of web browsing technology. According to Tim Berners-Lee, director of the W 3 C (World Wide Web Consortium), the meaning of Web accessibility is, “to put the Internet and its services at the disposal of all individuals, whatever their hardware or software requirements, their network infrastructure, their native language, their cultural background, their geographic location, or their physical or mental aptitudes.”

Policy and Legislation

Australian universities have a legal imperative under the Disability Discrimination Act 1992 to develop and maintain accessible web pages. Therefore it is necessary for University of Adelaide websites to comply with the accessibility standards developed by the World Wide Web Consortium (W3C).

Accessibility Law states that:

- The University and maintainers of University web pages are obliged to make websites accessible on request.
- There is a conciliation process for handling complaints, and
- Legal action can be taken upon confirmation.

Standards Compliance

The University of Adelaide website is best viewed using a browser that complies with Web Standards. Every effort is made to keep all layout/content available within such browsers, but it is possible that such layout/content may cause some pages to not conform. Users of Netscape 4.x will have trouble viewing the site as intended because this browser does not comply with Web Standards. It is not singled out for any other reason.

Supported Web Browsers: Mozilla (Firebox) 1.4 and higher for all operating systems. Safari 1.x and higher, and Internet Explorer 5.0 and higher for Windows or 5.5 and higher for Macintosh.

Download Components

Download the Pagehead Component

An example for the “Encompass Pagehead” is available for download below. The ZIP file contains all the components (i.e. graphics, stylesheet and html) required for inclusion in the application.

[View Example] [Download ZIP file]

Download the Navigation Component

The example above illustrates the standard site navigation left column. The column layout for a typical content page is also shown. The ZIP file contains the necessary components (i.e. graphics, stylesheet and html) required for inclusion in the application.

[View Example] [Download ZIP file]

Download the Footer Component

incorporating hyperlinks to university of Adelaide Legals

[View Example] [Download ZIP file]

Download the Typography Component

A simple example for stylesheets along with three tables colour schemes is available for download below. The ZIP file contains all the components (i.e. stylesheet and html) required for inclusion in the application.

[View Example] [Download ZIP file]