WCBA Web Standards

This document is maintained by the Web, Data & Communication Services division of Information Technology Support Programs of Warrington College of Business Administration. Last Updated: 4/3/2012

Policies are provided by the Warrington College of Business Administration and the University of Florida: Web Administration and the Office of Information Technology

Acceptable Use

As part of its educational mission, the University of Florida acquires, develops, and maintains computers, computer systems and networks. These computing resources are intended for university-related purposes, including direct and indirect support of the university’s instruction, research and service missions; university administrative functions; student and campus life activities; and the free exchange of ideas within the university community and among the university community and the wider local, national, and world communities.

The “Acceptable Use” policy set by the University of Florida can influence publication materials within the Warrington College of Business Administration (WCBA) websites. It is important that we understand and implement these policies correctly for our students, faculty, and staff.

The University of Florida Office of Information Technology maintains the “Acceptable Use” policy and more information can be found on their website.

This policy includes:
1. Rights & Responsibility
2. General Rules
3. Enforcement
4. Security & Privacy
5. Email
6. Commercial Use
7. Commercial Pages
8. External Links
9. Excessive or Disruptive Use
10. Retention Periods
11. Network Infrastructure/Routing
Domain Name
The University of Florida uses the second level domain of ufl.edu. All official university Web sites, including those of colleges, departments, divisions or other fiscal or operating units of the University, as well as faculty or staff performing University functions, should use names within ufl.edu for Web sites or other use of the Internet. For more information, about this policy and requesting a subdomain, please visit the Office of Web Administration’s website.

The Warrington College of Business Administration meets the Domain Name requirements and has a domain of warrington.ufl.edu. In most cases, all entities within the Warrington College of Business Administration will be represented in the following manner: warrington.ufl.edu/"entity name". This includes departments, centers, and programs.

Accessibility
Guidelines are STRONGLY recommended for implementation on all UF websites. You can view a complete list of UF policies on the Web Administration websites.

The Warrington College of Business Administration is current evaluating UF’s policy and the standards set by the Web Content Accessibility Guidelines (WCAG 1.0), published under the W3C Web Accessibility Initiative (WAI). It is our initiative to support UF’s accessibility recommendations and possibly the addition of conformance with the Level “A” classification for accessible websites by the WAI.

The current WCBA website, published as of August 2005, does not meet UF’s guidelines as defined in August 2004. These guidelines were made available well into our development process and could not be reasonably applied. Future revisions to our websites will conform to at least UF’s recommendation. At that time, guidelines will be set for our College and outlined appropriately.

Validation
WCBA websites must successfully pass all validation criteria as implemented by the following official W3C validation tools.

- HTML and markup: http://validator.w3.org/
- CSS: http://jigsaw.w3.org/css-validator/

Document Design
The document design can be defined as the strategy and standards for assembling web pages. The documents instruct how the browsers translate web code into what users see on the page. The Web, Data & Communication Services (WDC) and the UF Web Administration define the WCBA standard for document design.

The best way to understand and experience the how this affects College web pages, simply browse and review the College website, http://warrington.ufl.edu/. The College site is the template and utilizes our current document design standard. Web page coordinators can utilize any aspect of this standard and incorporate
styles found within the College domain. If a style does not fit your needs and a solution does not already exist within the document design, please request revisions or send feedback to the webmaster.

**XHTML**

Templates use valid [XHTML 1.0 Transitional](http://www.w3.org/TR/xhtml1-transitional) for use on all Warrington College of Business Administration Websites.

**CSS**

The Warrington College of Business Administration has a standard CSS definition that is utilized on all web pages within the College domain, warrington.ufl.edu. CSS defines the way all pages look and serves as the College web style guide. This includes headers, links, text, graphics, behaviors, layout parameters, and, in general, user experience.

The WDC collects feedback from faculty, staff, and students to evaluate the successes and failures of this style guide. It is not common for immediate changes to be applied to the style guide as any change can and will effect every page on the College site. Revisions to the style guide only occur after much consideration and will be implemented during major evaluation cycles – every two years or so. Small improvements can be applied at any time and suggestions are encouraged throughout the year.

**Navigation**

The College will maintain a consistent navigational experience and structure all on web pages.

This includes the following:

1. All pages must be represented in the navigational menu.
2. All menus must include the “College Home” link, listed first.
3. All departments must include the “Department Home” link, listed second.
4. “Search”, “MyWCBA”, “College Quicklinks”, and College affiliations must be present on all pages.
5. Link behaviors, including styling, will be consistent.

**Links**

The College will maintain a consistent hyper-link experience on all web pages.

This includes the following:

1. Link color will be green or blue and may include a graphic.
2. Links can be embedded within a paragraph but is usually separated into a list outside copy text.
3. The naming for links should be short and to the point. Avoid long descriptions.
4. Avoid a long list of links within any one area of a page. Long lists of links are difficult to read and may cause users to miss important information.

**Body Copy/Text**

The College will maintain a consistent standard for copy text for all web pages.

**Header/Title**
The College has defined many “header” styles to help organize information on the page. This includes, but not limited to, primary header (large, orange) and secondary header (small, blue).

**Graphical Standards**
Graphical standards for the College web site are defined by the ITSP WDC web designers. To request any special needs, please contact the webmaster.

**Photography**
The College web photographer is Ben Simons, Senior Graphic Designer. All requests should be directed to him or the webmaster.

You may supply photographic media for web publication, but is subject for review by the WDC web designers. In order to keep a consistent user experience and quality mark, we evaluate all submissions. In most cases, we optimize and publish your media as is.

**Logos/Branding**
University and College logo signatures are standard elements of every web page.

Currently, the University is implementing a new identity and the WCBA is evaluating how this campaign and any new policy affect the College website. More information will be made available soon.