Goucher Website Style Guide (and Tips)

Last updated 10/19/17

The following guidelines are recommended when updating Goucher's website using OUCampus CMS (Content Management System from OmniUpdate). If you have any questions or need help, please contact the John Perrelli, Webmaster at webmaster@goucher.edu or call 410-337-6527.

Naming Conventions

Spaces aren't allowed in filenames. Use dashes instead.

Webpages

Use lowercase and dashes for filenames of web pages and folders so that web addresses are all lowercase. Examples:

http://www.goucher.edu/learn/academic-centers/humanities/faculty/firstname-lastname

http://www.goucher.edu/news/goucher-college-awarded-major-grant-for-art-and-technology

Please note that you may not have the ability to create or rename web pages. If you need to, please contact the webmaster at webmaster@goucher.edu or 410-337-6527.

Email Addresses

Use all lowercase for email addresses. Example: john.perrelli@goucher.edu

Documents

When naming documents, use title caps and dashes. Use lowercase file extensions. Upload .pdf files instead of .docx or .doc when possible, since they are more accessible. Example: http://www.goucher.edu/registrar/documents/Academic-Calendar-2017-18.pdf

Images

When naming images, use dashes instead of spaces and uppercase and/or lowercase. Use lowercase for file extensions. Example: http://www.goucher.edu/president/images/Jose-Bowen-portrait-Goucher.jpg

Titles and Headings

For titles and headings use title caps like this example:

Goucher College Awarded Major Grant for Art and Technology

Note: when the page is previewed or published the title and headings will render in all uppercase. When you type into the edit window, use title caps though.

Note: If you need to rename a page title, please request that at webmaster@goucher.edu or 410-337-6527. You won't have the ability to do that yourself.
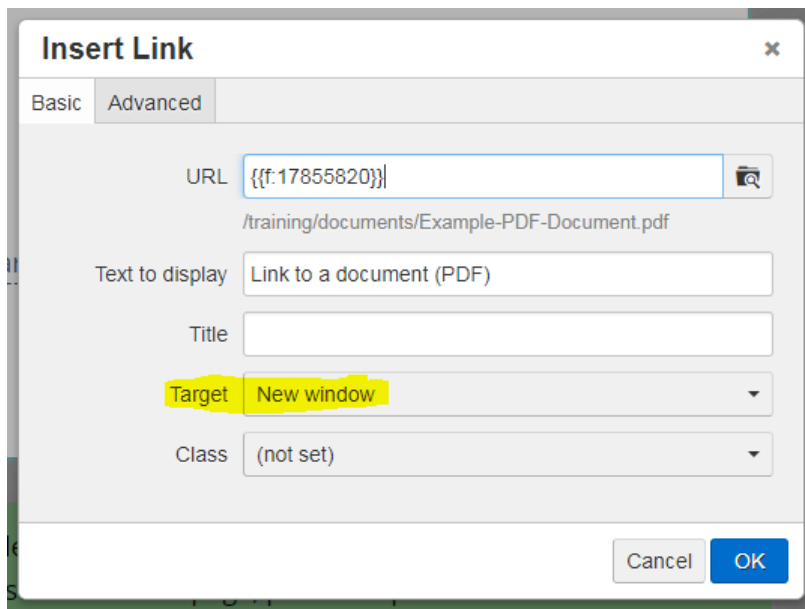
Linking

When linking to external websites (non- goucher.edu websites) or when linking to documents, have them open in a new window or tab. Examples:

http://www.wbal.com/article/266183/124/pollster-students-aim-for-accuracy-transparency

http://www.goucher.edu/registrar/documents/Academic-Calendar-2017-18.pdf

In the Insert Link window set the Target to "New window"

Web Modules and Web Requests

Contact webmaster@goucher.edu if you would like to request any of the following:

- Create new web pages
- Change page titles
- Custom masthead images (at the top of the page)
- Custom Instagram feed (in right sidebar)
- Accordion script
- YouTube video embed
- Media slider (slideshow or gallery for photos and/or videos)
- Animated Charts (number count and/or percentage)
- Staff Listing
- Story/Profile
- Testimonial
- News feed
- Events feed

See the above modules on this example webpage.

To be continued

Check back later to see an updated version of [this document](#).