

Project:

WEB 210/ITC210
Non-Profit Website Design

Instructors:

Mike Sinkula and Seth Syberg

Client:

Information Technology Programs/ Seattle Central Community College

Contact:

Lisa Sandoval, Program Manager

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Design Team:

- Mark Falconer, Project Manager/Designer
- Matteus Vaga, Designer
- Wendy Hutchison, Designer/Copy Editor
- Kris Luminar, Developer
- Trevor Curtis, Developer

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Staging Area



The Staging Area can be accessed from:

http://falconerdesignstudio.com/web210_advanced/web_itc210_staging_area.html

You will have the ability to view similar files to this guidelines document, along with the Proposal, Calendar, Wireframes, Visual Studies and Protosite

The live website is available for viewing at: <http://www.seattlecentral.edu/~itprogs>

*Our Developer will be in charge of handing-off an instruction packet of how to add and edit content/pages in CMS MS. Please contact Kris Luminar (kris.luminar@gmail.com) for questions or concerns about the packet.

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Site Objectives

Site: Information Technology Programs - <http://seattlecentral.edu/~itprogs/>

Brand Identity: Information Technology Programs at Seattle Central Community College, Seattle offers a wide range of professional development courses needed to obtain employment in this fast growing industry. This site will publicize and promote those offerings by offering a single source for access to information, not only about the IT Programs, but also about Seattle Central Community College itself.

Business Goals: To provide an informative communication outlet to students, prospective students, alumni, and instructors about the Information Technology Programs at Seattle Central Community College. To add to the body of knowledge about the IT programs and other resources available to these users.

Success Metrics: The most obvious success metric there has been is that there has been NO traffic on the previous site, so any traffic on our new site will be a huge success. With the steady increase of interest in the field of Information Technology, this program has increased ten-fold and is expected to expand even further. The success of our students will be determined by the amount and quality of the skills they develop at Seattle Central Community College during their education.

A student exit survey is planned to help quantify this growth, and to explore and expand the usefulness of this site. The new easy to use user/permission management that CMS MS allows us to create user accounts with granular permission for administrators, developers, designers, editors and faculty.

Client:
Information Technology Programs
Logo Arrangements



Logo



Acceptable usage of logo



Client:

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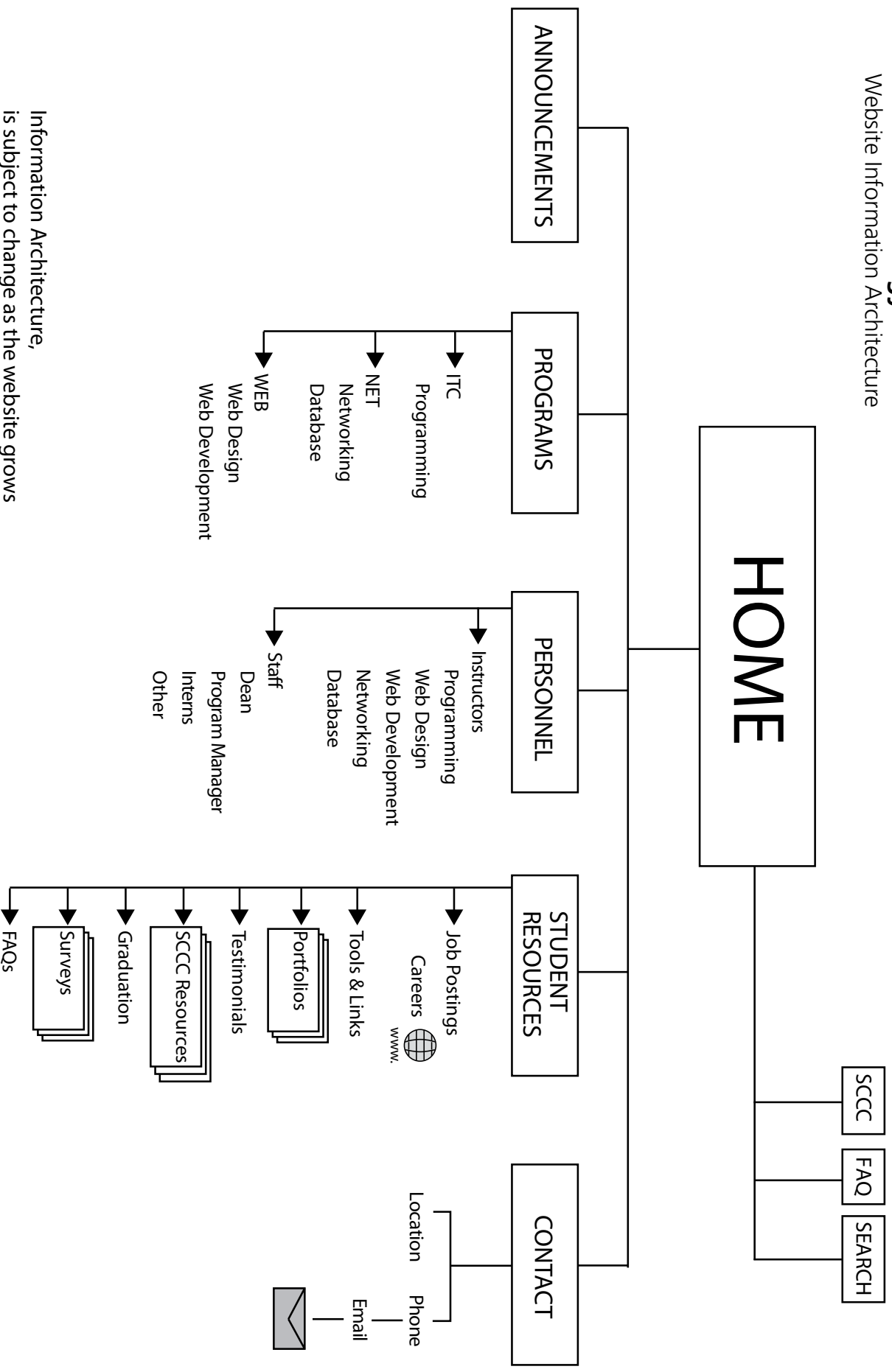
Audiences/Issues/Approach Diagram

Client:	Information Technology - SCCC	Seattle, Washington
Type of Organization:	Education - Community College	
Goal of Website:	Community Awareness	
AUDIENCES with scenarios	ISSUES needs?	APPROACH (to solving issues) — what sort of pages will we create to address each groups issues/needs?
Current Students Need quick information about announcements, school courses/programs and staff	<ul style="list-style-type: none">• Readability• Organization	<ul style="list-style-type: none">• Provide easy navigation• New format throughout site
Prospective Students Information about announcements, school courses/programs, staff and contact information	<ul style="list-style-type: none">• School and Staff information• Location and Contact information• Portfolios of past students	<ul style="list-style-type: none">• Staff bio's section up-to-date• Map and contact information about school
Faculty/Staff In need of a place to direct current and prospective students as an information gateway to the programs/ courses offered	<ul style="list-style-type: none">• Ability to post information about assignments or class activities• Quick read• Faculty bio's	<ul style="list-style-type: none">• Provide easy navigation• Create section for easy updates of bio's• Links to teacher website for class information and other resources

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Website Information Architecture



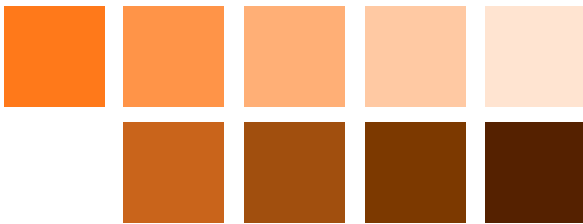
Information Architecture,
is subject to change as the website grows

Client:

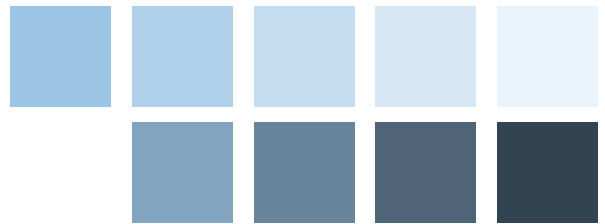
Information Technology Programs

Web Color Scheme

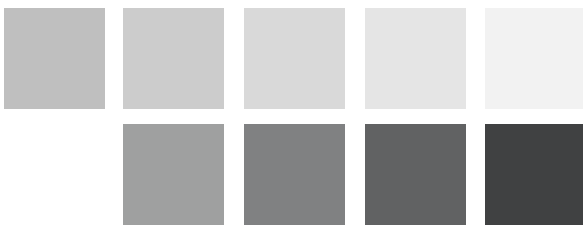
#FF791A



#9CC4E4



#BFBFBF



#063E72



Client:

Information Technology Programs

Fonts

Only to be used with headlines, subheads, text

Arial

Regular

Italic

Bold

Bold Italic

Trebuchet MS

Regular

Oblique

Bold

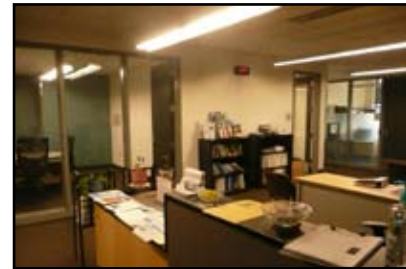
Bold Italic

Only used for the welcome box
on the index.php page

Client:

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Photo Styles



Sample photos only.

Photography should be done by a professional photographer to help enhance the site.

Client:
Information Technology Programs
 Design Specifications - Home Page

```
body {
  font-family:Arial,
  Helvetica, sans-serif;
  background: #bfbfbf;
  color: 20;
}
#container {
  width: 900px;
  background: #FFFFFF;
  margin: 0 auto;
  text-align: left;
}
```

```
#header {
  height: 149px;
  background-
  image:url(.../images/
  headerImage2.jpg);
}
```

```
#mainnav {
  height:35px;
  width:900px;
  background-
  color:#FFF;
}
```

```
#sidebar1 {
  float: left;
  width: 180px;
  line-height:30px;
}
```

```
#mainContent h3{
  font-size:20px;
  color:#F37823;
  margin:15px 0 0 0;
}
```

```
#mainContent h5{
  font-size:14px;
  color:#194071;
}
```

```
body {
  font-family:Arial,
  Helvetica, sans-serif;
  background: #bfbfbf;
  color: 20;
}
```

```
#footer a {
  color:#FFF;
  font-size:16px;
}
```

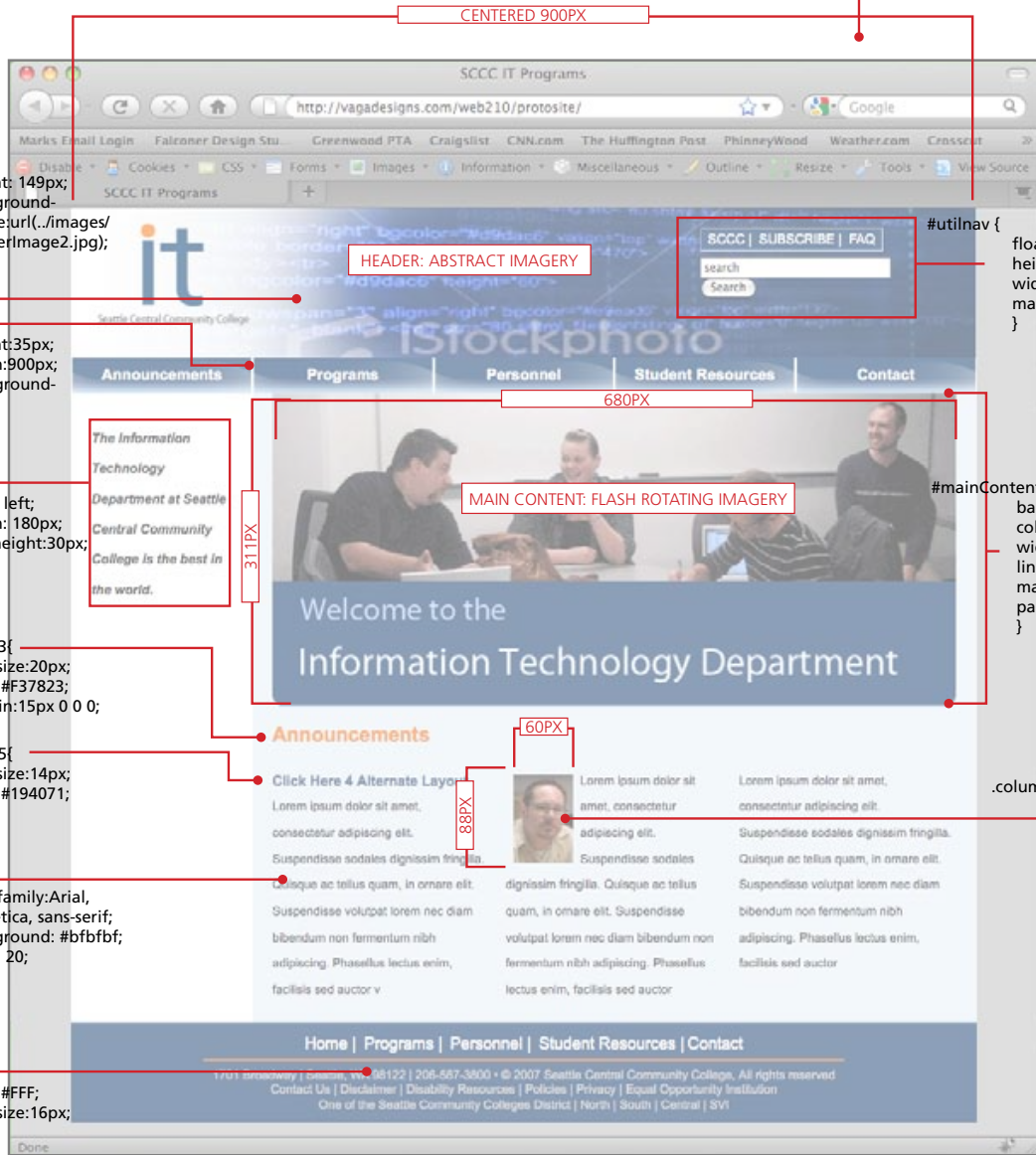
```
#footer p {
  color:#C0BFBF;
  font-size:12px;
}
```

```
#footer img {
  margin: 5px;
}
```

```
#utilnav {
  float: right;
  height: 60px;
  width: 240px;
  margin-right: 25px;
}
```

```
#mainContent {
  background-
  color:#E8F1F8;
  width:680px;
  line-height:26px;
  margin:0 0 0 180px;
  padding:0 20px 0 20px;
}
```

```
.column img {
  float:left;
  margin:7px;
}
```



CENTERED 900PX

HEADER: ABSTRACT IMAGERY

680PX

MAIN CONTENT: FLASH ROTATING IMAGERY

60PX

88PX

311PX

Client:
Information Technology Programs
 Design Specifications - Inside Page

```
body {
  font-family:Arial,
  Helvetica, sans-serif;
  background: #bfbfbf;
  color: 20;
}
#container {
  width: 900px;
  background: #FFFFFF;
  margin: 0 auto;
  text-align: left;
}
```

The image shows a browser window displaying the SCCC IT Programs website. The browser title is "SCCC IT Programs" and the address bar shows "http://www.seattlecentral.edu/protosit". The website has a blue header with the "it" logo and navigation links: "SCCC | SUBSCRIBE | FAQ". Below the header is a main navigation bar with "Announcements", "Programs", "Personnel", "Student Resources", and "Contact". The main content area features a "Personnel" section with a grid of staff profiles, including Lisa Sandoval, Mike Sinkula, Paris facade, Chitpasuth Hanjorria, The Man, Sanrathrama Hanjorria, and Man Fatale. A sidebar on the left lists "Instructors" and "Staff" categories. A search box is located in the top right corner.

Annotations on the screenshot include:

- HEADER: ABSTRACT IMAGERY** (pointing to the header background)
- MAIN CONTENT: FLASH ROTATING IMAGERY** (pointing to the main content background)
- UTILNAV** (pointing to the search box)
- BIOCOLUMN IMG** (pointing to the staff profile images)
- DL IMG** (pointing to the staff profile text)

Diagrammatic annotations with dimensions:

- CENTERED 900PX** (width of the main content area)
- 680PX** (width of the main content area)
- 311PX** (height of the sidebar)
- 97PX** (width of a staff profile)
- 150PX** (width of a staff profile)
- 100PX** (height of a staff profile)
- 150PX** (height of a staff profile)

Additional CSS annotations on the left side:

```
#header {
  height: 149px;
  background-image:url(.../images/headerImage2.jpg);
}
#mainnav {
  height:35px;
  width:900px;
  background-color:#FFF;
}
#sidebar {
  float: left;
  width: 180px;
  line-height:30px;
}
#mainContent h3 {
  font-size:20px;
  color:#F37823;
  margin:15px 0 0 0;
}
#mainContent h5 {
  font-size:14px;
  color:#194071;
}
body {
  font-family:Arial,
  Helvetica, sans-serif;
  background: #bfbfbf;
  color: 20;
}
#footer a {
  color:#FFF;
  font-size:16px;
}
#footer p {
  color:#C0BFBF;
  font-size:12px;
}
#footer img {
  margin: 5px;
}
```

Client:

Information Technology Programs

Development Comparisons

CMS Comparison - Page 1

Feature	CMSMS	Wordpress	Static Site
Demo	http://demo.opensourcecms.com/cmsmadesimple/	http://php.opensourcecms.com/scripts/details.php?scriptid=88	n/a
Course/ Program Info	Simple once CMS and templates set up Easiest to maintain for client	Simple once CMS and templates set up Maintainable by client, but confusing	Simple to create - difficult to maintain Not suitable for our client
Internship/Job Listings	The news module works for handling moderated comments and supports expiration dates it also supports setting to draft status, which deactivates the post. However, setting to draft status seems to be restricted to moderators, whereas I would like it if submitters could edit/remove their own posts. I will keep looking to see if I can make that happen. In a pinch, I submitters could always email the moderator and ask to have a post taken down.	http://thedeadone.net/download/tdo-mini-forms-wordpress-plugin/ * I spent some time trying to find out if this would work. It seems like it would but the documentation is spotty. Would have to install and tinker with it to be sure.	Not achievable, employers would have to email in content and a student worker would have to manually update the site for each new submission.
News/	I tested the News module in the default install and it works perfectly!	http://thedeadone.net/download/tdo-mini-forms-wordpress-plugin/	Doable but a nuisance
Article exchange	Comments Module will work with a bit of customization	http://thedeadone.net/download/tdo-mini-forms-wordpress-plugin/	Not achievable, students/ alumni would have to email in content and a student worker would have to manually update the site for each new submission.
Student Portfolios	Comments module is designed to work with the captcha module and is often used with the TinyMCE WYSIWIG editor and the news module to append comments to news articles. I am feeling pretty confident that this would work for us since similar set-ups in CMSMS have worked for other developers. I got the comments to work on my local machine and added the TinyMCE editor to it. *update it looks like Photo Gallery along with comments will do the trick see: http://www.icms.info/website-addons/comments-on-content	http://thedeadone.net/download/tdo-mini-forms-wordpress-plugin/ http://thedeadone.net/download/tdo-mini-forms-wordpress-plugin/ The description is a perfect match for what we need, however, I couldn't find any good example of it in use. Would have to actually install it and tinker to know if it would work.	Not achievable, students/ alumni would have to email in content and a student worker would have to manually update the site for each new submission.

Client:

Information Technology Programs

Development Comparisons

CMS Comparison - Page 2

Feature	CMSMS	Wordpress	Static Site
Surveys	http://dev.cmsmadesimple.org/projects/quizzard Installed and tested seems ok and easy to manage	http://wordpress.org/extend/plugins/surveys/ The Surveys WordPress plug-in lets you add surveys to you blog. You can let the visitors take surveys and see the result from the admin side. You can see the result of the survey from the admin side - there are two ways to see the data...	Not possible as a static site, but could use a form creating tool like http://www.formtools.org instead of a cms, but why bother?
Subscribe	module CGFeedMaker: http://www.icms.info/website-addons/rss-feed-maker	http://wordpress.org/extend/plugins/subscribe-to-comments/	Not feasible
Photo-gallery	http://www.icms.info/website-addons/photo-gallery Looks awesome!	There are dozens of plug-ins for this	Not feasible
Technologies used (languages smarty etc.)	PHP, MySQL, Smarty	PHP, MySQL	PHP, MySQL
Theme	The easiest one to implement and maintain due to running on Smarty!	good select of themes, however not nearly as flexible, easy of powerful as CMSMS as no Smarty http://themes.wordpress.net/	N/A - theme is the site
Actively supported and documented	Yes, however, the documentation is not as extensive as other CMS, so accessing help in the forums is essential. The forums are great and VERY active: 175,755 Posts in 35,208 Topics by 14,669 Members. http://forum.cmsmadesimple.org/	Yes. Extremely well documented and supported. Millions of other users out there, many of whom can and do offer assistance/advice. http://codex.wordpress.org/Main_Page	N/A
First release/age	11/12/2005 0:00	2003	1970?
Last time released and updated	10/3/2009 18:18	6/7/2009	n/a
Built-in extensibility (modules/plugging)	Extremely nice built-in extension manager module supports browsing for plug-in's and then one-click install/uninstall of modules. Selection of plug-ins is quite good, but not as large as WordPress'. This is partly due to the fact that it is newer and also because it has more features built in.	The best selection of the lot, however, many of the plug-in's suck	n/a

Client:

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Development Comparisons

CMS Comparison - Page 2

Feature	CMSMS	Wordpress	Static Site
Hosting requirements	<p>One of these operating systems: Linux/Unix Windows 2000/XP/Vista/Me/2003 (not recommended unless you master it) Mac OS X</p> <p>One of these web servers: Apache 1.3 Apache 2 IIS 5+ LightTPD 1.4+</p> <p>PHP 4.3+ 4.3.3+ required for pretty URL's Working PHP sessions GD Library PHP Tokenizer support. Some hosts don't install tokenizer support for php by default, but this is usually trivial and harmless for them to add. safe mode turned OFF. CMS Made simple does not support safe mode.</p> <p>A supported database: MySQL 4.1+ MySQL 5 PostgreSQL 7+</p> <p>A session cookies and JavaScript enabled admin browser Firefox IE7 (IE6 is not supported (see this post for a discussion about this subject)). (As of April 2007, Safari does not work correctly for some functions, in particular using the fCKEditorX extension for WYSIWG editing.) (Opera??)</p>	<p>PHP version 4.3 or greater MySQL version 4.0 or greater The mod_rewrite Apache module</p>	n/a

Client:

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Development Comparisons

Feature Specification - Page 1

Feature	Notes	Needed Feature?	Static or Dynamic?	Standard feature?	If nonstandard, basic workflow
Course/Program Info	* Links to SCCC site	Yes	Static	Yes	n/a
Internship/Job Listings	* This will probably be the bulk of the development (and shouldn't be too difficult) * Will need a general form plugin that allows for moderation of content that can then be pushed live (kind of like comment plugins), can tweak to our needs or build from scratch * Ideally would email, or rss, etc. subscribers whenever new content added	* Must have section.	Dynamic	No	1. Employers fill out a basic form with subject, job description, expiration date, work category database, networking, web dev, web design 2. they click submit. 3. info is stored in a database and moderator is apprased 4. moderator approves, denies or edits content. 5. if approved, content appears linearly, most recent post first, on a program specific (i.e. database, networking, web dev, web design) page. 6. any subscribers are notified of the new content. 7. if employers wishes to take down the post before it expires, they will have to email or call the office. 8. once expiration date passes, content becomes inactive and doesn't appear to users of the site.
News/Announcements	* Though Lisa says she doesn't want a blog, this is functionally what the news/announcements section of the site is: moderated comments	* Must have section.	Dynamic	Yes	n/a
Article exchange	Will be run the same way as the internship area. *Students, etc. will submit interesting articles regarding IT and then they need to be moderated	* Must have section.	Dynamic	No	1. Submitters fill out a basic form with article name, program specific drop down (database, networking, web dev, web design, other) and external link to that article. 2. they click submit. 3. info is stored in a database and moderator is apprased 4. moderator approves, denies or edits content. 5. if approved, content appears linearly, most recent post first, on a program specific (i.e. database, networking, web dev, web design) page. 6. any subscribers are notified of the new content.
Faculty/Dept Info	* Just content	Yes	Static	Yes	n/a
Search	* Plugin or 3rd party app	Yes	Dynamic	Yes, Full text search	n/a
Surveys	* Likely a plugin or can link out to another app like survey monkey, probably don't want to build this from scratch * Geared towards current students and alumni. * These would be anonymous surveys, so individual accounts not needed. * Lisa emails everyone the survey link already, so no new system needed to bring traffic to surveys * email input box required for anyone who wishes to be added to a listserve for announcements, etc.	Yes	Dynamic	No? depends on CMS and if we choose to send a confirmation email to them.	1. Lisa emails everyone she want to take the survey the url and group username/password to take the survey 2. they fill out the survey 3. They enter their email if they want to opt-in to future mailings 4. they press submit. 5. ?(if they entered and email address, an automated email response should be sent to them informing them)?
Login/User accounts	* This got a "maybe" in the survey * I followed up with Lisa, she says it's not necessary as we are keeping the existing faculty only website intact rather than merging it with our new one	No	Dynamic	Yes	n/a

Client:

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Development Comparisons

Feature Specification - Page 2

Feature	Notes	Needed Feature?	Static or Dynamic?	Standard feature?	If nonstandard, basic workflow
FAQ	<p>* Will be updated each quarter</p> <p>* Example questions: Can I get software? How do I sign up for an interview? Is it possible to waive/substitute a class? This is department specific, so should be on ITProgs. Where do I find graduation sheets? Linkback to SCCC. How do I graduate? Linkback to SCCC? What classes will be offered in future quarters.</p>	Must have section, but just content.	Static	Yes	n/a
Prospective Students Area	<p>* Just content</p> <p>* will be under student resources section</p>	Would be nice, also just content.	Static except for Job/ Internship section (see above)	Yes. Again except for Job/Internship section	n/a
Student Portfolios	Just like Mike's page, with an adrotator, but students must be able to submit content to moderator	* Must have section.	Dynamic	No	<ol style="list-style-type: none"> 1. Submitters fill out a basic form with their name, program specific drop down (database, networking, web dev, web design, other) and external link to their website. 2. they images representing their work along with a title for each and a paragraph or so of text describing what they did for each project. 3. they click submit. 4. info is stored in a database, images are stored in a unique upload folder with link stored in database 5. moderator is appraised 6. moderator approves, denies or edits content. 7. if approved, content appears linearly, most recent post first, on a program specific (i.e. database, networking, web dev, web design) page. 8. any subscribers are notified of the new content.
Subscribe	Ideally, visitors to the site will be able to subscribe to specific new content, such as jobs. However, if we can just have a subscribe to all new content, that will meet our needs	No	Dynamic	Yes	n/a
Image gallery	Will be used for the Student Portfolios, the personal section and possibly elsewhere	Yes, but doesn't have to be fancy for our purposes	Dynamic	Yes	n/a
Image rotator	Just used to feature a rotating picture on few of the inner pages. Can be flash	Yes	Static as the content (pictures) doesn't need to be easily changeable by the end user.	Yes	n/a