

## **Rules and Tips for Maintaining NAA Web Pages**

### ***CMS Account Information***

The NAA Content Management System (CMS) requires that users log in. Your username and password will be established by NAA and provided to you by your club's staff representative.

To change your username or password, please make a request through your club's staff representative.

### ***Accessing the CMS***

You can access the CMS using a Web browser on any computer that is connected to the Internet. Point your browser at this address:

[www.alumni.northwestern.edu/admin](http://www.alumni.northwestern.edu/admin)

On a **PC**, any *recent* browser (IE or Netscape version 6 or better) will give you proper access to the CMS.

On a **Mac**, you *must* use the most recent version of Netscape in order to use the CMS properly.

With older browsers, all or part of the CMS may not function properly.

### ***Proper Style***

The NAA Web site is an official Northwestern University publication. As such, it must conform to the official print styles adopted by the university.

The university provides a complete, concise, easy-to-use online style guide at:

<http://www.northwestern.edu/univ-relations/publications/resources/styleguide/index.html>

It is important to maintain consistency of style in order to give the site a proper impression of professionalism, solidity, and trustworthiness. This includes small details such as the formatting of phone numbers, dates and times. While the end user may not consciously note inconsistency, unconsciously s/he is likely to remember the site as having been less than professional if styles are not used properly and consistently on all pages.

## ***Submitting Copy***

The most common tool for the creation of copy is MSWord. Unfortunately, those behind this piece of software decided to take it beyond its humble beginnings as a type tool, and have decided it should also double as an HTML editor.

This means that MSWord documents typically have two parts – the visible text, and an invisible, underlying framework of really, really bad HTML code. This means:

### **DO NOT CUT AND PASTE FROM AN MSWORD DOCUMENT INTO THE CMS.**

If one cuts and pastes copy from a typical MSWord document into the CMS, the crummy MSWord HTML code goes right along with it – leading to garbled results in the finished page.

To avoid this:

1. Open your MSWord document.
2. Select File > Save As
3. In the dialogue box that appears, select “text only” as your format (NOT “text only with line breaks”)
4. Save the document.

A text-only document (often identified with the file type .txt) does not have the underlying HTML code and will work well when cut and pasted into the CMS.

## ***Typographic Concerns***

You will find that the CMS limits your typographic choices considerably, minimizing your need to worry about proper formatting. The site will automatically convert text to the correct typeface (Verdana), color, weight, and size. Some control over these can be exerted by using the toolbar in the page editing screen.

## ***Layout Concerns***

The basic page layout created automatically by the CMS is suited to the majority of pages on the NAA Web site. If your page has special layout concerns, contact your staff representative to discuss your options.

## ***Images***

The CMS includes a tool for inserting pre-approved images into the header, story, and sidebar areas of a page. In most cases, the Web Master will consult with a content editor on the proper images to be used.

Header images are *never* to be changed without the permission of the Web Master.

All images to be placed on the site (with the exception of those uploaded into scrapbooks) must be submitted to the NAA Web Master (via your staff representative) for retouching, resizing, and manipulation as appropriate.

***Any images placed on the site (outside of a scrapbook) that have not been approved by the Web Master will be removed.***

Appropriate formats for image submission include:

- jpeg (or jpg)
- tiff (or tif)
- eps
- Photoshop (psd)
- Illustrator (ai)

When submitting a jpeg, keep in mind that jpegs *cannot* be enlarged without serious degradation of image quality. If a jpeg is being submitted it, should be *larger than the intended final size of the image on the NAA site.*

These file types are difficult to manipulate without achieving substandard results and should be avoided:

- bitmap (bmp)
- PDF (except in the case of actual pdf documents intended to be posted as such)

Converting a file such as a bitmap to a jpeg, or other recommended file type, does not materially change the image. Go back to your source and ask for an image in an appropriate file type.

Submitting images to your staff representative can be done via e-mail, CD, or zip disk.

Submission of printed images (slides, photo prints) is acceptable when alternative formats are unavailable. Please note that scans from non-original prints (i.e., magazine or newspaper photographs) generally do not look well on the screen.

If an image exists online, please capture it and send it to your staff representative. Do not send the URL, and ask to have the image captured.

Please note that images subject to **copyright restrictions** will not be placed on the site without the express, written permission of the copyright holder. This includes images taken from professional Web sites without permission of the site owner. When receiving an image from an alumnus/a for posting, be sure to confirm that the image is not subject to usage restrictions.

### ***Creating New Pages***

New pages are added by the NAA Web Master. If you feel that a section of the site for which you are responsible requires or would be better served by the creation of a new pages or pages, consult with your staff representative to discuss your ideas.

### ***Editing Existing Pages***

When your CMS account is created, you will be given access to the pages you will be editing. Access to additional pages will be granted at the discretion of the Web Master.

Editing pages that are not assigned to your personal CMS account is not permitted.

Editing any part of the NAA Web site using a tool other than the CMS (i.e., FrontPage, Dreamweaver, Contribute) is not permitted.