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Welcome to Luminis CMS Content Contributor Training!

The World Wide Web is an exciting and dynamic medium which connects people across the globe. It is also a great enabler of information and services, especially at Salt Lake Community College. Most College students, staff and faculty members use some sort of web-enabled tool in their daily activities. As such, a powerful tool is needed to manage this very important information and service platform.

In the fourth quarter of 2004 a Subcommittee of the SLCC Web/Portal Committee was charged with evaluating potential Web content management solutions to help administer and enhance the College’s web presence. The College had a very strong desire to acquire an enterprise-level tool that would allow content generation and maintenance to be distributed at the user level so the College community would have more immediate access to update and maintain their web content.

Several content management products were evaluated by the aforementioned Subcommittee and the Web/Portal Committee recommended the purchase of SCT’s Luminis CMS. The recommendation was made based on the product possessing an extremely comprehensive feature set, ease of integration with the College’s existing IT platform, and price.

As often occurs when transitioning to different software products there is no true migration path for the College’s existing web content. Once you have completed this training you will be certified to use the new content management tool and then will be able to move your area’s content from the existing platform to the new application. The College views this migration process as a positive step as it will provide an opportunity for evaluation of existing web content for completeness, correctness, timeliness, and relevancy.
1 – Academic and Non-Academic Page Standards

The goal of implementing a web content management system such as Luminis CMS is to give the College departments and areas as much flexibility as possible around their web presence. However to maintain some consistency across the College site there are some basic standards that have been approved by the College. In order to make this as simple as possible to implement we will outline them here below.

1.1 Academic Web Page Standards

1.1.1 SLCC Home – This is simply a link to the SLCC home page

1.1.2 Department/Area Home – This is the main page you would like others to land on when they visit your site. It should contain whatever information you feel pertinent to the entire department/area.

Academic leadership requires all academic web sites contain the following areas (highlighted above in yellow) and content associated with those areas.

1.1.1 - SLCC Home – This is simply a link to the SLCC home page

1.1.2 – Department/Area Home – This is the main page you would like others to land on when they visit your site. It should contain whatever information you feel pertinent to the entire department/area.
1.1.3 – Contact Info – This page typically includes contact information for an Advisor, Coordinator, and a Division Chair/Office contact.

1.1.4 – Courses – This page provides a list of courses offered by the Department/Area. This content was created for the existing SLCC web site and will be able to be carried over to your new site. It requires no action on your part.

1.1.5 – Faculty – Academic leadership requires that a faculty page exist and department/area faculty be listed with the information shown in the example below.

Faculty Listings

Joseph Gallegos

Rank/Title: Assistant Professor  
Campus: South City  
Office: N112  
Phone: 957-3277  
Email: joe.gallegos@slcc.edu  
Education:  
BS University of Utah 1986  
MS University of Utah 1992

1.1.6 – Degree/Cert. Info – This is typically a link to the online version of the College Catalog which provides all of this information in detail.
1.2 Non-Academic Web Page Standards

College leadership requires all non-academic web sites contain the following areas (highlighted below in yellow) and content associated with those areas.

1.2.1 - SLCC Home – This is simply a link to the SLCC home page

1.2.2 – Department/Area Home – This is the main page you would like others to land on when they visit your site. It should contain whatever information you feel pertinent to the entire department/area.

1.2.3 – Contact Info – This page typically includes contact information for your Department/Area.
1.2.4 – Staff – This page should contain pertinent information regarding department staff. The example below demonstrates a good “best practice” for such a page.

Assistant Director of Human Resources
(Vacant)

- Staff Recruitment and Comp Administration
- Job Evaluation System
- Advertising/Recruitment/Selection
- Affirmative Action
- Staff Compensation
- Classification
- Salary Surveys
- Pay Analysis
- Staff Payroll Processing
- I-9’s/Immigration

Specialist II, Benefits
Nadine Hart
957-4722 - AD 164

- Benefits Orientation/Enrollment
- Processes Benefits Forms
- COBRA Administration
- General Benefits Information
- FMLA/LWOP/Long Term Disability
- Sick Leave Pool
- Benefits Fair

1.2.5 – Services – This page should contain an appropriate description of the services your Department/Area provides to the College Community.

1.2.6 – Forms – This page should contain any forms your department may need to distribute to various constituencies across the College.
To Create, Add, Modify, or Update Web Content

To create, add, modify, or update web page content you must first log into Site Studio. This web-based interface is a portal to both contributing and approving web content. The Site Studio portal can be accessed at the location below:

http://luminis.slcc.edu/xxxx/ (where “xxxx” represents the path of your web content)

💡 Hint: Please set this as a Favorite in your browser to avoid typing it in the future!

1. Logging into Site Studio

Log into Site Studio using your MyPage username and password.

Example:

- Username: bbear
- Password: xxxxxx

![SC1 Site Studio Login](image)

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2. Editing page content

After logging in you will see your web content as it will appear on the College’s external web site when published and can navigate to it and edit/create your chosen content. When you have arrived at the page which has content you would like to add, edit, or update, click the Edit This Page button in the upper right (it may take up to 30 seconds to a minute for the editor to load the first time you begin editing content each day).

The most common tasks you will likely perform when working with web pages are listed below and will be covered in this document. They are as follows:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Insert/Edit Text</td>
</tr>
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<td>2.2</td>
<td>Import Graphics, Images, or Files</td>
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<td>2.3</td>
<td>Insert Graphics, Images, or Files</td>
</tr>
<tr>
<td>2.4</td>
<td>Flow Text Around Images</td>
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<tr>
<td>2.5</td>
<td>Create Hyperlinks</td>
</tr>
<tr>
<td>2.6</td>
<td>Publishing Content</td>
</tr>
</tbody>
</table>
2.1 – Insert/Edit Text

Nearly all web pages contain some text, so this will likely be a common task you perform. To work with text you simply click in the work area highlighted in yellow and then perform one of the following actions:

Insert Text – You can insert text by the following methods:

1. Type text directly into the editable field (highlighted below in yellow)

2. Copy and paste text from another source via your preferred method by selecting the text:
   - Click **Edit > Copy** in the source application, then **Edit > Paste as Plain Text** in Site Studio

When you have finished adding/updating text, click the **Save** button on each page.
Hint: There are 3 different options in the Edit menu available for pasting text: Paste, Paste with Filter, and Paste as Plain Text. It is recommended that when pasting text from another application you use the Paste as Plain Text option. This will remove all previous formatting and allow you to apply your desired formatting across newly created pages.

Hint: The visual editor interprets a “Hard” Enter or Return keystroke as a new paragraph and you will get a double space. If you would like a single space simply hit > Shift + Enter.

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2.2 – Import Graphics, Images, or Files

Importing of graphics, images, and files is done most efficiently in batches, meaning when you are working on pages, import all items associated with those pages at one time. The following will guide you through the process:

- After logging into your site, click on the Site Studio button in the upper right.

- Select the folder containing the site you would like to upload graphics, images, and/or files to.
- Select the **WebView** associated with the site you would like to upload graphics, images, and/or files for.

- Click on the **Images** folder.
• In the upper right corner click on **Import**.

• Click on the **Add Files** button (you sometimes must click this button twice due to security settings in your browser)

💡 **Hint:** If you have multiple images, graphics, and/or files you would like to upload simultaneously you may do so by clicking on the “**Add Folders**” button located just to the left of the “**Add Files**” button. However, be aware it will import every file in the folder but will not import the folder itself.
• Select the file or folder you would like to import and click OK.

• Click Next.
• Click **Finish**.

• The files will upload…
• Verify the file(s) imported correctly.

![Image of file explorer showing a file named 'online_pay_test.gif'](image)

You can now import additional files by repeating the process outlined above.

💡 **Hint:** Once you have imported all the files you need, the simplest method to begin editing your content again is to enter your unique site address again at the end of the string `http://vistadb.slcc.edu/xxxx`, where `xxxxx` = your unique site address. Then edit your content again as outlined in Sections 1 and 2.

**Notes**

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______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
2.3 – Insert Graphics, Images, or Files

Nearly all web pages also contain some form of graphics, images, or files so insertion of these elements will also be a common task you perform. To insert graphics and images do the following:

**Insert Graphics, Images, or Files –**

- Click on the **Insert Image** button in the upper center of the editor (highlighted in yellow below).
• The Image Dialog box appears. Now double-click the folder where your graphics, images, or files are stored, normally the Images folder.

- Select the graphic, image, or file you would like to insert from the Files list
- Set the Border to "0"
- Enter the appropriate Alt Text (see Section 4 - Accessible Web Design Section)
- Select desired Alignment from the dropdown box and click Insert
• The graphic, image, or file should now be inserted in the location you designated.

• To retain the changes, click the **Save** button

**Notes**

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2.4 – Flow Text around Images

When working with text and images you often will want to flow text around images to make your content more visually pleasing. There are different ways this can be accomplished; however we will outline just one simple and effective method below.

- Insert the text via your preferred method i.e., either copy/paste or typing it in.

- Once you have decided where you would like to insert the image, position your cursor there and click the **Insert Image** button. Select the image you would like to insert, set the image border to “0”, insert and appropriate Alt Text, and then select your desired alignment, (left, right, top, bottom, etc.) and then click **Insert**.

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The image has now been inserted; however the text is aligned very closely to the image makes things appear visually crowded. This can be remedied by entering a few simple variables into the source code.
Click the **Source View** tab in the lower left of the editor. Locate the line of code which represents the image or graphic and enter your desired variables for vertical and horizontal spacing (see the example in yellow below).

```
<p><img height="120" border="0" style="margin-top: 5px; margin-right: 5px; margin-bottom: 5px; margin-left: 5px;"
width="120" alt="" src="/id0908d3b8800694ac" align="left" />
```

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As you can see the text is aligned in a way which is more visually appealing and demonstrates sound design principles.

💡 **Hint:** This method also ensure your content will appear visually consistent across all browsers.

**Notes**

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2.5 – Create Hyperlinks

Another commonly performed task when creating web content is creating links within page content. Luminis CMS provides a simple interface for creating links with some advanced options. Hyperlinks provide a clickable connection to items such as documents, images, and pages both within and without the College’s web site.

- To create a link you must first be in a page that has been activated for editing (navigate to the page you would like to edit and click > Edit This Page).
  - In the body of the page where you would like the link to appear type a name and then click and drag to select it
  - Then click the > Insert Hyperlink button (shown below in yellow).
• You will then be presented with the *Insert Link* dialog box.

![Insert Link dialog box](image1)

• To link to another web page simply type the address of desired destination in the URL field.

• If the link is to a document which has already been uploaded to a folder within your site, you select the Docs folder and the document and **click > OK**.

![Insert Link dialog box](image2)
• **Link Options** – Luminis CMS provides a simple interface for creating various types of links (you didn’t know there were more than one type did you?☺) Once you have selected the item you would like to link to you select the type from the options below (highlighted in yellow).

![Insert Link](image)

• **Types of links**

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Same Frame</strong></td>
<td>Choose this option if you would like the user to remain in the same browser window when they click on the link you are creating.</td>
</tr>
<tr>
<td><strong>Parent Frame</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Replace Window</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>New Window</strong></td>
<td>Choose this option if you would like a separate browser window to open when the user clicks the link you are creating. You would use this option to assist the user in easing navigation e.g. they could view both windows simultaneously and/or not have to click the &gt; Back button on their browser to return to the parent page.</td>
</tr>
<tr>
<td><strong>Advanced Target</strong></td>
<td>N/A</td>
</tr>
</tbody>
</table>
2.6 – Publishing Content

Now that you have created your web content and coordinated the approval with the required parties you need to publish the content before it is active and visible on the public. This can be done in different ways however we will demonstrate the most simple and efficient method.

Step 1 – Submit all items in your docs, images, and misc folders for publication

- Make sure you are logged into your site, and then click on the Site Studio button in the upper right.

- Select the site containing content you would like publish.
- Select your site’s **WebView**

- Click on your **docs**, **images**, and/or **misc** folder.
- Click the blue > Submit link to the right of the item you are submitting for publication (highlighted in yellow below).

- On the next screen click the silver > Submit button on the lower right of the screen (highlighted in yellow below).

💡 **Hint:** You must repeat these steps for each document, image or miscellaneous item you are submitting for publication.

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• On the next screen you can verify the item has been submitted for publication by checking the status of the **Submit** link. If the link is now Gray in color you have correctly submitted the item for publication (highlighted in yellow below).

• Now that you have submitted all the items in your folders, you will submit your pages by returning to the Web View for your site by clicking on the link in the top center portion of your screen (highlighted in yellow below).
Step 2 - Submit all pages that have been updated since your last publication

Now that you have submitted all the documents, images, and miscellaneous items you wish to be published as part of your site, you can now submit all of the pages that have been submitted since your last publication.

- Click the blue > Submit link to the right of the page you are submitting for publication (highlighted in yellow below).
• On the next screen click the silver > **Submit** button on the lower right of the screen (highlighted in yellow below).

![Submit button highlighted](image)

• On the next screen verify the page has been submitted for publication by checking the status of the **Submit** link. If the link is now Gray in color you have correctly submitted the page(s) for publication (highlighted in yellow below).

![Submit link highlighted](image)
Hint: You must repeat these steps for each page you are submitting for publication.

Hint: If you have multiple web views, you must repeat these steps for each page you are submitting for publication in each web view.

Hint: If you lose track of what items or pages have been changed during the editing process, don’t worry! Every item or page that has a gray Submit link next to it, has not been updated and doesn’t need to be submitted. Any item with a blue Submit link next to it has been edited and will need to be resubmitted.

Hint: Luminis CMS updates pages and navigation separately.

- Updates made to pages normally appear on the site within 15-20 minutes of being submitted.

- Updates to navigation are done once each night in a large batch to maximize the performance of the system during business hours as you edit web site content. This means if you are pushing your site out for the first time, you may only see a part of the navigation until the next day, though the pages are most likely available by typing in the URL. The next day you should see all navigation and accompanying pages.

- If you are simply making updates to page content and there are no changes/additions to navigation you should see all changes within 15 -20 minutes of submitting them.

Hint: When you have submitted all your content, it is a good best practice to verify that all the elements in your folders and all pages have moved to the “Active” state (highlighted below in yellow).
3 - Accessible Web Design

An important consideration when creating web content is making that content accessible to those with disabilities. These disabilities can include visual, auditory, motor, and cognitive. This portion of the training will provide you with some basic tools as you begin designing your new web content. It is by no means comprehensive but should be of adequate depth based on the level of design you will employing. Much of the content for this section was provided by Web AIM, an organization at Utah State University which focuses on accessibility issues. You can access their site at www.webaim.org.

3.1 – Implementing Accessible Graphics and Images

It is easy to assume that graphics and images are bad for accessibility; however we must take a holistic approach when considering this subject. While visual content does present significant challenges to those with visual impairments they can be have great benefit to those with auditory, attention, learning, and cognitive disabilities.

3.1.1 – Alt Text

(Alternative Text) is a very simple yet powerful method of assisting those who use a screen reader to access web content. A screen reader is a tool which interprets the content of web pages and reads them aloud to visually impaired users. Alt Text is a succinct description of the image which the screen reader relays to the user to help them understand the nature and purpose of an image or graphic in a page. When inserting an image or graphic in the page Luminis CMS presents you with a field to place the appropriate Alt Text.

There may be times when a short description of the image or graphic cannot accurately convey the meaning. A chart or table for example may take more than a few words to communicate the message. In this case the preferable method is to put the description into the context of the page. For example, the text might be inserted above the chart and it might read “The chart below represents…”

3.1.2 – Animations

rarely provide any value regarding accessibility or sound design. They are normally used to draw attention to a specific area which can be distracting from the overall purpose of the page i.e., Internet banner ads.

3.1.3 – Icons

can be value when they are implemented properly. For those with reading or other cognitive disabilities, icons can help them navigate more efficiently. When considering the use of icons evaluate how well the symbol communicates the desired message and how it will be perceived by users. It is a challenge to find icons that will be universally recognized and understood so keep them clear and simple.
3.1.4 – **Video and Multimedia** can also be appropriately used to enhance comprehension. When using video make sure to provide text transcripts (for the visually challenged) and captioning (for the hearing impaired).

3.1.5 – **Color** must also be carefully considered. Color cannot be used exclusively to convey meaning to those who don’t see a full range of color.

3.1.6 – **Text within graphics** presents challenges for low vision users. These users typically use a tool which magnifies the content to assist their viewing. If text is integrated with images and then magnified beyond the limits of the source file it becomes “pixilated”, whereas plain text is able to scale fairly efficiently.

3.1.7 – **Backgrounds** can add visual appeal to a page. However since it is not possible to assign Alt Text to a background image it is of no value when accessed by a screen reader.

### 3.2 – Creating Accessible Links

Hypertext links are the backbone of the Internet and the method by which this World Wide Web of information and services is interconnected. Therefore, it is critical that these elements be accessible to those using assistive technologies.

3.2.1 – **Keyboard Accessibility** of links is essential. Most web browsers allow users to navigate through a site by using the Tab key to jump from link to link. Standard hypertext links are the most accessible type of link and the recommended method of implementation. How can links be made inaccessible? Implementing link handling methods such as JavaScript, Macromedia Flash, or Java makes these links inaccessible via the keyboard. You have seen these types of links that “drop down” or “fly out” when the mouse hovers over them. They are completely inaccessible via keyboard and therefore not accessible to those who need it most.

3.2.2 – **A Link is a Link!** Screen readers announce that a link is a link before they read the link text so it is both redundant and unnecessary to have the link as a link in the link text.
3.2.3 – **Jumping from Link to Link** is standard operating procedure for many screen reader users just as it is for traditional sighted users. This then makes it important for your links to make sense out of context. Links with text such as “click here” or “click for details” mean little when taken out of context. Links that say “Products” or “Services” give a clear indication to the user of what that link is connected to.

3.2.4 – **URL’s as links** present some challenges but can be made accessible with a little effort. The issues with URL’s as link have to do with length and readability. Take the following URL example:

http://www.amazon.com/gp/product/B000059Z8L/qid=1139585768/sr=8-2/ref=pd_bbs_2/103-2821497-4932643?%5Fencoding=UTF8&v=glance&n=130

This link is to a product at Amazon.com is extremely long, in fact it contains 130 characters. Can you imagine subjecting someone using a screen reader to listening to that URL being read back to them?

3.2.5 – **Links to New Windows and Pop-ups** also present some challenges. Older screen reader software doesn’t alert the user that a new window has opened up at all, and newer software doesn’t notify users until they have clicked on the link. It doesn’t mean you can’t utilize these types of links, just keep this in mind they create accessibility challenges.

3.2.6 – **Linking to Non-HTML Resources** can be problematic for screen readers. It is considered good practice to notify the user in the link of a non-HTML resource such as a PDF or Word document, email address, or RSS feed. The text for a link to a PowerPoint presentation might look something like the following:

“Third Quarter Performance Review (PowerPoint)”

3.2.7 – **Images as Links** are perfectly accessible as long as the appropriate Alt Text is present.
4 – Helpful Design Hints and Resources

*Hint:* Is simplicity best, or simply the easiest? With so many of the College’s web-based resources being moved inside our MyPage portal system, the College’s external web site really functions as “brochure-ware”. As such, when you are considering design for your pages, taking lessons from a well designed brochure can help you create pages that are useful, informative and attractive.

*Hint:* When creating images for your site it is good practice use either GIF or JPEG formats and to keep all images fewer than 560 pixels wide. If image widths exceed this specification it will squeeze the left side of your template and make it rather unattractive.

*Hint:* When pages are created within Luminis CMS they have a default lifecycle of one calendar year. This means that if a page has no updates made to it for one calendar year it will go inactive, however it does remain in the system and can be reactivated. Each time the page is updated the lifecycle is reset to one calendar year from the date of the modification.

*Hint:* Content Contributors will be the focal point for approval and publication of web content. The College has chosen to use a “Coordinated” approval process, one in which Content Contributors will be responsible for the generation of web content and then coordinating with their individual areas to ensure the content is acceptable prior to publication. When it has been determined the content is appropriate and ready for publication, the Content Contributor will has the ability to publish it.

*Hint:* Updates to pages within Luminis CMS will pushed out to the server in a batch process approximately every 15-20 minutes, however navigation is only rendered once nightly in a batch. This means you will see the navigation when you log into your site, however it won’t appear on the production server and be available to the public until the next day.

*Hint:* Copyright is an important consideration for Web Content Contributors. Please make sure you keep this in mind as you create content. To assist you with these considerations, please see the College’s official document regarding Copyright located in the LCMS Support Channel on the Employee Tab in MyPage.
5 – Support

In order to help support your use of Luminis CMS we are implementing the following tools:

- **luminiscms@slcc.edu** – This email address has been created specifically to support your use of Luminis CMS. Web development staff will monitor this address during College business hours and will respond as promptly as possible. All requests for page and navigation creation and any additional support needs should be sent to this address. If your request requires a phone contact please indicate this in the message and a member of our web development staff will be happy to contact you and provide assistance.

- **Luminis CMS Support Channel** - In order to help support your web design efforts, a self-service support channel has been made available on the Employee Tab in MyPage. This area will provide downloads of documentation, software and utilities, links to sites with valuable information, and as time progresses, tutorials to assist with your web development efforts.
6 – How do I…?

6.1 – Create email addresses as clickable links?

Simply enter and highlight the text you have entered you would like to be an email link. Then as indicated in section 2.5 “Creating Hyperlinks” do the following:

- Click the **Insert Hyperlink** button
- Enter the following in the URL field, replacing the email address with the address you desire:  **mailto:bruin.bear@slcc.edu**

- Then click **OK**
- Remember, as discussed in training, it is always a good idea to either make the full email address the link or provide the full email address next to the link so those not running an external email editor e.g. Outlook, Lotus Notes, etc. will have the address as well.
6.2 – Use Bookmarks

Sometimes when building web pages you want to be able to give users a synopsis at the top of the page with links to more detailed information further down the page, for example in a “Frequently Asked Questions” list. This helps the user to navigate to the information they are looking for more quickly. Let’s use a “Frequently Asked Questions” list as an example. You would use the following process:

- Your first step is to enter all the questions at the top of the page
Next, you enter the questions and associated answers further down the page.

Then you put your cursor on the lower part of the page next to the question you would like to be the Bookmark destination and click the Insert Bookmark button.
• Give the Bookmark a unique name related to the element so it is easy to remember

![Insert Bookmark](image)

• The Bookmark flag will be inserted

![Institutional Marketing](image)
Next, find the associated question, highlight it and click the **Insert Hyperlink** button. Then select the Bookmark name from the dropdown list and click **OK**.

Repeat this procedure for each question on the list and each question will become a clickable link connected to the question and answer further down the page.
7 - SLCC Online Style Guide

To ensure consistent web writing, please follow the conventions of the SLCC Online Style Guide. For questions about items not listed, new terms or current usage, please consult “The Associated Press Stylebook and Briefing on Media Law.”

SLCC Style Conventions

College name – Salt Lake Community College should always be spelled out upon first reference in external communications. Use the acronym SLCC or the College for subsequent references. For internal audiences, avoid spelling out the full name of this institution. Use “SLCC” or the “College” instead. Capitalize the acronym and “C” in the word college. When using SLCC as an adjective, preface with “an” instead of “a.” Example: He is an SLCC graduate, not He is a SLCC graduate.

times – Use figures, except for noon and midnight. 12 noon is redundant, write either noon or 12 p.m. Use periods between lower case letters designating morning and evening. Example: The event will be held from 9 a.m. – 2 p.m. or Classes will be held from 6 – 8:30 p.m. (meaning 6 p.m. – 8:30 p.m. It is not necessary to use a.m. or p.m. twice.)

academic degrees – Degree names are not capitalized. Use an apostrophe in associate’s or bachelor’s degree. Do not place apostrophes in degrees such as Associate of Arts. When abbreviating degrees, place periods between the letters, such as A.A. or A.S. For those who hold a Ph.D., do not use both the title Dr. before and then Ph.D after the individual’s name.

departments/offices – Capitalize the first letter of particular department name or office; use lower case letters on the word department or office such as the Facilities department.

course titles/subjects – Capitalize specific course titles such as Introduction to Climatology. Do not capitalize subjects in general usage, except those designating language: He studied history, English and business management.

telephone numbers – For internal announcements, write the whole telephone number, including prefix and extension, such as 957-4000. For external announcements, include the area code and the full telephone number. Use parentheses to separate area code, and a dash to separate prefix and extension, such as (801)957-4000.

year – It is unnecessary to include the current year with dates in announcements. However, if more than one year is being mentioned, use the year for clarification. Also do include the year when referring to semesters within a year such as Spring Semester 2003.

announcement headlines – Capitalize only the first letter of the first word and all proper names. Do not capitalize connectors or common words with three or less letters.

serial commas – Do not use a comma before “and” when listing a series of nouns or adjectives. For example: She purchased a new computer, printer and monitor.
semicolons – Use semicolons to separate independent clauses not joined by a conjunction and to separate items in a series that are themselves separated by commas, such as SLCC’s Planning Committee is led by board members Jackie Eron, president; Barb Frazier, vice-president; and Andy Riggs, secretary.

ten-dash – If this punctuation symbol can properly translate into online format (often it cannot), use the en-dash to connect continuing numbers such as dates and time, for example Mondays, 10 a.m. – noon, June – July, 2003 – 2004. For better clarity, use connectors such as “to” and “through” (spell out “through”) in place of the en-dashes.

dash or em-dash – Use the dash or em-dash to indicate a sudden break in thought, to set off a series within a phrase and to signal explanatory or digressive elements. Since dashes do not always translate online, use two consecutive hyphens to symbolize an em-dash.

eCampus – Write as displayed, with the first letter lowercase and the “C” capitalized.

e-learning – Use a hyphen between the “e” and “learning.” Do not capitalize the word following the hyphen. Apply hyphens to any word where the letter “e” represents “electronic” such as e-commerce, e-book, e-business.

death announcements (internal) – List the deceased person’s title first, followed by first and last name. Include the date and cause of death, if provided. Write a positive statement about the individual. Add the address of the funeral or wake, if it is open to the public. Use the deceased person’s first name in subsequent references: For those who would like to honor First Name, a scholarship is being established in his/her name, etc.

Internet addresses (URLs) – Include the www. designation before the rest of the Internet address. It is permissible to leave off the http:// before the www (in most cases – there are other protocols such as ftp://). When the URL is located at the end of the sentence, place a period after it. If the URL does not fit entirely on one line, break it into two or more lines without adding hyphens or any other punctuation marks.

street addresses – Always use figures for street numbers followed by the appropriate abbreviations such as 230 N. State St. and 468 W. 950 S. Add “nd” “st” or “rd” to numerical street names and spell out the addresses’ designation such as 42nd Street or 3rd Avenue.

mailing addresses – Follow the same rule for street addresses. Capitalize and place periods between the “P” and the “O” when abbreviating a post office box notation. Add the word “Box” after the P.O. and capitalize the “B”.

creating links – It is unnecessary to use the term “click here” or “go to” if you can create a link containing a relevant word from the information you are presenting. Web users can easily identify a link by its color and/or underline. For example, instead of writing For more information about this event go to: theeventweblink.com, you can write The Event will draw more than 30,000 people this year.

ampersands – Do not use ampersands (&) to substitute for the word “and” unless the symbol is part of a proper name.
@ – To avoid confusion with email addresses, do not use this symbol as a substitute for the word “at” unless it is part of a proper name.

**multipurpose** – Do not hyphenate this word. Modern convention has dropped the hyphen from most uses of the prefix “multi.” Capitalize the first letter when referring to a specific place, such as the *Multipurpose room*.

**numbers** – Spell out all numbers from zero to nine. Spell out the number if it is used to begin a sentence or consider revising the sentence (except for proper names such as *3M* or dates such as *1776 was a revolutionary year*). Use figures to represent amounts greater than nine.

**numerical sequence** – When a number less than 10 is used in a sequence with numbers of greater amount, use figures such as, *The permits were listed in the following order: 98, 12, 6, 9, and 203.*

**rank** – Spell out *first, second, third* unless the sequence has been assigned to a name such as *7th Cavalry* or *5th Ward*.

**fractions** – Spell out amounts less than 1 and use hyphens between the words such as, *three-fifths, two-tenths* and *one-third*. Do not use hyphens when describing general amounts such as *One half of American earn less than $100,000 a year*.

**percentage** – Always use figures and spell out the word percentage such as, *3.5 percent*.

### Online Terms

**online** – Is not hyphenated, nor is it two words.

**Internet** – Is a decentralized, worldwide network of computers that can communicate with each other. The word is capitalized and spelled out in first reference. Subsequent references to this network can be shortened to “Net” or “Web”. Note that these words are also capitalized.

**Web** – An abbreviation for the World Wide Web or Internet. Capitalizing this term distinguishes the word from the spider web or whatever other webs we weave.

**intranet** – Refers to the College’s internal online communication network, such as *MyPage*. It is not capitalized. However, avoid using this term in internal announcements since it can be misinterpreted as the term “Internet.”

**e-mail** – An electronic mail or message. This term is hyphenated and is not capitalized.

**login, log in** – When used as a noun, a client uses a *login* or *logon* to access his or her account on a computer system. When used as a verb, a client will *log in* or *log on* to access a computer system.

**Web site** – Is two words, as is *Web page*. Capitalize the “W” for these terms that more formerly incorporate the word “Web”.

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webcast /webmaster/webcam – Are all un-capitalized singular compound words.

JPEG, JPG – Are acronyms for joint photographic experts group, one of two compression mechanisms used on the Web (along with GIF, the smaller-capacity graphics interchange format) Capitalize these acronyms.

PDF – Is an acronym for portable document format, a file format for Adobe Acrobat Reader.

URL – Is a Uniform Resource Locator or Internet address.

voicemail – Is one word for an electronic system that records telephone messages.