

The Calvin College Web Style Guide

Version 1.1, May 26, 2004

By Luke Robinson

I. Introduction

- Using this document
- Brand
- Web Policies
- Copyright

II. User-Centered Design Process

- The Audience
- The Stakeholders

III. Functional Design

- File Architecture
- Information Architecture
- Navigation

IV. Communication Design

- Interface & Layout
- Graphical Design
- Typography
- Content

V. Measuring Success

VI. Teaching & Learning

VII. Resources

- Web Manager
- Books
- Online

I. Introduction

Using this document

The Web Style Guide is a reference to ensure the consistency of Calvin's online identity for both internal and external Web sites. Feedback, comments, and questions regarding this document should be sent to webmanager@calvin.edu or the Office of Public Relations.

Personal Web sites should not use or attempt to mimic any of the branding or visual designs of Calvin College. Professional profiles that are part of a departmental website are exempt from this requirement.

This Web Style Guide replaces all previously published standards. The intent of all revisions implemented is to provide enhanced design flexibility, simplification and clarity.

Tom McWhertor, Vice President of External Relations, (616) 526-6650

Mike VanDenend, Director of Alumni & Public Relations, (616) 526-6142, alumni@calvin.edu

Luke Robinson, Web Manager, (616) 526-8686, webmanager@calvin.edu

Brand

Why brand Calvin?

In an environment filled with so many higher education options and alternatives, the benefits of articulating a consistent, clear message of Calvin's unique advantages are apparent. We must:

- broaden our reach
- highlight the college's academic quality
- show the benefits of a Calvin education

Our key audiences must be able to understand quickly and clearly who Calvin is and what the college can offer them. The promise we must communicate is:

Calvin is the distinctively Christian,
academically excellent liberal arts college
that shapes minds for intentional participation
in the renewal of all things.

Why a Web Style Guide?

Calvin's brand relies heavily upon the consistency of the communication that conveys it. Messages that deviate from the brand essence (our promise) will be confusing to our audiences. Inconsistent messages and experiences weaken or damage the brand.

As people visit www.calvin.edu they have access to over 100 departmental websites. A clear message delivered by a well organized Web site will ensure that they have an enjoyable, productive experience. Anything less erodes a visitor's perceived quality of Calvin College.

Related links:

Calvin Distinctives, how can you describe Calvin College? - <http://www.calvin.edu/about/distinctives/>

Policy

Guideline: Be familiar with three key technology documents

1. Calvin Web Policy - <http://www.calvin.edu/admin/webmanager/policy/>
2. Responsible Use of Technology - <http://www.calvin.edu/it/policies/>
3. Copyright Infringement Notification - <http://www.calvin.edu/about/copyright.htm>

Copyright

Guideline: All pages on this site are Copyright 2004 Calvin College.

Summary: Authors may only use materials for which they have obtained proper copyright permission.

Advice: When in doubt obtain permission from the author or creator.

Related link: The Copyright Office <http://www.copyright.gov/>

II. User-Centered Design Process

The Audience

Guideline: Define the purpose of your website.

Summary: A clear purpose creates a context for your audience. Calvin websites often fit into common roles such as:

- Academic – teaching, research, classroom projects, recruitment, etc.
- Administrative – customer service, information, faculty support, e-commerce, etc.
- Institutes and Centers – teaching, research, mission, service, community, etc.
- Personal – non-commercial, non-profit, research, hobbies, family, humor, etc.

Guideline: Know your audience.

Summary: Calvin's audience is complex and interwoven. It includes:

- Current students
- Prospective students (and parents)
- Parents and family
- Alumni and friends
- Visitors
- Donors and supports
- Faculty and staff

- Community and government leaders

Guideline: Know visitor's needs, wants, and abilities.

Summary: If your content isn't useful, it's useless.

- What do users **need** to make their life easier?
- What **wants** do they have? Or, how do they prefer to do a task?
- What are my users **able** to do?

Visitors are "information seekers." Informing them is a primary goal. Four kinds of information most often sought online:

1. Factual – contact information, majors, courses, faculty bios, sports scores, etc.
2. Marketing – press releases, business reports, conferences, fundraising, etc.
3. Relational – student achievements, alumni stories, donor/grant outcomes, etc.
4. Transactional – purchases, online giving, e-Enroll, feedback, etc

Advice: Study your audience

Interview audience members, gather feedback, and collect data. It can be done causally either in person, via e-mail, by survey, or online with a feedback form.

WebTrends is an online resource that offers webmasters basic information regarding Calvin's online traffic. Webmasters in each department can request tracking of their website by contacting the Web Manager. Monthly reports can be viewed at: <http://nog.calvin.edu>

Related topic: Measuring Success

The Stakeholders

Guideline: A valuable website supports the strategic goals of its institution

Summary: Calvin College has a compelling mission:

"...Through our learning, we seek to be agents of renewal in the academy, church, and society. We pledge fidelity to Jesus Christ, offering our hearts and lives to do God's work in God's world...."

Our websites must support that mission while balancing how our online material impacts student learning, enrollment goals, donor relations, and research funding.

Advice: Demonstrate our mission to visitors through distinctive facts, photography, testimonies, quotes, student projects, etc. By keeping our website update-to-date and user-friendly we can ensure the promises of our mission statement get communicated.

III. Functional Design

File Architecture (i.e. Folder Architecture)

Guideline: Successful sites are well organized.

Summary: Organization is everything — Keep It Super Simple (K.I.S.S). Make life easy and efficient for you and the visitor by “chunking” information. Smaller, discrete “chunks” of information are more functional and easier to handle than long, undifferentiated tracts.

Advice: There are five basic steps in organizing your information:

1. Divide your content into logical units
2. Establish a hierarchy of importance among the units
3. Use the hierarchy to structure relations among units
4. Build a site that closely follows your information structure
5. Analyze the functional and aesthetic success of your system

© [Web Style Guide](#), 2nd Edition, Lynch and Horton (p. 38)

Guideline: Create a folder structure that can withstand the test of time.

Summary: Organize content into logical groups (chunks) and label folders with simple names. Keep in mind reoccurring monthly or annual publications, events, interims, courses, etc. that impact the growth and maintenance of the website.

Advice: Ask yourself:

- How large could the website grow?
100 photos per interim x 3 interims = 300 files (at least)
- Is my file architecture flexible?
- How will content be archived and/or removed? When?
- How often will the website need reviewing?

Example: The January Series organizes its content by the year the event took place.



january

Select an item to view its description.

See also:

[My Documents](#)

[My Network Places](#)

[My Computer](#)

Name ▲	Size	Type	Modified
1997		File Folder	12/9/2002 2:45 PM
1998		File Folder	12/9/2002 2:45 PM
1999		File Folder	12/9/2002 2:45 PM
2000		File Folder	12/9/2002 2:45 PM
2001		File Folder	12/9/2002 2:45 PM
2002		File Folder	12/9/2002 2:45 PM
2003		File Folder	12/9/2002 2:46 PM
2004		File Folder	4/29/2003 2:01 PM
2005		File Folder	5/6/2004 2:50 PM
images		File Folder	12/9/2002 2:46 PM
Library		File Folder	12/9/2002 2:46 PM
Templates		File Folder	12/9/2002 2:46 PM
archives.htm	12 KB	HTML Document	5/6/2004 2:50 PM
backgnd.htm	14 KB	HTML Document	12/11/2003 11:33 AM
brochure.htm	13 KB	HTML Document	4/15/2004 2:46 PM
crowd.htm	10 KB	HTML Document	12/11/2003 11:33 AM
faq_realaudio.htm	14 KB	HTML Document	12/11/2003 11:33 AM
feedback.htm	12 KB	HTML Document	12/11/2003 11:33 AM
gallery.htm	11 KB	HTML Document	5/6/2004 2:56 PM
index.htm	14 KB	HTML Document	5/6/2004 4:02 PM
parkseat.htm	13 KB	HTML Document	5/6/2004 2:02 PM
staff.htm	12 KB	HTML Document	5/6/2004 3:09 PM
styles.css	2 KB	CSS File	1/9/2004 11:18 AM
thankyou.htm	10 KB	HTML Document	12/11/2003 11:33 AM

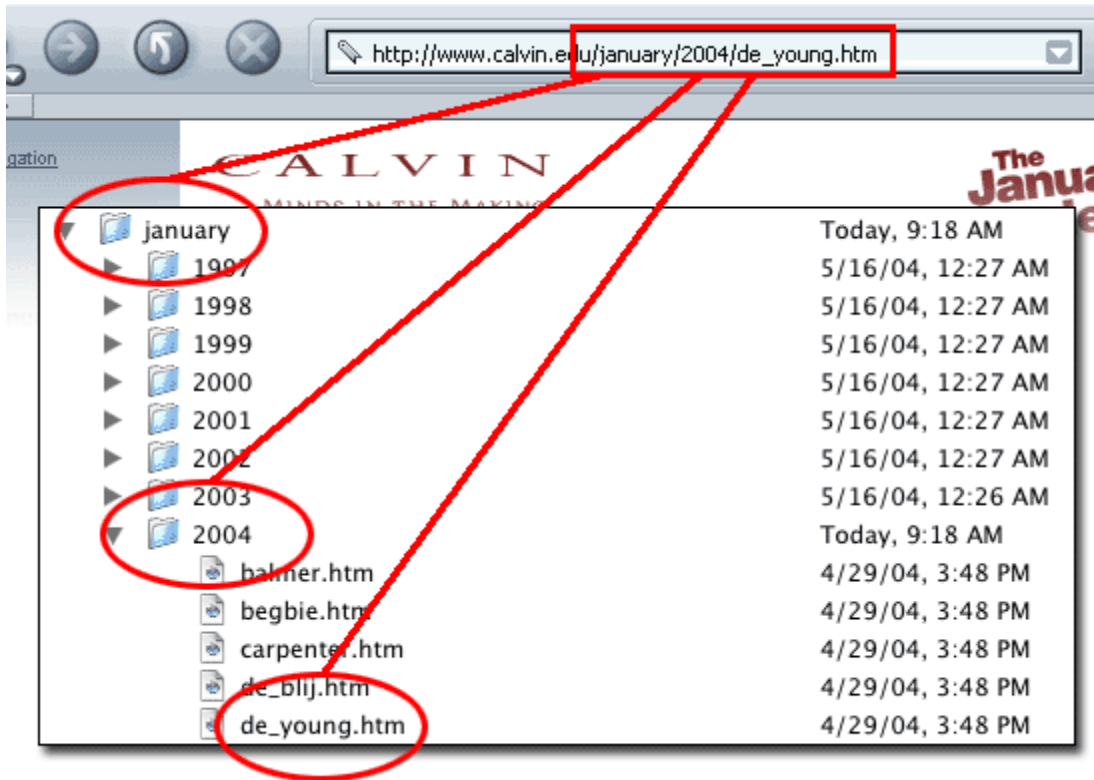
Guideline: Create friendly URL's.

Summary: The website's folders and files create the website's URL. The site's URL's should reflect both the information architecture and navigation displayed on each web page.

Advice:

- Use only lowercase letters when naming files and folders
- Use underscores "_" or hyphens "-" in place of spaces
- Always include the file's three letter extension (.htm .jpg .gif .pdf)
- Special characters (space , \$ # @ ! % ^ & * () { } []) are not permitted in file names. Only underscores "_" and hyphens "-" are acceptable.

Example: The website's file architecture becomes the website's URL.



Information Architecture

Guideline: Create areas of interest and understanding.

Summary: Group related information together to create areas of interest and understanding. This is often referred to as “chunking.”

Example: The German department has gathered several related topics together under a common heading of “Opportunities.”

Opportunities - On and off campus

German Interim Abroad
Find out how you can explore German life, language, and culture for 30 days in Germany!

Off-Campus Opportunities
Study abroad in Germany or Austria.

German Theater
Interested in being part of a German play production?

On-campus events
Events and activities for students regularly held on campus.

German Language Assistant
Would you like to meet a native German student on campus and find out what it is like to grow up in unified Germany?
Would you like to practice your German outside of the class room?

Go To
Calvin's home page
Calvin News

Information
Calvin College
Contacting Calvin
Admissions

Search
People at Calvin
Departments
Calvin's website

Contact
[Renée Van Keulen](#)
Last updated Tuesday,
May 18, 2004

Guideline: Inform visitors of their place within the website.

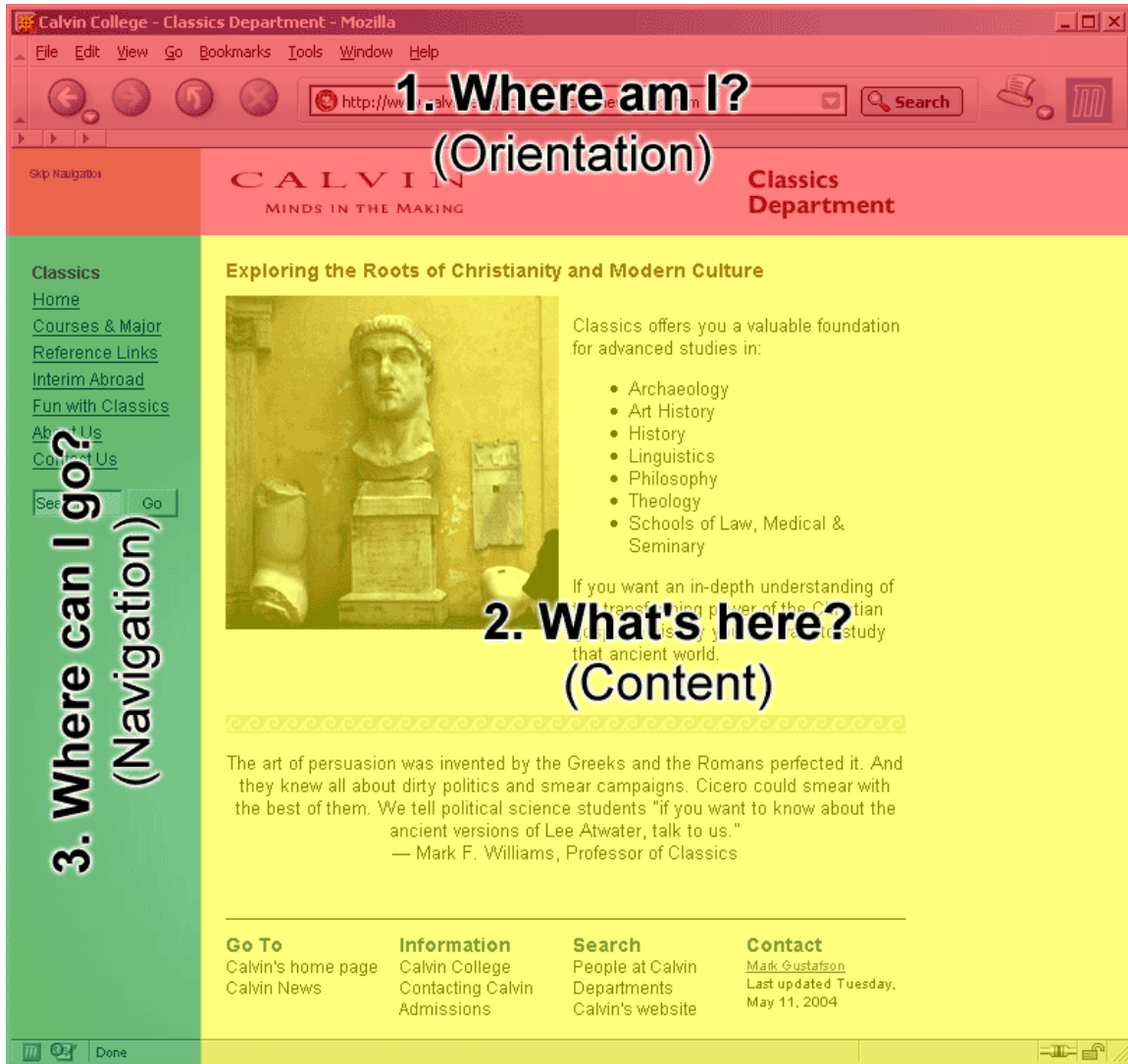
Summary: People often use search engines to find information. As a result they may not see your homepage therefore all web pages must answer:

1. Where am I? (Orientation)
2. What's here? (Content)
3. Where can I go? (Navigation)

© [The Art and Science of Web Design](#), Jeffery Veen (p. 30)

When the answers are predictable and consistent readers can fully focus on your information. Done correctly, the experience is transparent. But if done poorly, visitors will often complain about a website's unfriendliness and difficulty of use.

Example:



1. Where am I?
(Orientation)

3. Where can I go?
(Navigation)

2. What's here?
(Content)

Related link: Information Architecture Library - <http://aifia.org/library/>

Navigation

Guideline: Be consistent when labeling navigation.

Summary: Users often visit several departmental websites. Use a common naming convention among your web pages to simplify browsing and encourage familiarity.

Example: Home > A visitor's link to a website's homepage
 About Us > Information regarding mission or vision
 Contact Us > Faculty and staff members, mailing address, phone numbers

Guideline: Use short noun phrases when labeling navigation.

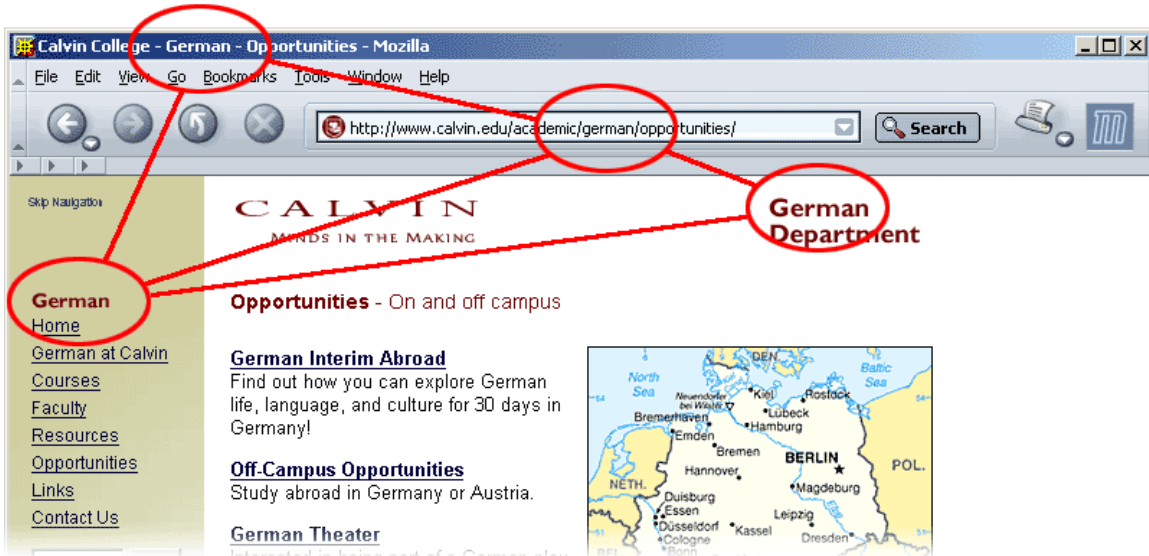
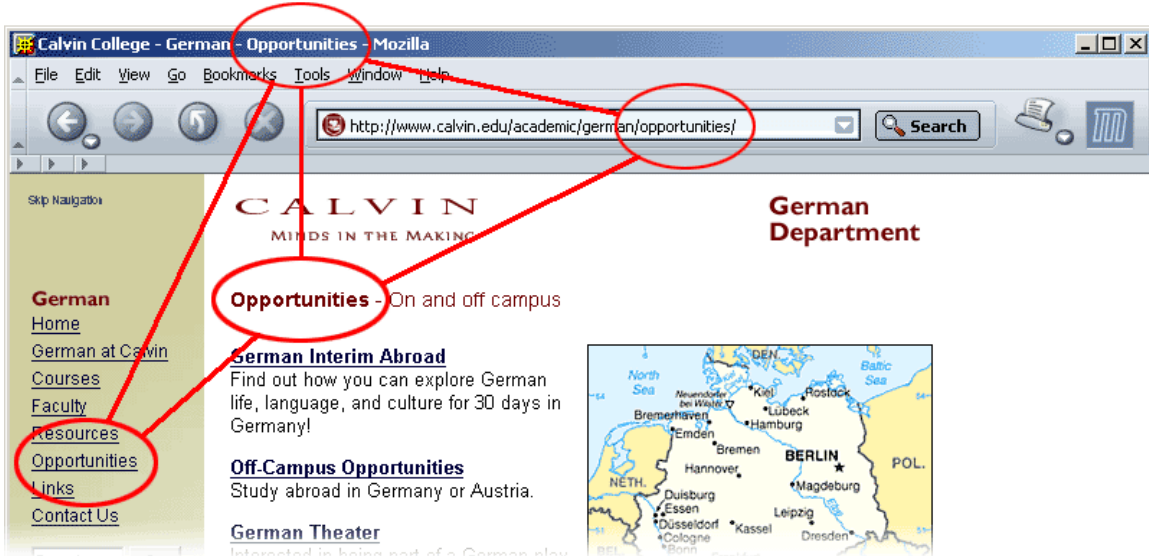
Summary: Visitors often scan for keywords identifying persons, places, or things.

Example: Course Catalog vs. Read about available courses
Orientation vs. Coming to Calvin
Calendars vs. Having fun on-campus

Guideline: Coordinate a website's navigation, headers, page titles, and file architect to create sign posts.

Summary: Label navigation with keywords or phrases familiar to visitors. Like highway road signs a website's navigation must communicate quickly and clearly what is available. Cute and clever keywords or phrase will cause delays or confusion.

Example:



Guideline: Write/create hyperlinks that inform.

Summary: Take advantage of key words or phrases to promote action. Readers often scan Web pages looking for the hyperlinks that can satisfy their task.

A link's color and underlining can give valuable clues. Consistent link color will aid visitors in navigating the entire Calvin website.

Example: Return to the [Calvin College](#) homepage.

Don't do this: Use "Click Here" statements.

Related topic: Functional Design

Accessibility

Guideline: Websites should comply with Web Content Accessibility Guidelines 1.0

Summary: An accessible Web means unprecedented access to information for people with disabilities. At least 10% of the population in most countries has disabilities; visual, auditory, physical, speech, cognitive, and neurological disabilities can all affect access to the Web.

Auxiliary benefits of accessible web design include:

- [Increase Market Share and Audience Reach](#)
- [Improve Efficiency](#)
- [Demonstrate Social Responsibility](#)
- [Reduce Legal Liability](#)

Advice: Quick tips to make accessible websites:

- **Images & animations:** Use the **alt** attribute to describe the function of each visual.
- **Image maps.** Use the client-side **map** and text for hotspots.
- **Multimedia.** Provide captioning and transcripts of audio, and descriptions of video.
- **Hypertext links.** Use text that makes sense when read out of context. For example, avoid "click here."
- **Page organization.** Use headings, lists, and consistent structure. Use **CSS** for layout and style where possible.
- **Graphs & charts.** Summarize or use the **longdesc** attribute.
- **Scripts, applets, & plug-ins.** Provide alternative content in case active features are inaccessible or unsupported.
- **Frames.** Use the **noframes** element and meaningful titles.
- **Tables.** Make line-by-line reading sensible. Summarize.
- **Check your work.** Validate. Use tools, checklist, and guidelines at <http://www.w3.org/TR/WCAG>

© W3C (MIT, INRIA, Keio) 2001/01

Related links:

Web Content Accessibility Guidelines 1.0 - <http://www.w3.org/TR/WCAG10/>
Web Accessibility Initiative Resources - <http://www.w3.org/WAI/Resources/>
Getting Started: Making a Web Site Accessible - <http://www.w3.org/WAI/gettingstarted/>
Test your website via the Cynthia Says™ Portal - <http://www.contentquality.com/>

Guideline: Every image must have alternative text (ALT tags).

Summary: Alternative text (ALT tags) describes a graphic's meaning or function in the event the image is not displayed. ALT tags are useful to:

- Visitors using text only Web browsers (i.e. cell phones or PDA's)
- Visually impaired readers accessing the Web via audio-based Web browsers (i.e. speech browsers)
- Search engines that index your website's content

Example:

```

```

Guideline: Provide a mechanism to skip repetitive navigation links

Summary: The "Skip Navigation" link is a key function in making Calvin's website accessible to those using screen readers or other types of assistive technologies. Here's the legal argument:

(o) A method shall be provided that permits users to skip repetitive navigation links.

Why do navigational links present impediments to screen readers and other types of assistive technologies?

This provision provides a method to facilitate the easy tracking of page content that provides users of assistive technology the option to skip repetitive navigation links. Web developers routinely place a host of routine navigational links at a standard location - often across the top, bottom, or side of a page. If a nondisabled user returns to a web page and knows that he or she wants to view the contents of that particular page instead of selecting a navigation link to go to another page, he or she may simply look past the links and begin reading wherever the desired text is located. For those who use screen readers or other types of assistive technologies, however, it can be a tedious and time-consuming chore to wait for the assistive technology to work through and announce each of the standard navigational links before getting to the intended location. In order to alleviate this problem, the section 508 rule requires that when repetitive navigational links are used, there must be a mechanism for users to skip repetitive navigational links.

Section 508 Standards: Subpart B -- Technical Standards: § 1194.22
[http://www.access-board.gov/sec508/guide/1194.22.htm#\(o\)](http://www.access-board.gov/sec508/guide/1194.22.htm#(o))

Example: `Skip Navigation`

Advice: Keep the Skip Navigation feature functional for all web pages using Calvin's template.

Guideline: Make web pages accessible to visitors who may have a color deficiency.

Summary: Approximately 8% of all males have a degree of color-blindness (color deficiency).

- Label items that require color recognition
- Maximize color contrast if possible

Example: Test your webpage at: <http://www.vischeck.com/vischeck/vischeckURL.php>

Guideline: Give <table> elements a summary to assist visitors with context.

Summary: Adding a summary attribute to a <table> element increases access to those using screen readers or other types of assistive technologies.

Example:

```
<TABLE border="1" summary="Cups of coffee consumed by U.S. senators.">
```

```
<TABLE border="1" summary="This table charts the number of cups of coffee consumed by each senator, the type of coffee (decaf or regular), and whether taken with sugar.">
```

Guideline: Provide page titles.

Summary: Page titles are used as navigational aids, as titles of bookmarks, and as descriptions in search engines.

Example: <title>Calvin College – Web Manager – Style Guide</title>

Related links:

Federal IT Accessibility Initiative - <http://www.section508.gov/>

Web Accessibility Initiative - <http://www.w3.org/WAI/>

WebAIM – Web Accessibility in Mind - <http://www.webaim.org>

Juicy Studio: Accessibility Tutorials - <http://www.juicystudio.com/tutorial/accessibility/>

IV. Communication Design

Interface & Layout

Guideline: Use a template to create consistency.

Summary: When the elements of a website are predictable and consistent they become transparent and readers can focus on the information at hand. When done poorly, visitors will often complain about a website's unfriendliness and difficulty of use.

"Establish a layout grid and a style for handling your text and graphics, then apply it consistently to build rhythm and unity across the pages of your site. Repetition is not boring; it gives your site a consistent graphic identity that creates and then reinforces a distinct sense of "place" and makes your site memorable. A consistent approach to layout and navigation allows readers to adapt quickly to your design and to confidently predict the location of information and navigation controls across the pages of your site."

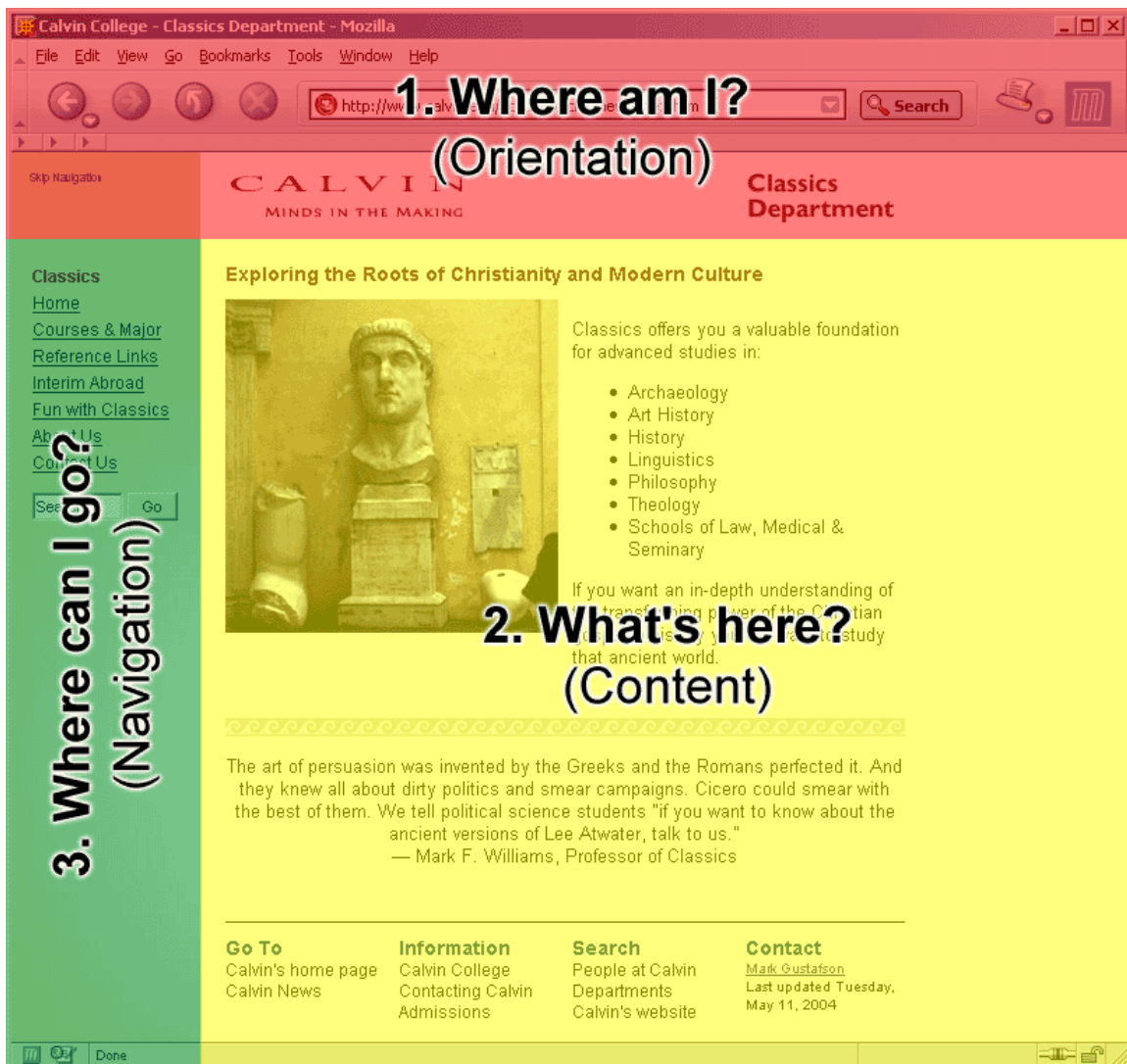
© [Web Style Guide](#), 2nd Edition, Lynch and Horton

Advice: Maintaining a consistent user-interface for your website's visitors.

Example:

1. Where am I? (Orientation)
2. What's here? (Content)
3. Where can I go? (Navigation)

© [The Art and Science of Web Design](#), Jeffery Veen (p. 30)



Guideline: Web pages should be printer-friendly.

Summary: A fixed width of 620 pixels ensures correct printing on standard letter size paper (8.5 x 11 inches). Black text on a white background is strongly recommended.

Guideline: Use Calvin's Cascading Style Sheet (CSS) to format web pages.

Summary: Consistent style across Calvin's website creates a sense of place for visitors.

Example: IV. Communication Design - Typography

Guideline: Select colors from the college pallet.

Summary: Colors chosen from a central pallet create a sense of place. Similar colors create visual ties between printed and digital materials.

Example: Calvin's recommended Print and Web palettes

Print Palette		Web Palette		
Primary	Secondary	Dark	Medium	Light
#912c45	#d7dac3	#660000	#993333	#cccccc
#912c45	#d7dac3	#660000	#993333	#cccccc
#bdb582	#628297	#999966	#cccc99	#d7dac3
#bdb582	#628297	#999966	#cccc99	#d7dac3
#002b47	#93a8a5	#003366	#336699	#6699CC
#002b47	#93a8a5	#003366	#336699	#6699CC
#004d59	#d4d393	#006666	#669999	#009999
#004d59	#d4d393	#006666	#669999	#009999
n/a	#b5c09f			
	#b5c09f			
#ffd400 Athletic Use Only #ffd400				

Link Colors (Mandatory)

Links	A Links
#333366	#666699
V Links	Hover
#000033	#9999cc

Guideline: Browser Compatibility

Summary: Websites should be accessible to 4.x web browsers and display correctly in Netscape 6.x, Microsoft IE 5.x, and Mozilla 1.x. All web pages will look slightly depending on the browser being used and the computer being used.

Advice: Look at your website on a co-worker's computer or on a computer in the Hekman Library.

Guideline: Do not use <frame> elements.

Summary: Frames are bad. Several disadvantages to building with frames:

- Unpredictable printing results
- Difficult for users to book-mark specific pages
- HTML mark-up is significantly more complicated
- Webmasters must coordinate the use of several HTML documents
- Frames create a barrier to accessibility and alternative web browsing software

Graphic Design

Guideline: Calvin's template should contain three tables: Header, Contents, Footer.

Summary:

1. Header – The top table holding the Skip Navigation, the Calvin nameplate, and the Departmental nameplate.
2. Contents – The main table providing local navigation and content.
3. Footer – The end table at the bottom of the web page providing global navigation, contact information, and last update.

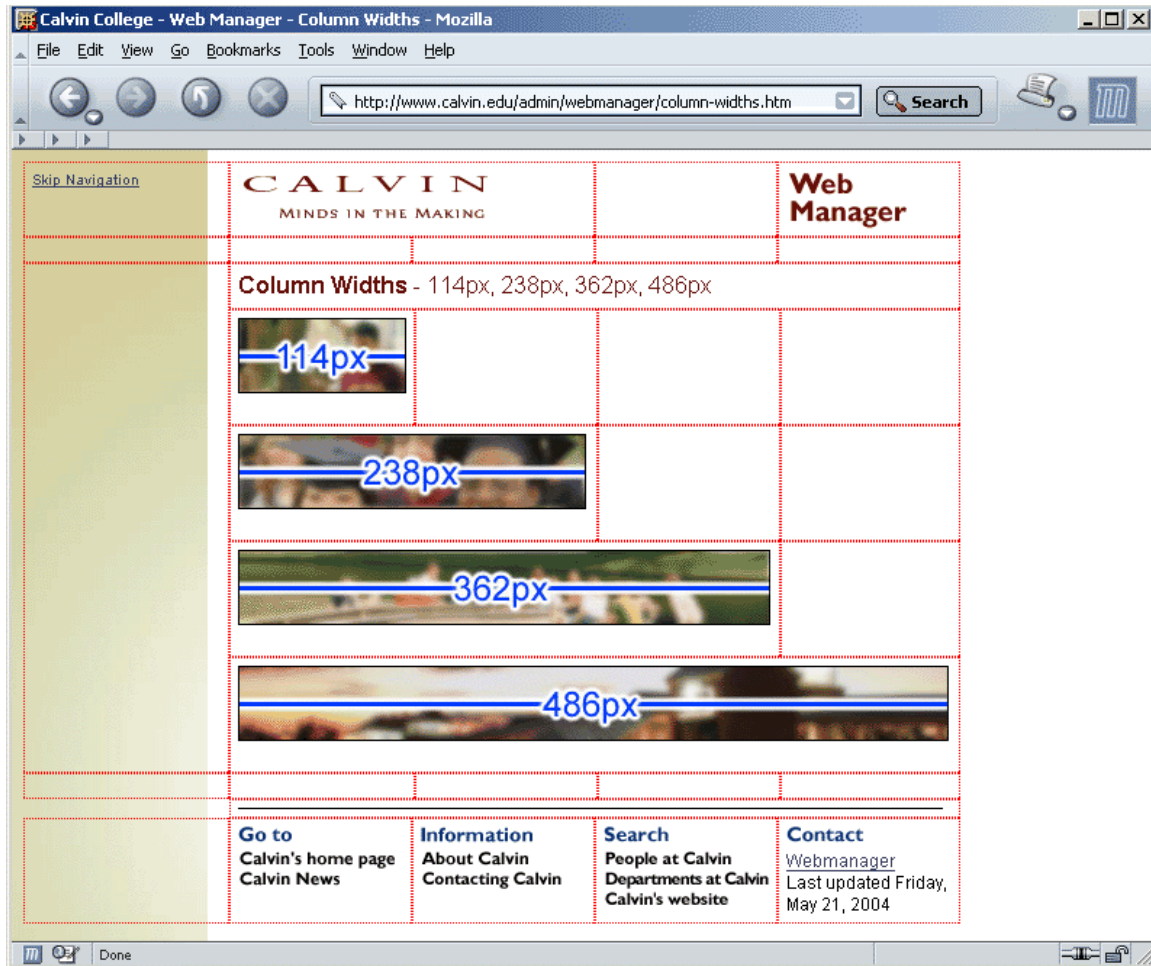


Guideline: Align (vertically and horizontally) text and photos to create order.

Summary: Users prefer elements on page to be aligned and, as a result, are better able to read the text. Calvin's template contains 4 columns providing a variety of possibilities. Column widths are:

- 1 column = 114 pixels
- 2 columns = 238 pixels
- 3 columns = 362 pixels
- 4 columns = 486 pixels

Example:



Guideline: Official web pages must display Calvin's nameplate.

Summary: A Calvin identity present on a web page tells the reader that the information will be official and from a trusted academic authority back by over a century of tradition. When readers receive quality information, the perceived quality of the institution rises (the reverse is also true).

Example:



H: 40px
W: 176px
Alt: Return to the Calvin homepage
Link: <http://www.calvin.edu>

```
<a href="/"></a>
```

Guideline: Department web pages should display a departmental nameplate.

Summary: A department's nameplate should link back their respective homepage. The graphic's alternative text (ALT tag) should mention: "Return to the <department name>'s homepage"

Example: A typical nameplate design for a Calvin department.

Web Manager

H: 40px
W: 114px (or 238px)
Alt: Return to the <insert department name> homepage
Link: Department's homepage
Rollover color: #9999cc
Font: Gill Sans Bold, 20 px
Position: 2px down, 2 px right

Guideline: Use GIF's for graphics (.gif) and JPEG's for photographs (.jpg).

Summary: When saving an image start with the image's broadest meaning followed by a descriptive identifier. For example:

- nameplate_commencement.gif
- navbar_title.gif
- 2004_senior-salute.gif

Typography

Guideline: Text should render in a consistent font face and size to ensure the best user experience possible.

Summary: The Cascading Style Sheet (CSS) defines the style and text size for Calvin's website. The CSS has been tested across a wide variety of web browsers and platforms. These styles should not be altered.

Example: Calvin's recommended cascading styles:

```

/* Hyperlink colors */

a { text-decoration: underline; background-color: transparent;}
a:link { color: #333366;}
a:visited { }
a:hover { color: #9999cc;}
a:active, a:focus { color: #666699; background-color: fffcc;}

/* Redefined HTML tags */

body { font-family: Arial, Helvetica, sans-serif; font-size: 90%;}
td { font-family: Arial, Helvetica, sans-serif; font-size: 90%;}
p { font-family: Arial, Helvetica, sans-serif;}
ol,ul,li { font-family: Arial, Helvetica, sans-serif;}
b { font-weight: bold;}
strong { font-weight: bold;}
i { font-style: italic;}
em { font-style: italic;}

h1 { font-size: 150%; font-weight: bold; color: #660000;}
h2 { font-size: 140%; font-weight: bold; color: #660000;}
h3 { font-size: 130%; font-weight: bold; color: #660000;}
h4 { font-size: 120%; font-weight: bold; color: #660000;}
h5 { font-size: 110%; font-weight: bold; color: #660000;}
h6 { font-size: 100%; font-weight: bold; color: #660000;}

/* Template Classes */

.bodycopy-small { font-family: Arial, Helvetica, sans-serif; font-size: 75%;}
.heading { color: #660000; font-size: 100%;}

```

Guideline: Do not use elements.

Summary: The element was depreciated by the World Wide Web Consortium (W3C.org). Use your Cascading Style Sheet (CSS) when formatting text.

Content

“... like caviar, only the best content will do. Anything less is just fish eggs.”
Nathan Shedroff, [Recipe for a Successful Website](#)

Guideline: Make web pages easy to scan

Summary: 79% of all visitors scan Web pages.

Advice: Break up large block of text with headings, subheads, and bulleted or numbered lists. Divide complex topics into coherent “chucks” organized by topic.

Guideline: Writing for the Web is not the same as print

Summary: Begin articles with the conclusion first and then refine into details. Cut copy. People read 25-50% slower when reading from a computer screen (that's why they scan). Therefore, Web pages need 50% less text than print.

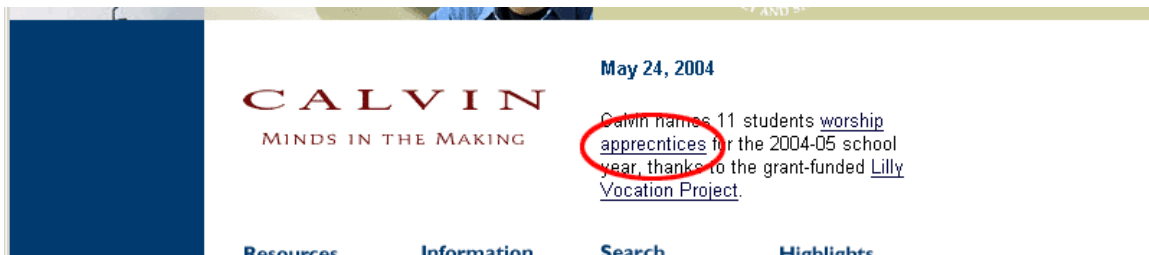
Related link: Jakob Nielsen's article "[Inverted Pyramids in Cyberspace](#)"

Guideline: Spell-check and proofread all Web pages

Summary: Poor spelling and grammar brands the college as "unprofessional."

Advice: Take advantage of Dreamweaver's built-in "Check Spelling" feature: Menu Bar > Text > Check Spelling (Shift+F7)

Example:



Guideline: Write meaningful headings and subheadings.

Summary: Meaningful headings and subheadings give readers a clear idea of what's to follow. Creating intuitive access means meeting a visitor's expectations.

Guideline: Build a website free from "insider" language and acronyms

Summary: Use language that is open and informative to the public.

Example: Calvin College is a member of the Christian Reformed Church (CRC).

Guideline: Use images that illustrate and support your content

Summary: A common pitfall is decorating a Web site rather than illustrating the content. "Eye candy" distracts readers from their task-at-hand. Avoid clip-art, dancing hamsters, and colored backgrounds. Use images to support a message or to visually explain a difficult concept.

Guideline: Indicate the format and size of non-HTML documents

When linking to non-HTML resources provide additional information. If content requires special software (plug-in) provide a link to the vendor to decrease visitor frustration and increase the chance your content will be read.

- PDF documents, use ([pdf](#))
- Word documents, use (doc)
- Excel spreadsheets, use (xls)
- PowerPoint, use (ppt)

Example:

[2003-04 Student Handbook](#) (584k pdf)
[Student Conduct Code](#) (130k doc)

V. Measuring Success

Guideline: Monitor your website's success

Summary: Setting measurable goals will determine if a Web site is meeting its purpose. Such goals might include:

- Recruiting new students for an off-campus project
- Increasing website traffic by 10%
- Increasing enrollment in a particular major or minor
- Offering new or additional information not available with print
- Promote departmental events or conference enrollment
- Reduce phone calls by answering frequently asked questions online

Related link:

WebTrends - <http://nog.calvin.edu/>

Guideline: Provide visitors a means of sending feedback or comments.

Summary: Having a feedback form or e-mail address available on your web pages can yield insights and comments from our audience. These comments can help shape or spark new changes or re-affirm a new venture.

Related link:

Mailcodes - <http://www.calvin.edu/admin/webmanager/mailcodes/>

VI. Teaching & Learning

Guideline: Get the right tools for the job

Summary: Contact the Calvin HelpDesk at helpdesk@calvin.edu or your department's Calvin Information Technology (CIT) representative for a copy of Macromedia Dreamweaver and Macromedia Fireworks.

Guideline: Watch for training opportunities.

Summary: The [IT Connection](#) can keep you up-to-date about the latest developments in training classes for faculty and staff. Also CIT [Teaching & Learning](#) and the [Web Manager](#) are also great resources for information about classes.

Related links:

- [Online tutorials](#)
- [CIT Training Opportunities](#)
- [Faculty Development Resource Network](#)
- LunchBytes

VII. Resources

Web Manager

Luke Robinson

Web Manager

Alumni & Public Relations

Phone: (616) 526-8686

E-mail: webmanager@calvin.edu

<http://www.calvin.edu/admin/webmanager/>

Books

Web Style Guide

By Sarah Horton, Patrick Lynch

<http://www.webstyleguide.com/>

The Art & Science of Web Design

Jeffrey Veen

<http://veen.com/artsci/>

Online

Macromedia.com* ([DW Support](#))

<http://www.macromedia.com/>

Pew Internet & American Life Project

<http://www.pewinternet.org>

CSS Vault

<http://www.cssvault.com/>

UsableWeb.com

<http://www.usableweb.com/>

Web Design Practices

<http://www.webdesignpractices.com/>

Web Accessibility Initiative

<http://www.w3.org/WAI/>

Web Building Tips

<http://www.saila.com/usage/tips/>