Template Guide

Template guide

Introduction

All content is added to T4 in a 'template' that applies predefined styles and formats to it that are in line with the rest of the Faculty website. There are a variety of templates available so that users can create rich and engaging web content.

Users will be able to able to directly edit Content pages using templates that can display images, videos, news, quick links and feature boxes.

There are different templates used for the School landing pages, School-level leader pages and Subject landing pages. Work with your Web Content Editor to make changes to these pages as described below.

Laying out your page correctly is important for a good web user experience. For this reason, every Faculty page is set up in a grid structure ensuring a clear and logical arrangement of content that is straightforward to read online.

The Faculty has adopted standard layouts for a School homepage and leader pages. These allow the School the flexibility of choosing from a variety of feature boxes on the page.

Using this guide

This document explains T4 templates and page layout.

Terminology

Key terminology and definitions used in this document:

Assets	Specific pieces of content displayed on live web pages and contained within specific content templates.
Active page/section/content	Items of a site that are viewable on the live website.
Channel	T4 refers to a website as a channel which is marked in the site structure with a 'house' icon.
CMS	Content management system - program enabling the development, updating, management and publishing of web content by multiple users.
Content	Text, images, videos and downloadable files are all different forms of web content. They are all added to web pages using specific templates with the T4 Sitemanager.
Content page	Alower level page of content with more specific details.
Content templates	Content is entered into T4 using templates. The template defines how the content is formatted and displayed online. A T4 section usually contains

several pieces of content which may use a variety of different templates.

Contributor	The name given to a T4 user with permissions to add/edit content.
Hierarchy	The arrangement of pages or site structure. A 'parent' page is at a higher level and a 'child' page lies below a parent.
Inactive page/section/content	Items of a site that can be accessed in T4 for a time, but are not viewable on the website. Inactive content can be 'reactivated', but may also be permanently deleted by T4 Power Users or Administrators on a regular basis.
Leader page	Class of high level pages including subject and research-specific pages.
Links	Elements of text or images that can be clicked to access other sections of your website or external websites.
Mirror content	Content that appears on two or more pages on the site. Any changes to mirrored content will be applied in all the sections where this content is used.
Moderator	The name given to a T4 user with permissions to add/edit content, approve content for publishing, add new sections to the website and alter the site structure.
Page	The collection of content that may be viewed at a specific URL on the website.
Phase 1	The initial development phase of the over-arching project to create a comprehensive, engaging and fully functional website experience to represent the Faculty of Humanities. Phase 1 is concerned with creating the web presence of all Schools.
Phase 2	The second stage of web site development which will focus on additional functionality and review and refresh content previously given a lower priority, such as research pages.
Power User	The name given to a high level T4 users. They have permissions to moderate content and publish to a live website.
Remedy	An online form for requesting contact with the School Web Content Editor.
School page	A page detailing the higher level information on a particular School.
Section	A section in T4 is a folder in the site structure which contains all of the content for a page on the website. A section can also contain sub-sections (which will generate sub- or child pages on your web site).
Sitemanager	The 'back-end' of T4; the online platform used to manage website content.
Subject page	A page describing the important information on a particular study subject.
T4	The CMS used by The Faculty of Humanities in The University of Manchester.
Video Library Service (VLS)	The central University system that stores video files that are displayed online.

Page layouts

T4 Contributors will generally deal with pages containing only text which spans the full width of the page in a single column, or pages split into two columns (a wider left hand column or text and a narrower right hand column for images or other feature boxes).

Web users with Contributor access will only be able to make changes on lower level content pages but can request changes to any page above this via Remedy.

One column layout

One column layouts are reserved for school homepages. They occupy the full width of the available space and enable each School introduce a variety of different features and content.

School homepage

Two column layout

A two column layout refers to a page where the far left hand side has been reserved for local page navigation. This leaves two editable areas including a central column to house a combination of text and image (the main body of text) and a far right hand side column, used to house additional features such as static images, course lozenges or marketing videos.

Standard content page
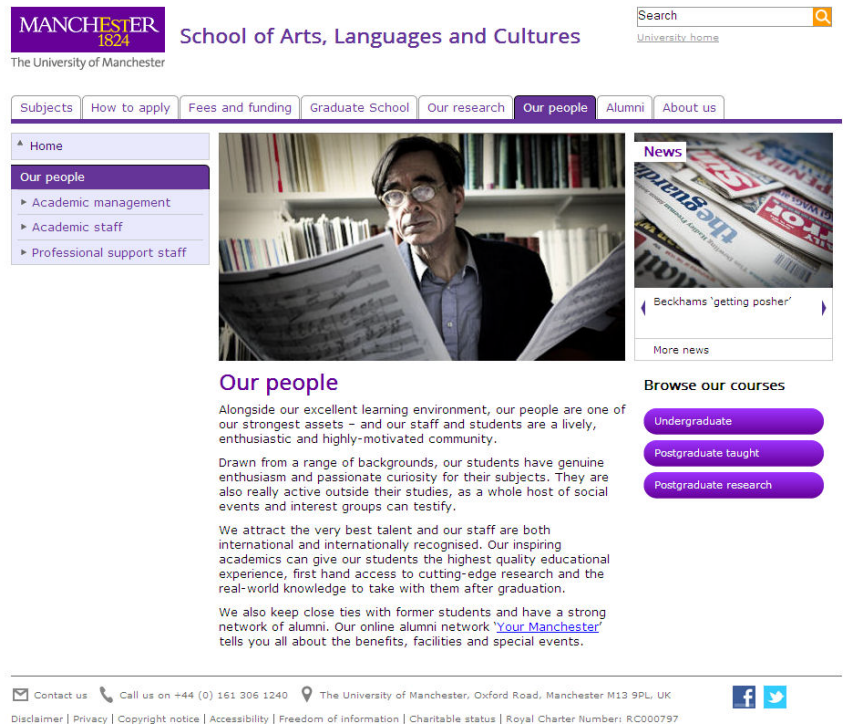
Navigation

Effective navigation is vital to a good user experience. When users land on a page (typically direct from a web search) they want to orient themselves quickly and determine whether to click onto a different page of the web site.

For the following page we can view three main types of navigation:

Horizontal – also known as top level tabs.

These were developed based on user testing and analytics and some elements are compulsory (Subjects, Our People, Research, How to Apply, Fees and Funding, About Us, Alumni).

Breadcrumbs - The 'breadcrumbs' show the hierarchical trail taken to get to the current section. Our breadcrumbs operate on a vertical level, as opposed to a horizontal level, as seen on most other websites.

Local - The vertical left hand bar represents the local navigation for the section you are currently in

Understanding templates

The Faculty has adopted a website hierarchy and design so that Schools can create rich and engaging web which will be displayed with a consistent style across th3e Faculty. Contributors may edit lower level pages directly using T4 (though all edits must be approved by a user with a higher level of access before publishing). There are four distinct 'levels' in a School web site architecture (page hierarchy).

(1) School homepage

This page is fixed and cannot be changed directly by Contributors. Contributors may request updates to a School homepage via Remedy or through their School Web Content Editor.

School Web Content Editors will work with individuals and follow the School's strategic priorities to assess the importance of items to update on the School homepage. Most of the 'boxes' on this page will be updated on a seasonal basis; special events or major announcements may justify updates or new content.

Contributors are encouraged to identify suitable content to highlight to School Web Content Editors for inclusion on a School homepage.
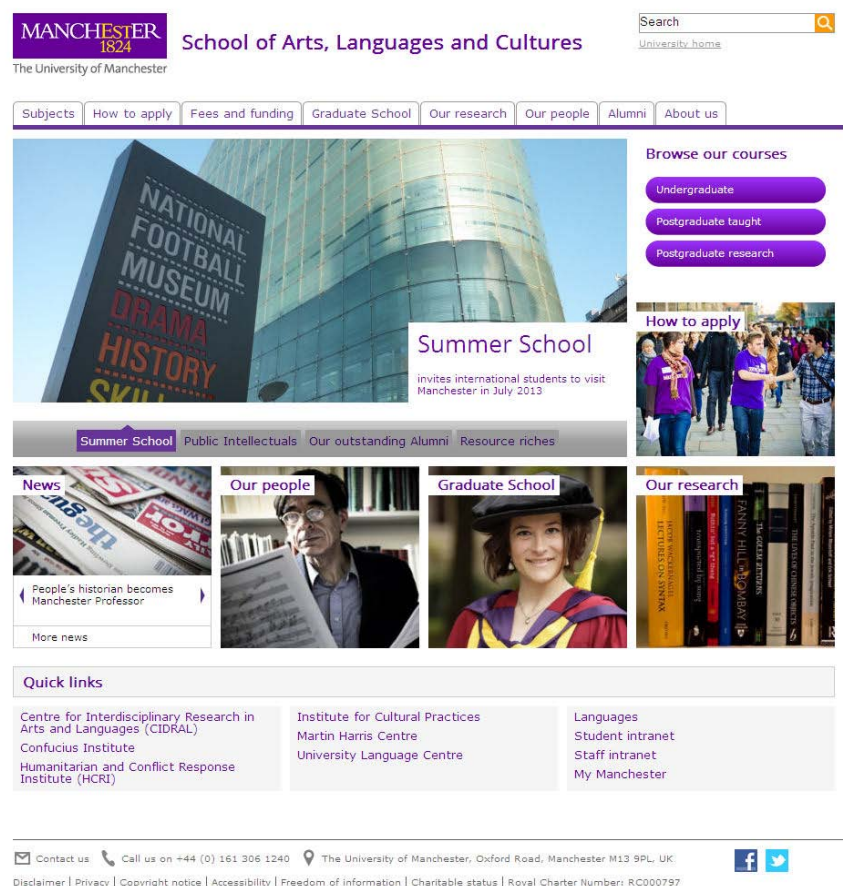
(2) School leader pages

School leader pages include the top level pages in the main web site sections (the 'tabs') such as Subject, Research, About Us, etc.

The content of the pages can be changed by contributors who have the appropriate access. However any change to their structure need to be discussed with the School Web Content Editor by submitting a request in Remedy.

Subject news is provided through a centralised news system. The 'news' asset on leader pages pulls in relevant news from the university's central news management system.
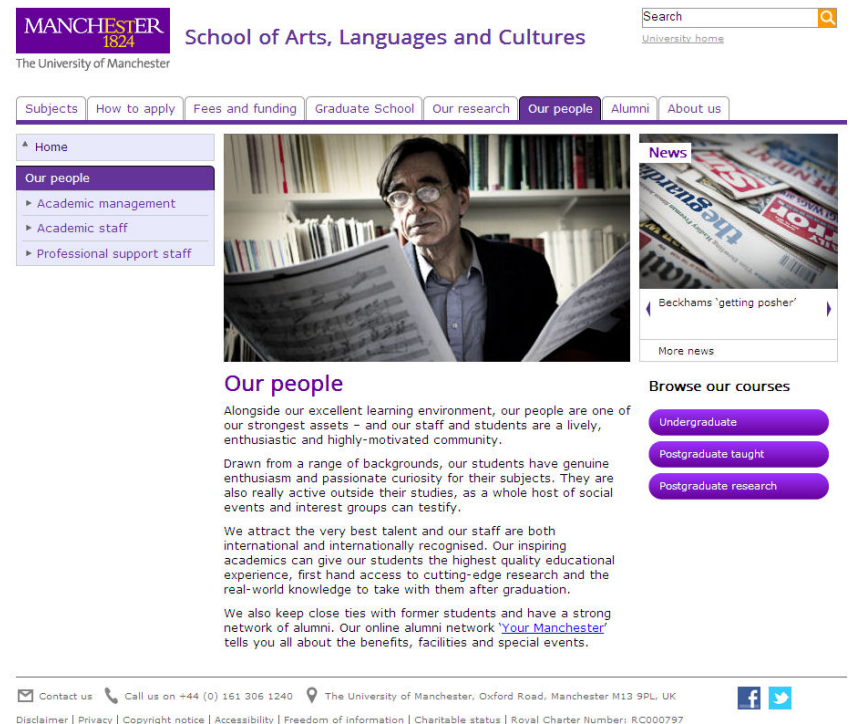
(3) Subject landing pages

These pages will be built by School Web Content Editors on behalf of Contributor users – the first step is always to contact your School Web Content Editor who will advise you further on the process.

There are guidelines and requirements for creating a 'minimum' viable subject landing page.

Minimum: The main body of subject landing pages must contain one main image (with dimensions equal to or greater than 446x285 pixels) and two smaller images (with dimensions equal to or greater than 218x200). These images should be sent to the Web Content Editor who will then build a page in the style of the example opposite:
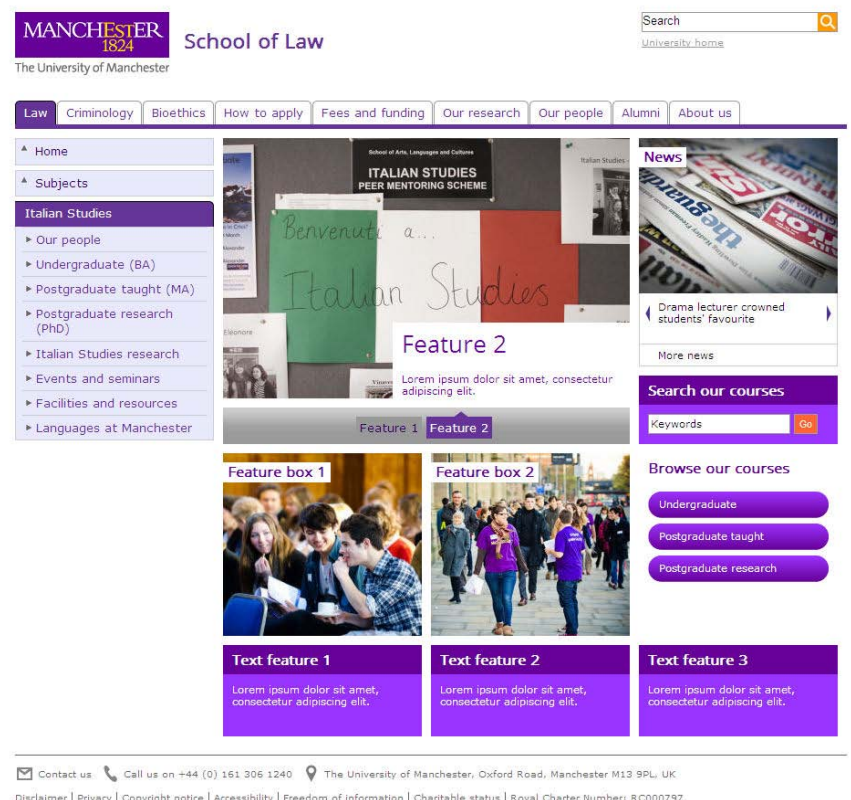
The ideal subject landing page:

The ideal subject landing page could contain:

- Two sliding images with dimensions equal to or greater than 446x285 pixels

- Two feature images with dimensions equal to or greater than 218x200 pixels

- A subject-related video (speak to your Web Content Editor to add a video to a subject landing page)

- An account in the Columba Events System – speak to your Web Content Editor about your access)

Once all these are in place your Web Content Editor will build a page in the style of the example below:
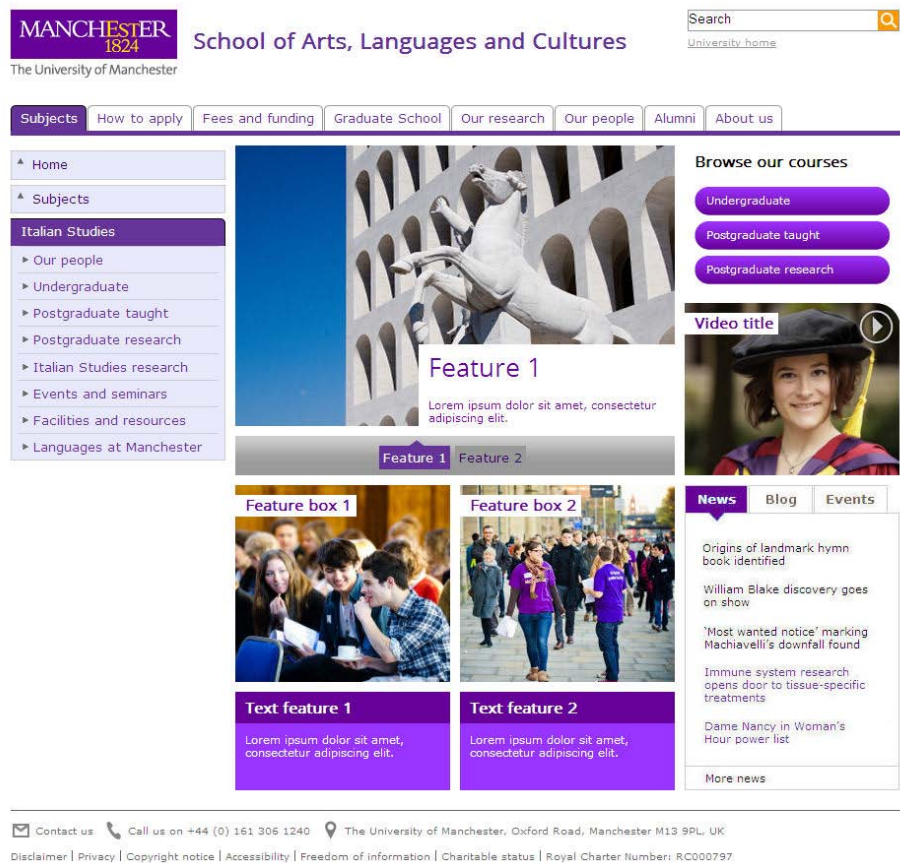
(4) Content pages

Content pages are at the lowest level of the web site hierarchy. T4 users with Contributor permissions will be able to edit their allocated content pages directly.

Content pages and examples are described in more detail below.

Every piece of content is added into T4 through a template. There are a range of specially designed Phase 1, Faculty of Humanities templates available which are used to format text, images and videos on a content page. Access to templates is governed by your access group.

Content templates and template fields

When you add new content to a section of your web site (see the How to... guide for step-by-step instructions) it is important to choose the most appropriate template.

Which template should I use?

Web users with Contributor permissions may use:

Content (Phase I) – for normal text content on a page.
Image (Phase 1) – for including one or more images on the right hand side of a page.
Video (Phase I) – for including a video embedded within the main body of a page.

All other templates are used by Moderators to enhance page content (e.g. add images and videos to content pages or for creating the content 'boxes' on higher level landing pages).

Phase 1 templates

School web users with Contributor level permissions will have access to three templates; these will be suitable for the majority of new content on pages.

Each template contains a range of fields that must be filled in to generate formatted content. Many of these fields are specific to individual templates to ensure they display content in the correct style or at a certain position on your web page.

Required fields have a small asterisk next to the field names. These must be completed correctly before the content can be submitted for approval.

Every field has a 'tooltip' icon; hover on this icon to get helpful information about how to fill it in. You must comply with the each field's criteria (e.g. maximum character lengths, word counts, etc.). For example:
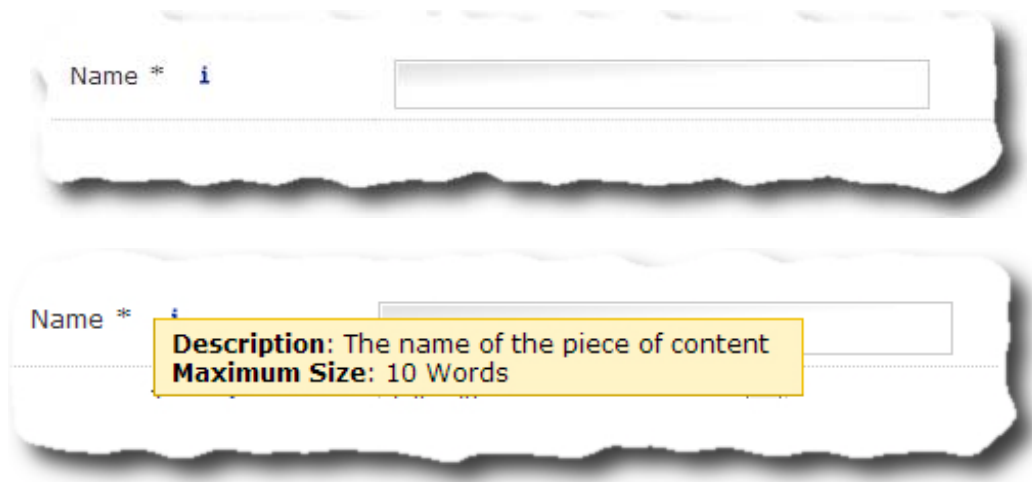
There are a number of fields that appear on many templates, such as:

Name – Each template must be given a suitably descriptive name that would accurately and briefly tell any user the content which it contains. This should be unique and give some indication of where it is located within the web site or on a page. The name must start with the text:

Hum-{school}-{main section}-{subject}-{section}

{school} – your School (e.g. 'alc', 'law', etc)

{main section} – the top level (tabbed) section of the web site (e.g. 'subjects', 'research', 'about us'}

{subject} – the subject area (e.g. 'archaeology', 'french')

{section} – the name of the section (page) where you are adding your content

Examples:

The following page: http://www.alc.manchester.ac.uk/aboutus/contact/

Would be named: hum-alc-aboutus-contactus

The following page: http://www.alc.manchester.ac.uk/subjects/music/undergraduate/why-study-with-us/

Would be named: hum-alc-subjects-music-UG-whystudy

Further guidelines are included below.

Box width – this sets the width of the content element. Guidelines are included below.

Box height – this sets the height of the content element. Guidelines are included below.

Custom CSS – Contributors are not required to edit this field – leave this to the Faculty Web Team.

The Content (Phase I) template

This temple is for text only content that can be in the form of paragraphs, bullet point lists, text links etc. A maximum limit of 5,000 words applies. This is an example of a page created using the Content (Phase 1) template:
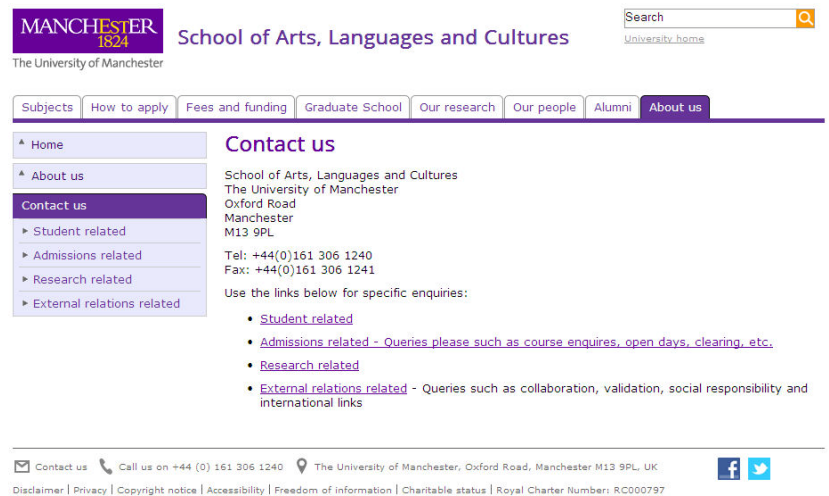
Template field guidance

Name – see naming convention described above.

Box width – This should be set to fullwidth.

Box height – This should be left blank.

Content – Your text content should be added here.

The Image (Phase 1) template

This template enables users to upload one or more images and add them to a page. They are displayed to the right hand side of text content. Images should be 218x200 pixels (please note that your Web Content Editor can resize and format images for you if you require assistance).

Images should only be used when they add value to the page content.

Opposite is an example of pages created using the Image (Phase 1) template displaying a single and multiple images:

Template field guidance

Name – see naming convention described above.

Box width - This should be set to Columns3-span1.

Image - The dimensions of the image to be uploaded are 218x200 pixels.

Image alt text - Suitable alt text should be added. This is a short description of what the image displays. The text must work so that, if it appeared instead of the image, the website viewer would fully understand what should appear. Ask your Web Content Editor for advice on alt text.

The Video (Phase I) template

This template displays a video within the main body of a web page (rather than a small feature box on the right). Videos on the University's streaming server (VLS) can be embedded in content templates by using the correct ID tag.

The video will need to be uploaded to the VLS separately – contact your Web Content Editor for details.

Opposite is an example of an embedded video on a page:
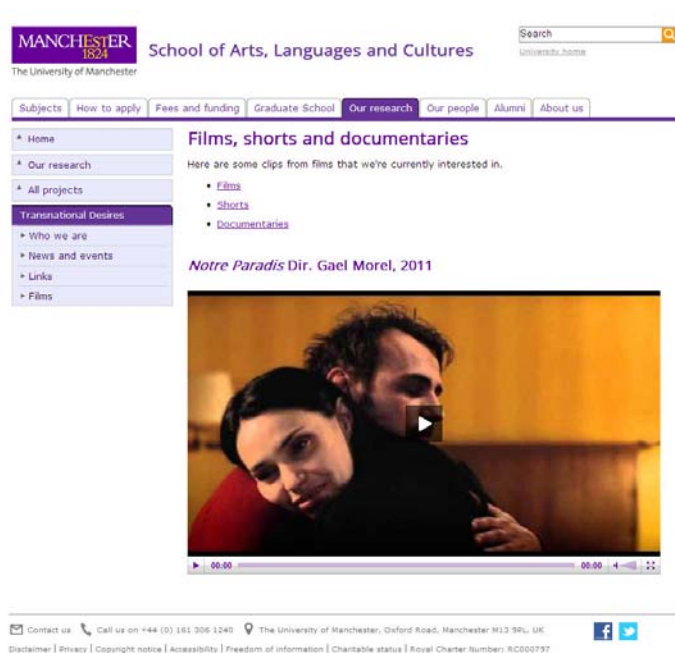
Template field guidance

Name - see naming convention described above.

Video source - This should be set to University.

Video ID - This field requires an ID that will be given to the requester by the Web Content Editor prior to this template being used.

Width - This should be left blank.

Height - This should be left blank.

Image - This should be left blank

Feature templates

The major group of templates in the Faculty of Humanities website area are 'Feature templates'. These allow Moderators to create a variety of web page layouts that feature content in colourful boxes with images.

Although people with T4 Contributor permissions are unable to use these templates, it is important to understand the options available so you can manage and update content on higher level landing pages in collaboration with your School Web Content Editor.

There are a number of fields common to several feature templates:

- **Heading** – The title of the feature box. This can be more than one line and must be a maximum of 50 words. Only capitalise the first word of headings (excluding proper nouns).

- **Heading type** - specify the size and style of the heading title. Titles are in the form of 'hx' where x is a number. Every page should have one overall large title with 'h1' tags so if this feature box is to appear at the top of the page it will have an 'h1' tag, otherwise the heading should be set to 'h2'.

- **Heading link/link** – To make heading text or an image into a link, enter the correct target URL into this field. If linking to another page within the same site, enter a URL relative to the homepage e.g. /news/. Otherwise, use a full URL.

Below, information on specific feature templates is included. In order to use these templates, contact the School Web Content Editor.

Feature - image (Feature box)

This template displays a feature box containing an image.

The image can be made into a link to another page and can also include description text (maximum 500 words) giving more details.

To use a feature box, you will need an image of 218 x 200 pixels.

Example of a feature image with the heading 'Feature box 1'.

Feature - video

This template displays a feature box containing a video from the University's streaming server (VLS) on the right side of your page.

The feature video can be placed on a landing page (as a marketing video) or a content page.

Contact your Web Content Editor if you want to display a video on your page.

Example of a feature video.

Feature - links (Lozenges)
This template creates a list of links.

Feature - main (Slider)

This is the main rotating feature on a landing page.

Example main feature box including an image. Two main boxes can be displayed ('Feature 1' and 'Feature 2').
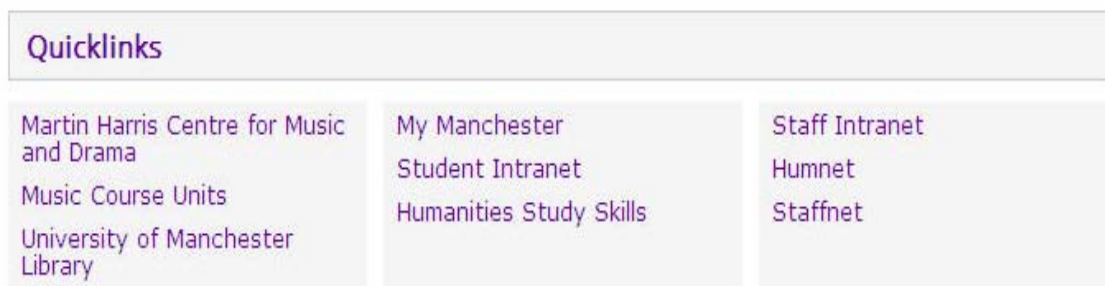
Feature - news (Dynamic news)

This is the automated news feature that offers faculty news.

Feature - quick links (Quick links box)

This template creates a quick links box containing lists of links to related pages. This should be placed below all other content on the page.

Feature - search (Course search)

This template displays a search box that can be customised for your needs.

Feature - text (Text feature box)

Use this template to display a simple section of text as a feature box.