Andrews on the Web

Employee Institute Web Presentation

Jason and Darren

Who is your Audience?

- Audience(s)

  - Prospective Students

  - Current Students

  - Alumni

  - Outside of Andrews (people or research)

Marketing page and your department website

- MEM has landing pages for your programs (/undergrad & /grad)
  Think of this as the cover of a book.

- Main section of website:
  The Preface of the book or even the back contents of the book

- Subpage section of website:
  Chapters 1-?….

Network drive or website?

- Website
  only for current content relevant to select audience
    handbooks, class syllabus, links to professors page etc.

- Network Drive
  storage and backup for all department files

Branding & Styles

- All of us (CAS, CEIS, CHHS, CP, Services, Affiliates) Andrews University and thus we all are a part of the Andrews University Brand

- Here are the styles that we use by default on our website. You can find them at: www.andrews.edu/go/web-design

- Please try to stick with these fonts and colors and styles for the majority of your content. If you want to do something different, then please consult with us.

Web Policy

- www.andrews.edu/go/web-policy

Content Management System (CMS)

- URL: www.andrews.edu/cms

- CK Editor buttons L to R
  | Paste as plain text | Spell Check | Undo and Redo | Find & Replace |
  Bold, Italics & Underline | Subscript & Superscript | Number & Bullet Lists |
  Decrease and increase Indent & block quote | Left, center, right align |
  Link, Unlink & Anchors | Image, Table & Special Characters | Erase |
  Format (H1-H6 and normal text) | Source

Staff pages

- If you work in multiple places you might have multiple staff listings. Make sure you keep them up to date

- How to update the "staff index page" by updating individuals pages

- Security: sharing enough vs oversharing.

Agenda

- Place for news and announcements

- The first place the UC team looks when planning event photo coverage.*

- Place where you can buy and sell

- Agenda on your website

Photos on your website

- I found it on google it's safe to use right?….

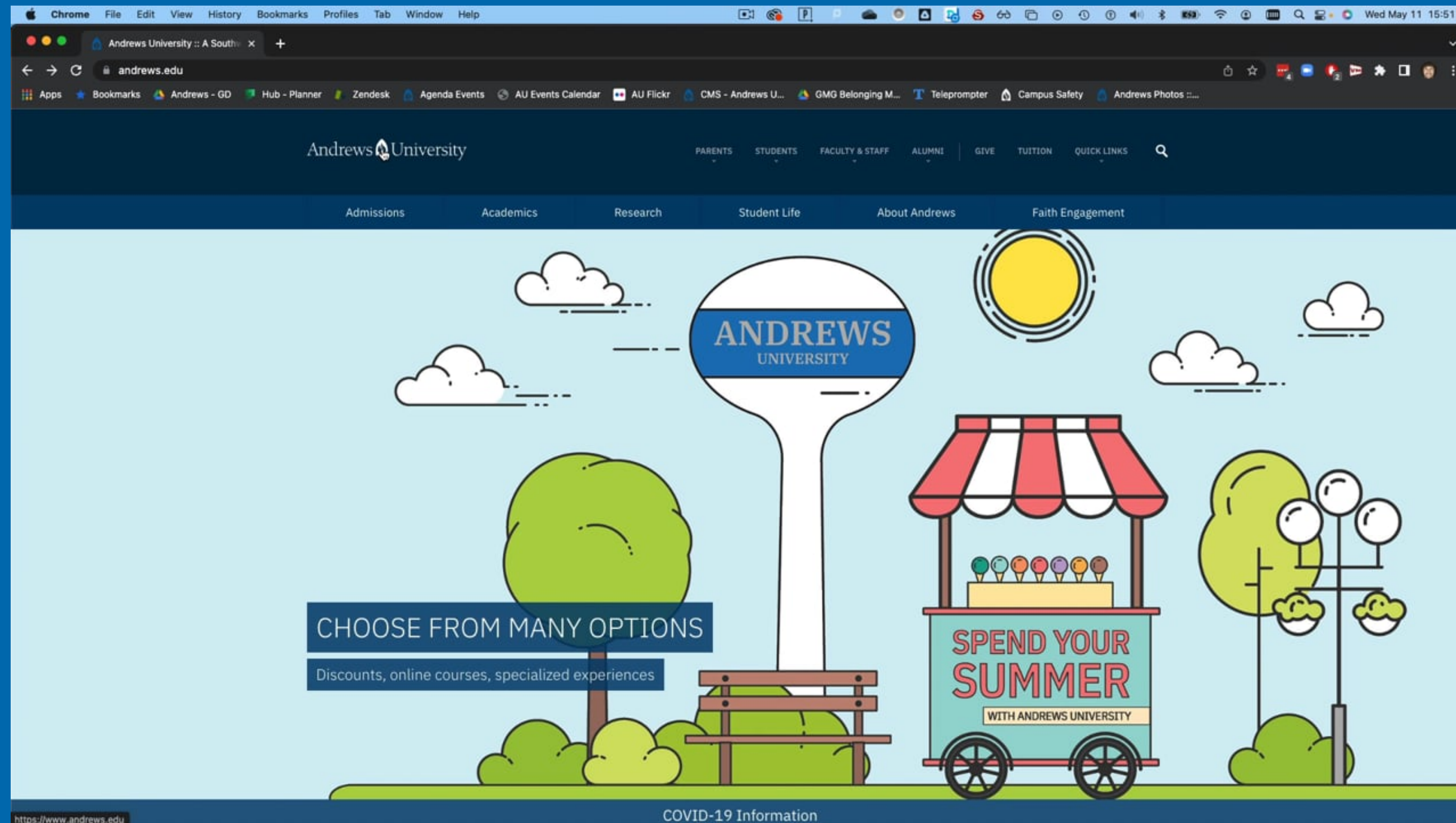- Static vs dynamic resizing of images (show how shortly)

Photo Management on the web

- University Photo Archive
www.andrews.edu/photos

- Professional Portraits
www.andrews.edu/services/uc/services/photography.html

Images and Aspect Ratios

- Hero/Banner Images

  - 5:2 Ratio or 2400px X 960px.

  - 3:2 Ratio or 1200px X 800px

  - 1:1 Ratio or 1200px X 1200px

- Cropping Tools

  - Browser Options

    - pixlr.com (3 crops/day)

    - Canva

  - Free Window/Mac download

    - Gimp (gimp.org)

Video Tutorials

Tickets

- The University Communication Web team is available for additional support by the submission of tickets.

- Tickets can be submitted in two ways:

  - Email: web@andrews.edu

  - CMS: "Help" widget in bottom right corner.