

A brief guide to style in the Web CMS

Headings

- Must be descriptive and summarise the contents of the section
 - ie
 - ✗ Overview
 - ✗ Overview of the course
 - ✓ Overview of the BSc Psychology course
- Must use sentence case, not title case (see [Writing style](#))
 - ie
 - ✓ Support and technical staff
 - ✗ Support and Technical Staff
- Should help a reader scanning the page decide whether to read further
- Should be applied as follows:
 - **H1:** always used for the main heading at the top of the page
 - **H2:** used for main subdivisions of content within a page
 - **H3 and smaller:** used sequentially for further subdivisions within sections

Capitalisation

- Capitalise proper nouns, course titles, and 'University' when referring to York
 - ie
 - ✓ John Smith
 - ✓ MSc in Archaeology
 - ✓ The Comedy of Errors
 - ✓ The University is expanding
- Do not capitalise content for emphasis
 - Use bold to emphasise a few words
 - For longer sections of text, consider a sub-heading or a *boxout* layout style

Links

- All link text should be descriptive and make sense out of context
 - ie
 - ✓ [Writing for the web](#)
 - ✗ [read more](#)
 - ✓ [Maps of campus](#)
 - ✗ [click here](#)
- Anchored links (linking within a page) should only be used for long documents that can't be presented in a better format
- Link email addresses, not names
 - ie
 - ✓ email John Smith at jsmith@york.ac.uk
 - ✗ email [John Smith](#)
- If a live York page has "Edit" at the bottom right, it is in the Web CMS; use a section link

Lists

- Use numerical lists only where content requires; use plain bullets otherwise
- Begin each list item with a capital letter
- Omit concluding punctuation (full stops, semicolons, commas)

Tables

- Tables are to be used for tabular data only, not for layout
- Ensure that tables have an appropriate header row and/or column
- Apply style classes using the *Table Properties* dialog to enhance your tables
 - **no-borders** removes all borders
 - **vertical-borders** removes all but vertical borders
 - **horizontal-borders** removes all but horizontal borders
 - **zebra** alternates the background colour of each row
 - **hover-row** highlight rows when hovered over
 - **sortable** adds sortable headers
- Combine classes for more options (eg "no-border zebra")

Using *boxout*, *boxoutAlt*, and *quote* layout options

boxout and *boxoutAlt*

- Used to highlight small amounts of key information
- Should begin with an H2 when in right column; see [Headings](#) for all other cases
- Use sparingly to avoid clutter

quote

- Use for short quotes with author or source citation, each in a separate paragraph
- Quotation marks are added automatically so should not be included

The screenshot shows a web page for 'Archaeology at Heslington East' on the University of York website. The page has a green header with the university logo and navigation links. A left sidebar contains a menu with categories like 'Campus development', 'Heslington East', and 'University expansion'. The main content area includes a photo of two men, a title 'Archaeology at Heslington East', and several sections: 'Archaeological discoveries' (with a sub-section 'Oldest human brain in Britain'), 'First season', and 'Future digs'. A right sidebar contains 'Who to contact' (John Smith), 'Related information' (links to reports and galleries), and 'Key documents' (links to management plans and investigation schemes). The footer contains contact details for the Heslington East Office and legal statements.

Writing style

- Be friendly and direct; ensure content is relevant to your audience
- Have a clear call to action: provide contact details, order form, links to more information
- Provide context for the page subject using an introduction or links to related information
- Readers usually scan web pages
 - Break up text into easily-digested paragraphs
 - Provide clear and meaningful signposts for scanning (headings, images, links, *boxouts*)
- Don't refer to the physical location on a page; avoid statements such as 'links to the right'
- Use links inline with text; supplement with a summary list elsewhere if necessary

More advice on writing

- **Writing for the web**
<http://www.york.ac.uk/communications/websites/content/writing-for-the-web>
- **Writing style**
<http://www.york.ac.uk/communications/publications/writing>
- **University style guide**
<http://www.york.ac.uk/communications/publications/writing/style-guide>

For more guides, support, and contact details

<http://www.york.ac.uk/communications/websites>

Right column

- The length of the right column should not exceed the middle content
- The column should not be empty; use a *No right col* page style if there is no content
- With the exception of images, all content in the right column should be in boxes
 - Use the *boxout*, *boxoutAlt*, or *quote* layout options to contain content
 - Each *boxout* or *boxoutAlt* section in this column should begin with an H2 heading

Images

Editing images

- If you do not have an image editor on your computer, use www.picnik.com
- When saving, choose "Save for web..." (or equivalent) if it is an option
- Image standards
 - **Image widths:** 720px (banner), 505px (centre column), 218px (right column)
 - **File types:** use .jpg for photos, .gif or .png for graphics (avoid .png for photos)
 - **Max file sizes:** 100kB (banner), 70kB (centre column), 40kB (right column)

Image placement

- Generally, place images at the top of the page or column
- Smaller inline images can be used where relevant, using the *left* or *right* layout options

Image subjects

- Use high-quality, full-colour images that are relevant to the page
- Make sure your images are engaging, use a balance of people and other subjects

More advice on images

- **Resizing and cropping images**
<http://www.york.ac.uk/communications/websites/content/images/resizing>
- **Saving your images for the web**
<http://www.york.ac.uk/communications/websites/content/images/saving-images>
- **Choosing the right images**
<http://www.york.ac.uk/communications/websites/content/images/choosing-images>

Media library

Uploading to the media library

- Categorise media items for ease of use; don't put them in one large section
- Upload images with the 'Image' media type, regardless of dimensions
- Upload documents with the appropriate media type (eg Word document, Adobe PDF)

File names, media items names, and descriptions

- Ensure images and documents in each directory have unique file names
- File names should be descriptive, lowercase, and use hyphens instead of spaces
 - ie
 - ✓ library-bridge.jpg
 - ✗ bridge.jpg
- For images, 'description' is used as alt and title text; 'name' is never shown on pages
 - Give short descriptions for images that are essential to understanding a page
 - For decorative images, leave the description blank
- For documents, 'name' is used as default text for links to the file
 - Give files meaningful names (not too long) using title case and spaces

Other notes

Copying and pasting content

- When pasting content from another source, use the *Remove all formatting* button
- Never copy content from a Site Manager preview into the editor; links will break
- Always preview your page before and after you submit your changes

Output URIs

- URIs should be short, meaningful, and pronounceable; lowercase using hyphens
 - ie
 - ✓ support-staff
 - ✗ Support Staff
 - ✗ spprtstff
 - ✗ support-staff-for-biology-research-groups

Meta data

- Should include relevant *DC keywords* and *DC descriptions*, especially upper-level pages

Mirroring

- Only mirror small sections of content, such as contact details
- Never mirror entire pages or sections of content