

Web Standards & Editorial Guide

Content

Broward College Editorial Style Guide

- All web content must follow the Broward College Editorial Style Guide, included at the end.

Testing before publishing

- Check content for correct spelling and grammar
- Check all links. They should all work as expected.

Formatting Headings & Content

- Headings: 16px, Body Font, Bold
- Subheadings: 14 px, Body Font, Bold
- Standard content (anything that is not a heading or subtitle): 14px, Body Font

Font

- Blue or purple font should **not** be used as this is reserved for links. Users expect blue text to be links.
- Use bold where you want emphasis. Use color sparingly for emergency or vital information. Colors that can be used are Red for alert or warning information; Green for next step processes; Orange as a complimentary color to emphasis

Using Tables

- All tables must have a title to let web users know what information is presented.
- Tables should be used minimally and only for charts of data.
- Tables should **not** be used to layout content, use zones for responsiveness
- Tables should be set to 100% for mobile responsiveness

Using Zones

- In smaller screen sizes, all zones shift to a 1 column layout to allow the content to be easily viewed.
- Zones help keep content organized and flexible for mobile resizing.
- Zones are numbered and will determine the order and placement of the content on the page.


Best Practices & Tips

- Copy and paste any content from MS Word into Notepad or Wordpad, then copy into your page.
- Use bullet points and white space. Users scan pages to find information quickly.
- Look up to the ribbon for highlighted options.
- Find Site Contents from the dropdown menu on the gear to the right of your name.
- Accordions are lists that can be found in Site Contents.
- Make sure to check in and publish your page changes.

Anchor Texts (Hyperlinks)

- Do not use "Click here" for a hyperlink. Tell users what they will be clicking on by using what is known as anchor text.
 - o Anchor text is the word, phrase, or sentence that lets web users know what content to expect from a hyperlink.
 - o Incorrect: [Click here](#) for tuition and cost information.
 - o Correct: Visit the [Tuition & Cost page](#) for more information.
- Do not underline hyperlinks or change the font color. They are formatted automatically.

PDF Links

- All links to PDF documents must have the PDF icon in front of the link. SharePoint automatically creates this icon when a PDF document is uploaded.
 - o If you don't see the PDF icon, click on "Link Tools-Format" and check the box "Display icon"
- You can change the name of the PDF link name directly in the content area. Follow the guidelines for anchor text when naming PDF links—tell users what to expect.
 - o E.g.,  [Credit Card Authorization Form](#)
- All documents should open in a new page

NOTE: No navigation items should be linked to a PDF

External Links

- All external links that refer users outside of the BC website should be set to open in a new window.
 - o After inserting the link, click on "Link Tools-Format" outlined in green and check the box "Open in new tab"

Redundant Content

Avoid redundant content. If you are posting information on a page and linking to a PDF with the same exact wording, that is considered redundant content unless the PDF document is a printable version of content that the student needs to print. Repetition is not needed in a web environment. Redundant content only frustrates web users.

NOTE: Please link to areas that overlap with your department instead of replicating the same content on your own webpage. There should be **no duplication** of web content by any area that does not own that content. This includes **admissions, curriculum, financial aid** and **tuition**.

Academic Programs

Program Overview – a few general sentences about this program at BC, why a student should attend this program, what will this program teach students, and what makes it stand out from others like it.

- All academic programs must have the following seven key areas presented in the same order in an accordion web part:
 - o **Classroom Experience** - What specific skills will students learn in this program? What kind of hands-on training will they receive? What are class sizes like? How does the faculty make the program interesting? What are the students like?
 - Link to the Program Sheet included as anchor text at the bottom of accordion
 - o **Career Path** - What is the graduation rate for students in this program? What kind of careers are out there for students who follow this track? Where have prior students found work? What is the percentage of students who get jobs after graduation?
 - Links to the Career Path page, Bureau of Labor Statistics (optional), and JobTrack or other searches to which you refer students

- **Is This Program Right for Me?** - What kind of skills/knowledge/prerequisites should a prospective student possess if they want to apply? What would help a student succeed in this program? Are there certain personality traits that would make the student a good fit for this track and career?
- **Accreditation** - What are the organizations that provide accreditation to this program?
 - Links to SACS and any other accrediting bodies associated with the program
- **Faculty** - What universities did they attend? What real-world experiences do they have? What is the general background of the faculty involved in this program? What awards/recognition have they won? Where have they worked as a specialist in this field in the past?
 - (Optional) Links to Faculty directory at the bottom of accordion
- **Courses** - How long does the program take to complete? How many classes/credit hours does a typical schedule have?
 - Links to course descriptions and curriculum page (optional)
- **For Alumni** - What information do you want this program's alumni to know? How do you want them to remain active with the school after graduating from this program?

Optional:

- **Frequently Asked Questions (FAQs)** - What are the top 5 most asked questions from prospective and newly enrolled students?
 - Accordions with more than 10 FAQs should have a separate FAQs page.
- **Contact Us** - Best contact information for students interested in learning more about the program.
 - Optional if you wish to put contact information on its own page
- **Curriculum** information should not be duplicated if available on the Programs & Degrees area.
 - Link to this page from the Courses accordion with anchor text. Anchor text should be a sentence prompting a user to "See," "Browse," "View," etc. the curriculum.
 - E.g., [View the Nursing Curriculum.](#)
- **Faculty and staff** (staff is optional) directory
 - This page should be used to showcase faculty and adjuncts' experience and contributions in their respective fields. Contact information is optional.
 - Directories with photos of faculty and staff should have photos of **all** faculty and staff for consistency. If no photos are available or if individuals do not want to publish their photos, their names and information must appear at the bottom of the directory.
 - Link to this page from the Faculty accordion with anchor text.

- **NOTE: Three additional sections can be added if relevant to your program**

- **Do not** include any admissions, financial aid, and curriculum or tuition information in your program's page. This includes step-by-step processes, forms, etc. Link directly to the Admissions financial aid, curriculum or tuition page instead.

Images

Quick Glance

See more detail below and much more detail in the *Images Training Guide*.
Professional Photographs should be relevant to the content and within the standards
Only professional photographs should be used on the web site.
File Type - .jpg
Resolution – 72 DPI
Aspect Ratio – Height/Width proportion (relationship between height and width)
Image Size – 50k preferred to 150k maximum

Release forms

In order to use photos with real students who are clearly visible from the front, a signed and dated photo release form **must** be obtained when photographing any student, faculty member, employee, or member of the public for use in College publications. There are no exceptions to this rule. Publishing photos without first securing a signed and dated release form leaves the College open to potential litigation. Verbal consent is not acceptable. A parent or legal guardian must sign the Photo Release Form if the person photographed is under the age of 18.

The release form can be obtained by contacting Jennifer Silverio in the Public Affairs & Marketing Department at jsilveri@broward.edu or 954-201 7602.

Professionalism

There are high quality professional photographs of Broward College students interacting with faculty in Broward College locations in the SharePoint images library. Professional lighting and equipment was used in ALL shots to achieve a maximum quality that helps illustrate the primary subject, the student. Equipment and techniques used include:

- Digital SLR camera, capturing photos at high resolution
- Professional lighting and techniques
- Photo optimization or Post production using Photoshop to perfect each photo
- Photos were resized to exact optimum size for display on the website

When real-professional grade photos cannot be used, stock photography is available. Please submit a helpdesk ticket and the URL of the page desired if you would like the web team to assist you in getting proper photos for your web site.

Photos should be relevant to the content of the page. For example, if you are creating a web page about Online Learning, then an appropriate photo may be a student using a laptop or computer in an academic setting.

Only professional photographs should be used on the web site.

File type

JPG vs. PNG –JPG file format should be used. A medium to mild compression can be applied when outputting graphics from Photoshop (quality within 65%-85% range). This allows for quality looking images with a smaller file size.

A PNG file should be used on rare occasions when you need to utilize an alpha transparency where you are stacking images on dual layers. 99% of content owners will not be doing this, so the simple rule is to just use JPG.

Resolution

Specific resolutions should be used in circumstances to maintain a cohesive experience and maintain consistency throughout the website. All images assume 72 dpi (standard for web graphics)

- Rotating Banner – 628 (wide) x 308 (tall)
<http://www.broward.edu/academics/ce/Pages/default.aspx>
- Banner (full page width no left navigation) – 1200 x 236
<http://www.broward.edu/studentlife/museum/Pages/default.aspx>
- Banner (page with a left navigation) – 850 x 236
<http://www.broward.edu/StudentLife/Pages/default.aspx>
- Medium - 334 x 222 <http://www.broward.edu/studentlife/culturalarts/Pages/the-arts.aspx>
bottom of page
- Small - 220 x 145 <http://www.broward.edu/studentlife/museum/Pages/default.aspx>
- Three Column Image Webpart - 220 x 120
<http://www.broward.edu/international/students/Pages/default.aspx>
- President's Monthly Update - 200 x 260 (current update cover thumbnail)
<http://www.broward.edu/leadership/Pages/Presidents-Monthly-Update.aspx>

Note: Rotator and Accordion web parts shouldn't be used on the same page since it will cause issues.

Aspect ratio

When resizing photos, please use a photo editor such as Photoshop, Fireworks or Windows Paint, etc. Be sure that the option to maintain 'aspect ratio' is on, or take precautions to ensure that photos retain their aspect ratio which is the proportional relationship between height and width.

This means that photos should not look warped... people in the photos are stretched vertically or horizontally to fit a specific size photo. Resizing properly and cropping the photo should be used to achieve the proper aspect ratio.

Image size

If you have followed the standards above and are using JPG with mild compression, have sized your photos properly to the resolutions listed above, then you should have files with sizes less than 150k. Most images that fit the medium and small size should be less than 50k each. If the file sizes are larger, then there is a chance that the wrong file format is being used, or the resolution is still very high. Web pages with large file size images will load slowly.

Alternate Text:

There are three ways to add alternate text.

1. When an image is placed on a page, under the **Picture Tool tab** there is a field for **Alt Text** to be filled in.
2. In **Image Libraries**, the alternate text is taken from the **Description** field.
3. **Alt=""** code can be implemented to the **IMG tag** for a specific image.

Search Engine Optimization

To improve the visibility of your content pages to search engines, SharePoint allows you to set Meta keywords and description tags. These tags can be set using the Properties box for a page.

A brief description of the SEO properties available on the Properties dialog box for content pages is provided in the following table.

Property	Related to	Description
SEODescription	HTML meta tag	Sets the meta description tag. Provide a brief description of the information provided on the page.
SEOKeywords	HTML meta tag	Sets the meta keywords tag for your page. Provide a list of important keywords from the content provided on the page. (Use comma (,) to separate the keywords.) Maximum of 25 words.

SEO Description and Keywords

Meta Description

Search Engines may display this text under a link to this page on a search results page.

Are you looking for a low-cost, high-quality American education? Study at Broward College in Florida! Find guides and resources here.

Please enter between 25 and 150 characters in this field.

Keywords

Provide keywords that describe the intent of this page. Separate each keyword with a comma.

students, international student admissions, international student visas, visa information, international student application, international

Please enter between 25 and 1024 characters in this field.

Search results obtained from SEO Description and Keywords.

The screenshot shows the Broward College website with a search bar at the top. The search results for 'programs' are displayed below the navigation bar. The results include a link to 'Broward College Degree Programs' and a list of related links such as 'Home', 'Financial Aid', 'Student Resources', 'Admissions', and 'BC-FAU Link Program'.

Broward College Editorial Style Guide

All material produced by Broward College for internal and external communications must conform to the Style Guide.

For the most part, Broward College follows Associated Press (AP) style, which is used in mass media to standardize the manner in which information is presented in text, such as dates, times of day, titles and addresses. However, some common style clarifications as well as Broward College-specific usages are listed below in alphabetical order.

Academic Degrees

When listing a degree and the subject area in which degrees have been earned, capitalize both and abbreviate the degree if preferred. Examples: He earned an A.A. She received a Bachelor of Science degree in Nursing. When abbreviating, use the commonly accepted terms such as A.A. (Associate of Arts), A.S. (Associate of Science), B.A. (Bachelor of Arts), M.A. (Master of Arts), M.S. (Master of Science), Ed.D. (Doctor of Education), Ph.D. (Doctor of Philosophy) and J.D. (Doctor of Jurisprudence). Always use periods and leave no space between period and letter. For degrees with three or more capital letters (BAS, BSN) the periods are omitted. The word degree should not follow a degree abbreviation.

Among degrees offered at Broward College are:

- Associate of Art (She has an associate's degree.)
- Associate of Science
- Associate of Applied Science
- Bachelor of Science (In usage: "He has a bachelor's degree")
- Bachelor of Applied Science
- Bachelor of Science in Nursing

Ages

Always use numerals for the ages of people. Example: She is 42 and her son is 7.

Alumna, Alumnus, Alumnae, Alumni

Use alumna when referring to one female graduate (alumnae in the plural), and alumnus for one male graduate (alumni in the plural). Use alumni when referring to a group of men and women. Alum is not acceptable in written form.

Annual

Do not use the term "first annual." Use inaugural. An event cannot be described as annual until the second year.

Athletics: Broward College athletic teams are nicknamed the Seahawks and the teams represent the entire college. All teams are the Seahawks, women's teams are not the Lady Seahawks.

Campuses, Centers, and other locations

The official name of these entities are capitalized. (Example: William E. Greene International Education Institute, Maroone Automotive Training Center/Marine Center of Excellence). Second-reference name is shortened and capitalized as well, but the names are lowercased in casual reference (international education institute, automotive/marine center).

Here is a complete list:

Campuses

A. Hugh Adams Central Campus, 3501 S.W. Davie Road, Davie

(Initial and subsequent references permissible: Central Campus)

Judson A. Samuels South Campus, 7200 Pines Blvd., Pembroke Pines

(Initial and subsequent references permissible: South Campus)

North Campus, 1000 Coconut Creek Blvd., Coconut Creek

Centers

AutoNation Center for Excellence in Automotive Technology/ Marine Center of Excellence, 7451 Riviera Blvd., Miramar

(Second and subsequent references: Maroone Center)

Coral Springs Academic Center, 3500 N. University Drive, Coral Springs

Cypress Creek Administrative Center, 6400 N.W. 6th Way, Fort Lauderdale

Miramar Town Center, 2050 Civic Center Place, Miramar

(Second and subsequent references: Town Center)

Miramar West Center, 1930 S.W. 145 Ave., Miramar

Pines Center, 16957 Sheridan St., Pembroke Pines

Tigertail Lake Recreational Center, 580 Gulfstream Way, Dania Beach

(Second and subsequent references: Tigertail Lake)

Weston Center, 4205 Bonaventure Blvd., Weston

Willis Holcombe Center (Downtown Center), 110 and 225 E. Las Olas Blvd., Fort Lauderdale

(Initial and subsequent references are permissible as: Downtown Center)

Institutes

Aviation Institute, 7200 Pines Blvd., Pembroke Pines

Dr. Peggy Green Sustainability Institute, 1000 Coconut Creek Blvd., Coconut Creek

(Second and subsequent references: Sustainability Institute)

Will and Jo Holcombe Institute for Teaching and Learning Excellence, 3501 S.W. Davie Rd., Davie

(Second and subsequent references: Holcombe Institute)

William E. Greene International Education Institute, 225 E. Las Olas Blvd., Fort Lauderdale

(Second & subsequent references: International Education Institute)

International centers

American College of Higher Education, Colombo and Kandy, Sri Lanka
Broward Center for American Education, Guayaquil, Ecuador
Center for American Education at the Universidad San Ignacio de Loyola, Lima, Peru
Center for American Education at the Vietnamese American Training College, Ho Chi Minh City, Vietnam
Center for International Education, National Management School, Mumbai, India

Academic affiliations

Center for American Education, Universidad Autonoma dei Caribe, Barranquilla, Colombia
Center for International Education, Wuxi South Ocean College, Wuxi, China
Center for American Education, Shanghai Second Polytechnic University, Shanghai, China
International University of Santa Cruz, Santa Cruz, Bolivia
Kazan National Technical Research University, Kazan, Russia
American College of Dubai, Dubai
Kuwait Community College, Kuwait City, Kuwait

Study-abroad centers

International College of Seville, Seville, Spain
International House Collegium Palatinum Heidelberg, Heidelberg, Germany
Schiller International University, Heidelberg, Germany
Universidad San Ignacio de Loyola, Cusco and Lima, Perú

Technical Service Center

University Don Bosco, San Salvador, El Salvador

Capitalization

Use uppercase for the proper names of colleges, schools, departments and offices. Use lower case when non-specific and for academic programs.

Use lowercase for seasons of the year and when referring to semesters – fall 2011, spring term, etc.

Use lowercase for first-year students or freshmen, sophomores, juniors or seniors when referring to individuals. Capitalize names of organized entities, such as the Class of 1990.

Capitalize specific course titles only; do not use quotation marks. For example, capitalize an American History course, but not a course in psychology.

Composition Titles

Italicize the names of books, newspapers, journals, films, plays, symphonies, operas, ships and airplanes. Use quotation marks around periodical articles.

Computer Terms

Common terms include:

- Broadband
- Cyberspace
- Database
- Download
- E-mail
- Firewall
- Home page
- Log on, log in (verb), logon, login (noun)
- Log off (verb) and logoff (noun)
- Online (no hyphen)
- Internet, internet or net
- Intranet
- Spam
- Website
- World Wide Web or the web

Dates

Should appear in the following fashion: Aug. 9, 2010.

When used in a sentence the year is followed by a comma. On Aug. 9, 2010, we gathered at the library.

For days of the month, omit “rd,” “th,” “st” and “nd” after the numeral.
(Example: The performance was held on Nov. 20.)

Abbreviate the months of Jan., Feb., Aug., Sept., Oct., Nov. and Dec. in dates. Spell out March, April, May, June and July. On formal invitations the month may be spelled out.

Do not abbreviate the day of the week.
(Example: Monday, Feb. 2, 1999.)

More Than/Over

When referring to something that can be counted, use more than rather than over. The word over generally refers to spatial relationships.
(Example: More than 50 attended. The plane flew over South Florida.)

Numbers/Numerals

Spell out from one to nine; use numerals for 10 and above. Use numerals even for numbers below 10, when indicating: age, course credit hours, statistics, ratios, percentages and amounts of money. Use a comma after digits signifying thousands except when referring to temperature, year or SAT scores

Percent

Spell out percent in text, and always use numerals.
(Example: Our retention rate is 85 percent.)

President J. David Armstrong, Jr.

Always use full name on first reference. Use President Armstrong on subsequent references.

Quotation Marks

The period and the comma go within the quotation marks.

RSVP

Abbreviation for the French phrase "Repondez S'il Vous Plait." Do not use periods after letters. Do not use "please" before RSVP.

(Example: RSVP by Tuesday, Jan. 22.)

Spacing

Avoid double spaces between sentences or after. In printed material, only one space is inserted between sentences.

Spelling and Terms

For spelling, consult *Merriam- Webster's Collegiate Dictionary, Eleventh Edition*, available as [Merriam-Webster Online](#).

Here are a few suggested terms:

- advisor, not adviser
- catalog, not catalogue
- children, not kids (kids are young goats)
- emigrant/immigrant (emigrant is a person relocating to a new country of residence; an immigrant is a person leaving a country of residence for another)
- ensure/insure (ensure means to guarantee or assure; insure relates to issues of insurance)
- health care (two words)
- stanch/staunch (stanch means to lessen; staunch means strong or vehement)
- Theater/theatre ("Theater" is the American spelling)

Telephone Numbers

Telephone numbers should appear with 10 digits separated by dashes. Do not place the area code in parentheses.

(Example: 954-201-7200)

Time

Morning and afternoon designations are in lowercase letters with periods, with no spaces between them. Example: 9 p.m. (do not list the :00) or 11:30 a.m.

Titles

Academic job titles are capitalized before the person's name, but are lowercased after it.
(Example, Vice President for Academic Affairs Dr. John Jones; Dr. John Jones, vice president for academic affairs.)

Do not capitalize unofficial titles preceding a name.
(Example: The exhibit featured primitive artist Mary Smith).

Do not capitalize titles used without the name.
(Example: For information, see the registrar. A professor of history will be in attendance.
Students filing appeals must initiate them with a vice president.)

Do not use Dr. and title preceding a name.
(Example: Assistant Vice President for Student Affairs John Smith, Ph.D. or Dr. John Smith, assistant vice president for student affairs.)

Web Address

Broward College's web address is www.broward.edu. There is no need to use http:// unless address does NOT start with www.