News & Events

- Fusce auctor accumsan sapien, vitae iaculis diam consequat vel. Phasellus eget condimentum elit. [Learn more!](#)
- Aliquam erat volutpat. Aenean sit amet gravida augue. Nullam sed quam orci, [id dapibus dolor](#).
<table>
<thead>
<tr>
<th>Link #1</th>
<th>Link #2</th>
<th>Link #3</th>
<th>Link #4</th>
<th>Link #5</th>
<th>Link #6</th>
<th>Link #7</th>
<th>Link #8</th>
<th>Link #9</th>
<th>Link #10</th>
<th>Link #11</th>
</tr>
</thead>
</table>

**Lorem Ipsum**

*Tempus Fugit*


[Expand this list]
UM Web Template Examples

- Blank template
  (www.olemiss.edu/share/template)
- Webmaster site
  (www.olemiss.edu/webmaster)
- Human Resources
  (www.olemiss.edu/depts/hr)
- Center for Writing & Rhetoric - development
  (www.olemiss.edu/cwr)
UM Web Template

Seed files provided for growing a site:
- index.html
- header.htm
- footer.htm
- meta.htm
- navinclud.e.htm
- secondary.html
- images folder
- mystyle.css

Other files shared by all template users:
- Common styles
- Javascripts (jquery, slideshow, expand, sortbuttons)
- Common footer
- Search function
- Common graphics
index.html

1. Include meta.htm for site title, favicon, common style links, and other meta tags.

2. Since index.html is the only page with the horizontal navigation, embed button widths and offset values.
3. Pull in any required javascripts.

4. Include header.htm which includes UM banner, search form, and department name.

5. Include navincluder.htm as single navigation file.
6. Specify “mygallery” or “myphoto”
7. Right area scrolls for additional content.
8. Include footer.htm to pull in bottom row buttons and common footer code.
<ul id="navigation">
  <li id="head1">
    <a class="toplevel" href="secondary.html" id="l11">First Button</a>
    <ul id="list1" class="sorted">
      <li id="l1a" rel="a"><a href="secondary.html">Link #1</a></li>
      <li id="l1b" rel="d"><a href="secondary.html">Link #2</a></li>
      <li id="l1c" rel="g"><a href="secondary.html">Link #3</a></li>
      <li id="l1d" rel="j"><a href="secondary.html">Link #4</a></li>
      <li id="l1e" rel="b"><a href="secondary.html">Link #5</a></li>
      <li id="l1f" rel="e"><a href="secondary.html">Link #6</a></li>
      <li id="l1g" rel="h"><a href="secondary.html">Link #7</a></li>
      <li id="l1h" rel="k"><a href="secondary.html">Link #8</a></li>
      <li id="l1i" rel="c"><a href="secondary.html">Link #9</a></li>
      <li id="l1j" rel="f"><a href="secondary.html">Link #10</a></li>
      <li id="l1k" rel="i"><a href="secondary.html">Link #11</a></li>
    </ul>
  </li>
  <li id="head2">
    <a class="toplevel" href="secondary.html" id="l12">Second Button</a>
    <ul id="list2">
      <li id="l12a"><a href="secondary.html">Link #1</a></li>
      <li id="l12b"><a href="secondary.html">Link #2</a></li>
      <li id="l12c"><a href="secondary.html">Link #3</a></li>
    </ul>
  </li>
  <li id="head3">
    <a class="toplevel" href="secondary.html" id="l13">Third Button</a>
    <ul id="list3">
      <li id="l13a"><a href="secondary.html">Link #1</a></li>
      <li id="l13b"><a href="secondary.html">Link #2</a></li>
      <li id="l13c"><a href="secondary.html">Link #3</a></li>
    </ul>
  </li>
  <li id="head4">
    <a class="toplevel" href="secondary.html" id="l14">Fourth Button</a>
  </li>
</ul>
1. Include same meta.htm, but specify secondary.css.
2. Include javascript if needed.
3. Specify page id for menu functionality

```html
<body id="pg1" class="pg1">
</body>
```
UM Web Template Considerations

- Custom domain names require special attention
  - The virtual includes are built assuming "www.olemiss.edu" is the local domain.
  - Server has trouble with nested includes across different domains.
  - May require copying over and maintaining some additional files.
UM Web Template Considerations

- Search engines are delivering visitors to your site.
  - They could arrive at your home page, but most likely they’ll be dropped on the page they were looking for.
  - Without easily understood navigation, it might not be clear to them where they are on your site.
  - Is that necessarily important?
  - How important is the home page if so many visitors bypass it via search engine?
UM Web Template Considerations

• Necessity of a refined site navigation
  • Huge amounts of content must be organized. Some may not be needed. Some may be necessary but only rarely needed.
  • Too many links overwhelm people intent on making fast decisions.
  • Requires rational organization using easily understood heading names.
  • Check again to make sure nothing is left out.
UM Web Template Considerations

- Possible customizations
  - In order to follow UM branding conventions, some customization ideas must be reined in.
  - Do not underestimate the power of photos and colors to help users identify your unique branding within the bigger scheme.
  - Be wary of spending too much time on the slideshow just to make the site more interesting.
    
    "To make your site more interesting, add substantive content or features." (webstyleguide.com)
Navigation and Wayfinding

- *The Image of the City* (Kevin Lynch, 1960) used "wayfinding" to describe the concept of environmental legibility – ie., the elements of a built environment that allow us to navigate successfully through cities and towns.

- This is a great metaphor for thinking about Web navigation!
Wayfinding Core Components

- Orientation: Where am I right now?
- Route decisions: Can I find the way to where I want to go?
- Mental mapping: Has history provided me with enough experience to figure this out?
- Closure: How will I know when I get there?

Source: webstyleguide.com
City Maps

- **Paths** -
  Familiar streets, walkways, subway lines, bus routes

- **Edges** -
  Physical barriers of walls, fences, rivers, or shorelines

- **Districts** -
  Places with a distinct identity, such as New York's Chinatown, Wall Street, and Greenwich Village

- **Nodes** -
  Major intersections or meeting places, e.g., Times Square

- **Landmarks** -
  Tall visible structure to help orient you over long distances

Source: webstyleguide.com
Differences With The Web

- Travel on the Web is magical: You just appear at the next point without the landscape unfolding as you go.

- There's no sense of scale or movement in space.

- There's no compass suggesting which way you're facing.

- Navigational cues must be built into Web pages

Source: webstyleguide.com
Navigation and Wayfinding

- Paths are the consistent, predictable navigational links that appear the same way throughout the site.
- Create consistent, well-marked navigation paths.

Source: webstyleguide.com
Navigation and Wayfinding

- Districts and edges are defined by pages that resemble each other: consistent layout, terminology, navigation links. You would be aware of when you move to a different area (say, from IT to HR).
- Create unique but related identities for each site region

Source: webstyleguide.com
Navigation and Wayfinding

- Nodes help move us from one place to another, but they can also overwhelm us with the range of options.
- Don't confuse visitors with too many choices on home pages.
Navigation and Wayfinding

- Landmarks like headers and footers help orient visitors as to where they are in relation to the overall site.

Source: webstyleguide.com
Necessary Links

- Extra-departmental links
  - Our header includes UM Home and Search
  - Our footer includes EEO Statement, Text-only version, Comments form, Accessibility information, UM Creed, and Copyright
Necessary Links

- Pseudo-departmental links
  - Application information and "Apply Now/Online"
  - University Catalog
  - Costs/Financial Aid
  - Academic Calendar
  - Others?

- myOleMiss links
  www.olemiss.edu/webmaster/shortcuts.html
Necessary Links

- **Departmental Links**
  - Faculty and staff list
  - Course list
  - Others?