If the site is for a UM Department, is it a new site or an update to an existing site?

1) If a new site -
   a) Determine a directory name for the site under the /depts directory on CEDAR.
   b) Create the directory.
   c) Update the UM Web departmental directory web page.
   d) Update the um_structs database entry for the department.
   e) Goto 2)a below.

2) If an update, what kind of update?
   a) If a new webmaster is being added or taking over the web site –
      i) Is the new webmaster a faculty/staff member?
         (1) If YES, does the webmaster have a CEDAR account?
            (a) If NO, have webmaster contact the Help Desk to create a CEDAR account.
            (b) If YES, does the site have or require multiple webmasters?
               (i) If YES, do all webmasters have CEDAR account?
                  1. If NO, have webmaster(s) contact the Help Desk to create a CEDAR account.
               (ii) If YES, does the department have their own group on CEDAR?
                  1. If NO, contact Ron Kitchens to have groups created.
            (c) Add webmaster(s) to new group.
      (2) If NO, is the new webmaster a student?
         (a) If YES, determine if student is actually allowed to update website from department. Go to (1) above.
         (b) If NO, is the new webmaster an outside worker/contractor?
            (i) If YES, determine if worker is actually allowed to update website from department. (Dept. & Gates) If allowed, determine if new CEDAR
account is necessary or if an existing account can be used. If new account needed, go to (1) above.

ii) Does site have or require scripts, files, or CGIs owned by the web server?
   (a) If YES,
      (i) carefully change non-server items owners and permissions to new settings.
          Set Group Write sticky bit. Create new non-server items area if needed.
      (ii) If new scripts required, determine if resources available to create them. If
           resources not available, determine if funds available to hire student
           worker. (Gates)
   (b) If NO, change all owners and permissions to new setting. Set Group
       Write sticky bit.

iii) Create logical link from webmaster(s) home directory to department home
     directory.

iv) Inform site webmaster that changes have been made and site is ready.
    Inform webmaster that Frontpage extensions are not provided and
    scripting and programming not done by ACSS staff must be reviewed
    before going live. Also, inform webmaster of UM Web Policies and direct
    to UM Webproject page.

b) If the site is being updated –
   i) Inform webmaster to update old info such as webmaster email, last modified
      dates, etc.
   ii) Inform webmaster to remove out of date information of site and general
       ‘spring cleaning’.
   iii) Inform webmaster that Frontpage extensions are not provided and scripting
        and programming not done by ACSS staff must be reviewed before going
        live. Also, inform webmaster of UM Web Policies and direct to UM
        Webproject page.
   iv) Provide any assistance that the webmaster requires.

c) If other kind of update, provide consulting and assistance.
   i) Meet with Dept. and review current site for potential problems and areas of
      improvement.
   ii) Determine goals and focus of website.
   iii) Review tools and resources available for update.
iv) Discuss options available on UM Web site, such as CourseInfo, iChat, CGI scripting, streaming audio/video, etc.

v) Determine course of action for site update.

If the site is for a UM Organization or group –

1) Is it an official campus organization?
   a) If NO, does the organization have permission to utilize the UM web server? (Gates, Aitala)
      i) If NO, they are not allowed to create a site.

   b) Determine location of new website /orgs, /projects, etc.

   c) Create new directory

   d) Add new site to UM Organization web page.

   e) Goto 2)a in previous section and follow similar procedure. Return here.

2) Do they require a new Domain Name?
   a) If YES, provide DN policy web page.
      i) Once new DN has been approved and created by Networking…
         (1) Edit config files for CEDAR webserver for new DN. Create new Virtual Host, log files, cgi-bin directories as needed.

         (2) Restart server to test new DN.

         (3) Test new DN for unusual behavior such as bad links, misdirected frames, etc.
<table>
<thead>
<tr>
<th>Name of Process</th>
<th>Designing a new UM Web Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Process Owner</td>
<td>Eric Aitala</td>
</tr>
<tr>
<td>Customers</td>
<td>UM Campus</td>
</tr>
<tr>
<td>Brief Description or Steps in Process</td>
<td>Designing a new website for a UM Dept. or Org.</td>
</tr>
<tr>
<td>Director/Manager of Area</td>
<td>Kathy Gates</td>
</tr>
</tbody>
</table>

**Designing a new web site -**

1) **Meet with planning committee, if one exists.**
   a) Determine site focus, extent, audience, content, and goals.

   b) Determine general layout and design aspects.
      i) Colors.
      ii) Graphics.
      iii) Photos.
      iv) Multimedia.

   c) Determine who will gather graphics, content, etc. (PR, Publications, ACSS Staff)

2) **Is Publications designing web site?**
   a) If YES, meet with Publications.
      i) Review possible designs. (Aitala, Gates, Wascom, Publications)

      ii) Suggest changes/modifications to suit demands of HTML and web programming.

      iii) After design completed, create test page for review. (Aitala)
          (1) If test page is not acceptable, return to ii) above.

      iv) Create template pages for website.

      v) Use templates to create test versions of content bearing pages.

      vi) Test pages in various browsers, platforms, resolutions, etc. (Aitala, Gates, ACSS Staff)
          (1) If pages not acceptable, return to ii) above.

   vii) Open test pages for committee review.

      (1) If test pages not acceptable, return to ii) above.

   viii) Finalize page design.

   ix) Insert meta tags, ALT tags, test for HTML standards compatibility.
x) Go ‘live’ with website.

xi) Transfer control of site to appropriate individual.

b) If NO, meet with requesting group.
   i) Review possible designs. (Aitala, Gates, Wascom)
      ii) Suggest changes/modifications to suit demands of HTML and web programming.
      iii) After design completed, create test page for review.
           (1) If test page is not acceptable, return to ii) above.
   iv) Create template pages for website.
   v) Use templates to create test versions of content bearing pages.
   vi) Test pages in various browsers, platforms, resolutions, etc. (Aitala, Gates, ACSS Staff)
       (1) If pages not acceptable, return to ii) above.
   vii) Open test pages for committee review.
       (1) If test pages not acceptable, return to ii) above.
   viii) Finalize page design.
   ix) Insert meta tags, ALT tags, test for HTML standards compatibility
   x) Go ‘live’ with website.
   xi) Transfer control of site to appropriate individual.

3) Monitor site for unexpected problems or developments.
Creating Multimedia Resources for the Web –

1) Audio/Video Streaming Content
   a) Does user have prerecorded A/V material?
      i) If YES, determine amount of material to process.
         (1) If a large quantity, determine availability of personnel resources. (Aitala, Gates, Rice)

            (a) If personnel exists, assign them task of transferring content. Work can be done in FTDC (Rice). Also, user can purchase both hardware and software for transfer/encoding if needed on a continuing basis. Consult with user for specs. (Aitala, Rice)
            (b) If personnel must be hired, determine time allotted and costs. (Gates)
            (c) If personnel does not exist, reconsider task.

         (2) If small quantity, user can transfer content at FTDC with assistance. (Aitala, Rice)

      ii) If NO, is the A/V content to be streamed live?
          (1) If YES, beyond scope of current process. Set up committee and proceed from there.

          (2) If NO, determine source of content and proceed accordingly.

   b) Transfer and encoding of material at FTDC.
      i) Determine encoding parameters: quality, viewing size, files size, frame rate, loading speed, etc. according to audience needs.

      ii) Determine if other resources: web pages, Power Point presentation, etc. are needed.

      iii) Encode A/V using FTDC resources: iMac SE DV or Windows PC, depending on encoding parameters, ease-of-use, user preference, etc. and Real Producer software.

      iv) Test initial A/V files for quality, size, etc.
v) If initial test successful, create different versions of Real A/V files, if needed.

vi) If initial test unsuccessful, return to iv).

c) Transfer of A/V files to server.
i) If a special area is needed on SUMAC, contact Systems.

ii) A/V files are to be transferred to SUMAC via FTP. (Rice, Aitala) A general area exists.

iii) Upload files via FTP.

d) Create .ram files on web server.
i) To access files from the A/V Server, a .ram file must be created which directs user requests to the server. (Rice, Aitala) These .ram files reside on the web server and are text files containing the A/V Server information.

ii) Once created, a web page should contain a hyperlink to the .ram file so web users can access it. Such web pages should be created by the user.

iii) Set up web pages and test for usability.

iv) Go live with pages.

2) Graphics Content

a) Determine type, number, size, and content of graphics to be created.

b) Do graphics need to be created by Publication?
i) If YES, send user to Publications.

ii) If NO, do graphics need to be scanned?
   (1) If YES, are there a large quantity to be scanned?
      (a) If YES, determine if resources are available to do scanning or if user can scan images at FTDC. (Rice) If resources are available, assign them to projects. (Gates)

      (b) If NO, user can scan at FTDC or ACSS Staff can.

      (c) Once images are scanned, check for quality and usability.

   (2) If NO, determine what type of graphics need to be created – banners, logos, buttons, etc.
      (a) Determine which format is most suitable for graphics.
(b) Sketch up sample graphics with user – determine what they need to look like, colors, etc.

(c) Create various test versions of graphics on computer.

(d) Discuss with user which graphics are most suitable.

(e) Create final version of graphics. Send to user or place in web site.