

Web Services

WWS Web Standards and Guidelines



Woodrow Wilson School
of Public and International Affairs

WWS WEB STANDARDS AND GUIDELINES

NAMING CONVENTION.

Logical naming conventions help visitors easily navigate the WWS site. Use memorable, easily spelled words for the Web address, menu labels and page headers.

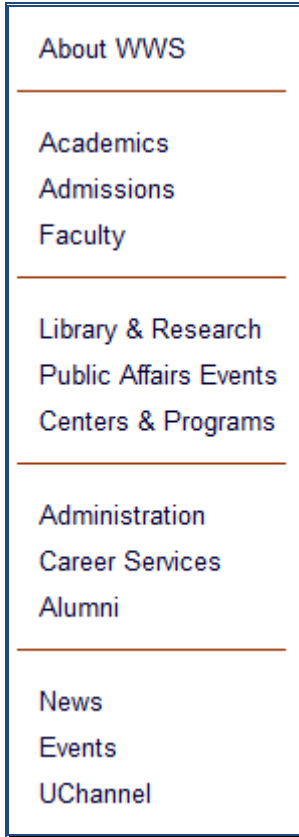
For example, the page, "About WWS," at http://www.wws.princeton.edu/about_wws/:

- The directory name is "about_wws,"
- the menu link name is "About WWS,"
- and the page header name is "About WWS."

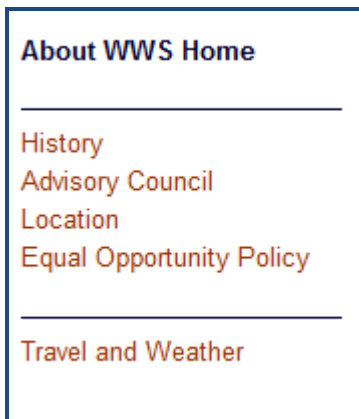
NAVIGATION (MENUS).

The WWS site contains four menu groups; the main menu, the submenus, shortcuts, and the top horizontal menu.

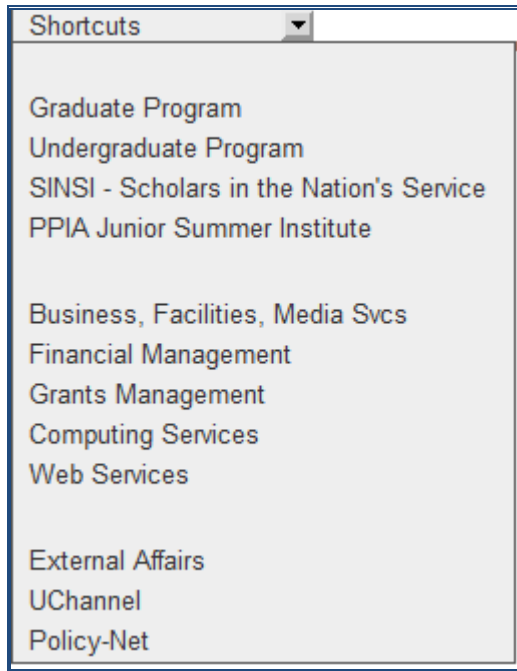
The main menu is on the left column of each page, and remains consistent throughout the site. The landing pages of the main menu should contain general information about the school.



The right column of each page contains submenus which are relative only to that section of the site. The top level item of each submenu should be the home page for that particular section. All pages within the same section should have the same right navigation, with the exception of any third level menu links where the information is only relevant to that particular page (at the second level). Please refer to the site map for detail on levels.



The shortcuts contain internal links for the school.



The top horizontal menu contains external links, the WWS search, contact information, and the home link.

| [Webmail](#) | [Catalog Request](#) | [Media](#) | [Webcasts](#) | [Calendar](#) | [Contact](#) | [Search](#) | [Home](#) |

LINKS.

Links to pages within the WWS site are relative links and should not open a new window. Links to the University sites or other sites outside of the University (absolute links) should open a new window so that the user is not navigated away from the WWS site.

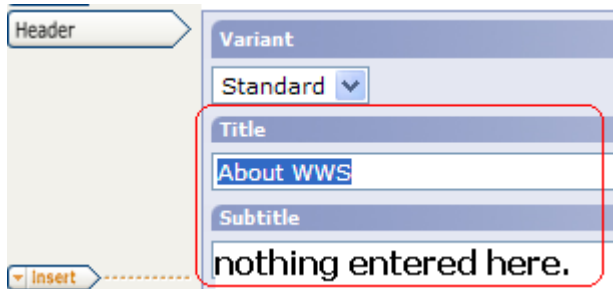
Embedded links in the body of the text should describe what it links to, rather than something non-descriptive. (For example, you should say, "contact us" rather than "click here.") When referring to an external link, you should list the name of the site, page, or link, rather than the full URL. For example in the sentence, "Our academic programs provide a rigorous education for those with a practical desire to make the world a better place," the word academic programs links to <https://wws-edit.princeton.edu/academics/>.

ROXEN COMPONENTS –

HEADER.

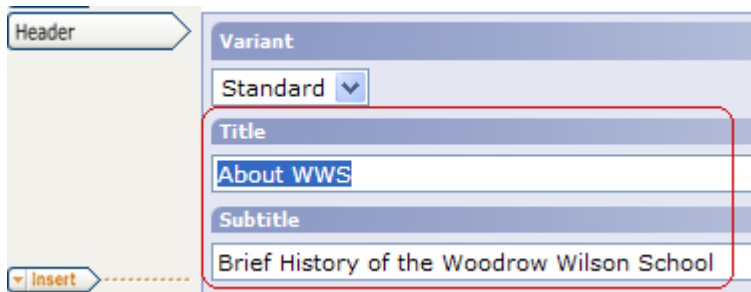
Each page from the main menu (left column) has one header component which contains the page title and corresponds to the name of the page and directory.

For example, About WWS contains only the title.



All pages within the same section should use the same header name as the main menu with a subtitle identifying the name of the subsection (right menu).

For example, the History submenu from the About WWS page contains the header title, "About WWS," and the subtitle, "Brief History of the Woodrow Wilson School."



TEXT AND PICTURE COMPONENT.

This component is used to insert text, with or without a picture, into a page.

The text component works much like a word processor. The following formatting options are available:

Cut	Cut selected text to the clipboard.
Copy	Copy selected text to the clipboard.
Paste	Paste clipboard contents.
Paste as plain text	Paste clipboard contents without preserving style information.
Paste from Word	Paste clipboard contents and preserve Word formatting.
Undo	Undo last editing action.
Redo	Repeat an action which has been undone.
Bold	Make text bold.
Italic	Make text italic.
Bullet list	Create a bullet list. This may be used on a selection of paragraphs to convert them to the list format. A second click will restore normal paragraph style.
Numbered list	Create a numbered list. This may be used on a selection of paragraphs to convert them to the list format. A second click will restore normal paragraph style.
Decrease indent	Remove one level of indentation from the selected text.
Increase indent	Increase the level of indentation for the selected text.
Check spelling	Invokes the spell checker for the selected text, or for all of the text.
Insert special character	Opens a palette of special characters that you can insert

into the text area.

Insert/Edit link	<p>Creates a link to another web page, or edits an existing link if one is selected. When clicking the button a browser window will open. In this window you can browse to the page you want to link to, or you can enter the link URL manually.</p> <p>A link title, the text that will be displayed in the text, is suggested for you when you browse to the destination page. It may also be entered manually. Finally, you can choose whether the new page should be opened in the same frame as the link ("Open in current frame"), in the whole browser window ("Open link in top frame"), or in a new browser window ("Open link in new window").</p> <p>Click "OK" to confirm your link settings.</p>
Remove link	Removes a web link from the selected text.
Text color	Brings up a color selector for styling the selected text.
Remove formatting	Remove any special formatting from the selected text.

The font type, size and all other text formats are applied from a style sheet in Roxen. This allows the appearance of the WWS site to remain consistent throughout all the sections, and you can concentrate on the content of your documents rather than being concerned about the presentation.

The title field of the Text & Picture component is used to label a section of text such as a subtitle. Each time a new subtitle is needed, a new text component should be inserted. Try to avoid having one long text component. If the text can be broken down into sections, it is easier to rearrange and copy pieces of the text to other areas within the site.

When a picture is included with the text, the picture comment field is used as a caption that is displayed under the image. The picture link URL makes the image clickable. Use the variant field to choose how you want your text and picture aligned on the page (left align, center align or right align), or if you want just text or a picture without text.

FILE COMPONENT.

Use to make a link to a file that visitors to the WWS can download.

LINK COMPONENT.

Use when you want to include a link to another page on the page you are editing. The target window should open the link in the current frame if it is an internal link, and the URL should be relative (not absolute). Only when the link is external to the WWS site, should you open the link in a new window.

LINK LIST COMPONENT.

Use when you have a list of links.

IMAGES.

When selecting photos, pick images that communicate the energy and vitality of the Woodrow Wilson School. The school has a diverse community and the images should reflect this diversity.

Be sure to have permission to post a photo before uploading it to the WWS site. If you are not sure about the copyright issues, do not use it. Include any photo credits, and add the alternative text tag to every photo.

Keep the size of images under 200 px by 250 px and the resolution between 72 dpi and 300 dpi. The WWS standard size for bio images is 200 px by 250 px.

SITE MAP.

Think of the index in a textbook as a helpful analogy relative to a site map. The site map is arranged in alphabetical order, and provides a visual representation of all the sections and pages within the WWS site. The pages are arranged in a hierarchical way with a parent/child relationship. The pages should be contained to no more than three levels making it easier to navigate and find information.

Roxen Insite Editor

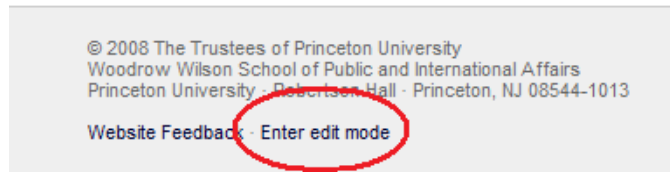
ROXEN INSITE EDITOR

- Roxen's content management system (CMS) allows non-technical editors to add and change content without knowing HTML.
- There is no need for special software on your computer.
- You can edit using any preferred platform such as a Mac, PC or Linux pc.
- CMS helps maintain consistency of content format and style throughout the WWS site.
- Roxen conforms to the Web usability and accessibility standards.
- You can log in using your Princeton netID and password from any computer with Internet access (from home or while traveling).
- Members of each WWS department can be given access to edit their specific directories or pages as needed.
- You can always revert to any published version of a page.

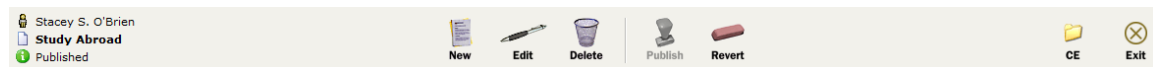
EDIT MODE.

Using your web browser, enter wvs-edit.princeton.edu in the address field to start editing in Roxen.

Select “Enter edit mode” from the bottom of the page, and enter you University NetID and password.



You will know you are in edit mode when you see the Roxen Toolbar displayed on the top of each page.



The Main tab contains the following basic editing commands:

- Name (your user name, the name of the page you are editing, and the page’s status)
- New (used to create a new page in that section)
- Edit (to edit your content on the currently selected page)
- Delete (to delete the currently selected page)
- Publish/Update (to publish your change to the front end server so that it is viewable to site visitors)
- Revert (to undo your changes back to a previously published version)
- CE (change to the Content Editor view, or see the directory structure)
- Exit (to return to the normal view of the site)

You can use the navigation menus to move around the site as usual while in edit mode. The currently selected page is displayed in the edit toolbar on the top left corner under the user name.

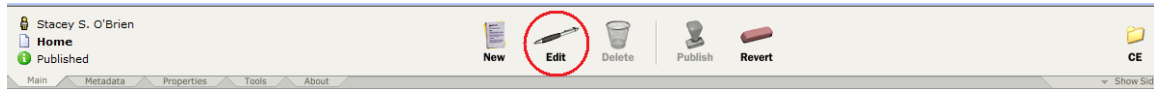
Saved content is visible only to you. To be visible to others, you must “Publish” your changes. You can see your saved changes only when you are in edit mode. When you exit edit mode, you will see the last published version of the page. At this time, you have the option of automatically publishing all pages. Check the check box and then click “Exit” to save all the pages that you have edited.

“Revert” only works on published content. **You must first “Publish” in order to “Revert.”**

EDITING A PAGE.

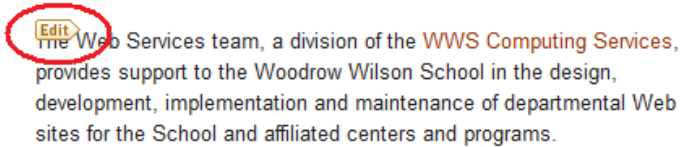
Navigate to the page you want to edit (unless you are already at the correct page). You should see that the "Edit" icon on the top Toolbar is no longer greyed out, indicating that you have the proper permissions to edit this section of the WWS web site.

Click the "Edit" button in the edit toolbar (not the "Enter edit mode," which will do nothing at this point).



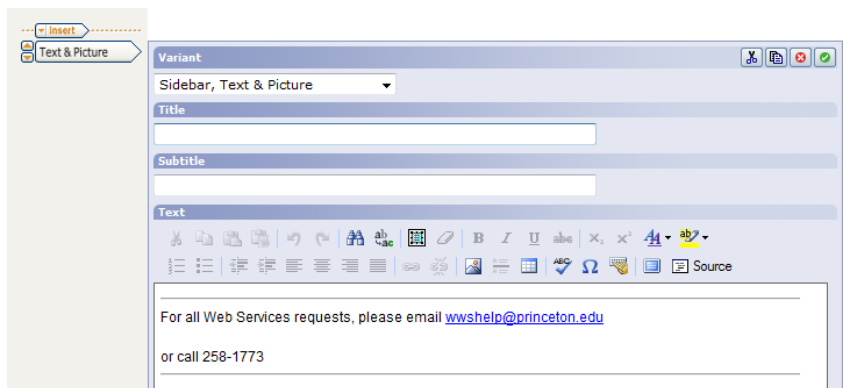
You can also click directly on the small "Edit" icon, called a floating edit, that is presented in the content area of a web page (pictured below). This will take you directly to the corresponding component of the page editor.

Web Services



With the text editor, you can edit and rearrange existing page components, or insert new components on the page.

Each page component is represented by a small button to the left of the component on the page. Clicking the button will open the text editor for that component, and allow you to change it.



Clicking the "Insert" button above each component (except the header), accesses a pull down menu where you can choose what type of component you want to insert at that place.

The position of the component can easily be changed by simply clicking the up and down arrows to the left of the component button.

COMPONENTS

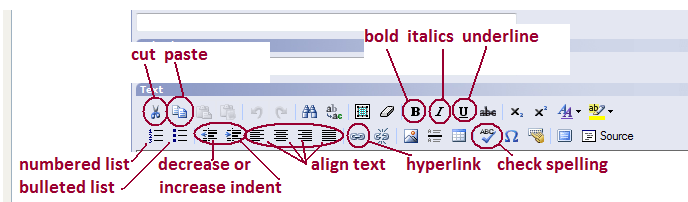
The settings available and WWS standards and suggested guidelines for when to use each particular component is described on page five of the WWS Web Standards and Guidelines section of this manual.

TEXT & PICTURE COMPONENT.

- Core Horizontal rule
- File
- Form: Attachment
- Form: Page break
- Form: Selection
- Form: Submit
- Form: Text
- Form: View
- Header
- Insert Component
- Link
- Link List
- RXMI
- Text & Picture**
- Clipboard

You will use the “Text & Picture” component to update content for your section of the site more than any other component, so get comfortable with it. (Easy!)

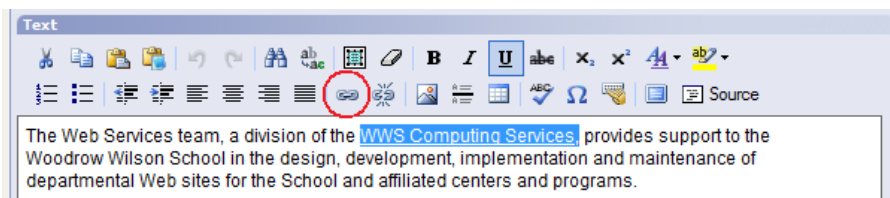
Click on the “Text & Picture” selection from the drop-down menu to open the text editor. A blue box with editing tools as shown in the image below will display. Each of these tools can be used to create a numbered or bulleted list, to paste and copy text, align your text, or insert a hyper link much the same as you would use any other text editor application such as Microsoft Word. Mouse over each tool to see what it is.



Insert a Hyperlink using the Text & Picture component.

Select the text that you want to link.

Click on the “Link” tool.



This will open a window where you enter the URL of your link and select the target to either open in the current frame (relative link) or to open a new window (absolute link).



Click on the “Goto URL” button to make sure that the link is valid.

Insert a picture using the Text & Picture component.

With the text editor, you use the bottom three fields (Picture, Picture Comment and Picture Link URL) to browse and upload an image to display on your page. You can select from the top field of the text editor to display your image to the left, right or center with your text. If you select “Only text” your image will not display (even if you have uploaded it to Roxen).

INSERTING A FILE COMPONENT.

In “Edit mode,” click on the “Insert” button, and select “File” from the drop-down box. This will open the following window.

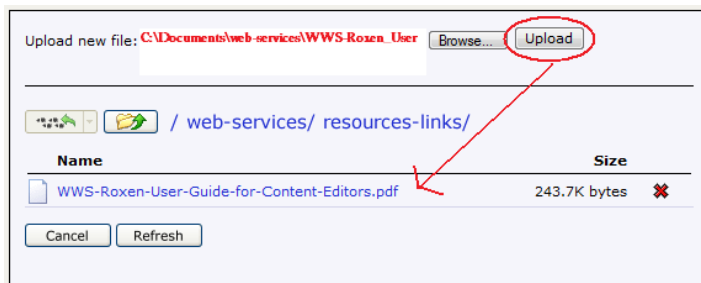


Click on the “Browse & Upload” button. Click on the “Browse” button, and navigate to the directory where the file that you want to upload is located.



The path of the file will be inserted into the “Upload new file” field.

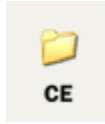
Click on “Upload,” and wait until you see your document displayed in the Roxen directory.



Double click on the document name (in the example above, “WWS-Roxen-User-Guide-for-Content-Editors.pdf”)

UPLOADING A DOCUMENT INTO ROXEN.

In "Edit mode," switch to the Content Editor by clicking on the "CE" directory from the Toolbar.

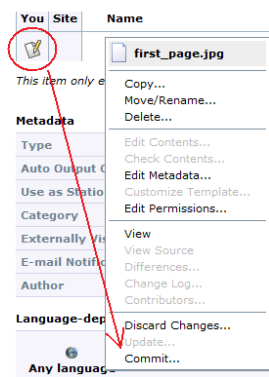


This will take you to the directory view in Roxen. From this view, you can navigate to the folder where you want your document to reside in Roxen.

Click "File" from the left toolbar, and select "Upload New File" from the drop-down menu. Click "Browse," and navigate to where the document that you want to upload is located (on your hard drive or on a shared network drive). Select your document by clicking "Open," and the file path should now be displayed in the field to "Select local file."

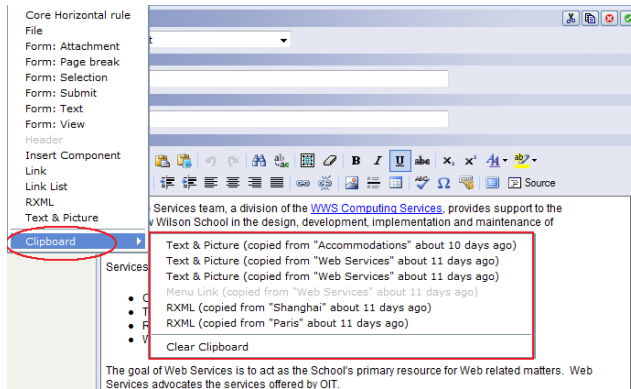
Click "Next," and rename your document here, or keep the selected filename. Click "Next" to select the content type for the new file (usually the default selection is correct). Click "OK."

"Commit" your change.



THE CLIPBOARD.

When cutting or copying components, they are placed on a clipboard maintained on the Roxen CMS server. This clipboard is not shared with other users.



You can keep several components on the clipboard at the same time. You can also paste items on the same page or other pages within the WWS web site. To paste, click the "Insert" icon and move the mouse cursor to the last entry in the menu to see all items available for pasting. If an item is grayed out, it can no longer be pasted. This might be caused by limits on the number of allowed component types or similar restrictions.


The sub-menu also contains a command named "Clear Clipboard" which you can use to remove all items currently placed on the clipboard.

The page editor will automatically, (or auto-magically, if you believe), adjust links and paths to images or documents that are relative to the original page when copying and pasting components.

RESOLVING CONFLICTS.

If someone else has changed the page you have been working on between when you started editing and when you tried to publish, you will see a "Modified (conflict)" error message in the Main tab of the Toolbar. Conflict errors alert editors to situations where they could lose their work.



An "Update" icon () will appear in place of the "Publish" button. When you click on that, you can keep or discard the changes that both you and the other person made.

EXITING THE PAGE EDITOR.

Clicking the "Save Page" button will save your changes and return you to the main edit mode. Clicking "Cancel" will return you to the main edit mode without saving any of your changes. Remember that even if you save your changes, you can revert the page to its currently published state by clicking the "Revert" button in the edit toolbar.

