

## Global Items

**Identify links and content that should appear on every page in sitem, common links and where they typically are placed have been provided).**

- Login to PAWS (Top Navigation)
- Search Function (Top Navigation)
- Department Homepage link (Top Navigation)
- Department Identifier/Artwork (Top Navigation)
- LSU Homepage link and LSU logo (Footer)
- Social Networking links (Footer)
- Department contact information (Footer)
- Main Navigation (Is Horizontal or Vertical Navigation preferred.)

## Homepage Content

**List types of information that should be present on the homepage. (Common content types have been provided.)**

- Global Navigation
- Welcome Message
- Feature Area (typically links into a feature story area, photo gallery, event promotion)  
Consider how will this area be maintained. Who will provide photos? If it is tied to a story, how frequently will stories be produced? If there is a frequent publication cycle, how will the stories be archived? How should the archive be presented?
- News Area  
Consider how will this area be maintained. Will the stories include photos? How will news items be archived? How should the archive be presented?
- Calendar/Announcement Section  
The currently master calendar function is a Lotus Notes Tool. This function cannot be embedded into the site, you will need to manually select dates and link to them. The detailed calendar entries will not look like the dept site. (A new master calendar function may be available by Dec. 2010.)

## Additional Content Types to Consider Featuring on a Homepage

- Blogs. Establish content procedure. Identify who will produce blogs (i.e., students, faculty). Determine if a content manager will approve blogs prior to publication. Determine publishing frequency. Determine topics or rules regarding topics. Identify interior pages which could also link into the blogs.
- “How to” or “About Us” Videos. Establish content procedure. Identify which pieces of content would benefit by being supplemented in this manner. Identify interior pages that would include video material. Determine whether a separate landing page would be required to catalog all available videos. How should this landing page be organized?
- Photo Gallery. The WCMS does not support a robust photo gallery module. OCUR recommends using a service like Flickr. Determine how content will be organized within the gallery. Determine which pages will direct users to the photo gallery.

## Content Outline

In this section, identify the main entry points for all content on the site.

Indicate if there is a preference for horizontal or vertical navigation. Also, indicate if there is a preference for menus or landing pages. (If menus are preferred. There are limitations to the menu types within the WCMS. Horizontal navigation will have a drop down menu. Vertical menus would either be fly-out or expanding/collapsing.)

In the sample content outline below:

- Main Navigation is **BOLD**.
- When providing the labels for your Web site content, begin to think about the nomenclature. On the outline, if you are using general descriptions to help you organize the information, you may want to include possible labels that can be used for links. (i.e., if you have a section for incoming freshmen, will the link for this section be called “prospective students,” “future students,” “incoming students,” etc.)
- On pages that deviate from generic content, provide an explanation of desired presentation and/or functionality.

### Sample Outline:

**Preferred Navigation Type** - Left hand Vertical navigation. Links to secondary pages will be provided in a fly-out menu. Links to third level and deeper pages will be handled via landing pages.

#### ABOUT US

- Welcome Message  
General welcome message. May include links to specific pages of interest within the site. Message will be updated at least once a semester, more frequently if the need arises.
- Contact Us/Office Information  
Landing page containing the following information:
  - General Contact Information and office hours.
  - Link to page listing Faculty/Staff
    - Staff will provide the following:
      - Photo
      - Contact information
      - Office Hours
    - Faculty will provide the following:
      - Photo
      - Contact information
      - Office Hours
      - Professor of:
        - Degrees, Institution, Year Earned
        - Areas of Interest
        - Honors & Awards
        - Publications
        - Former Students of Note
        - Research Web site
  - Link to list of reporting units and links to sites

#### GRADUATE PROGRAM

- Required Undergraduate Preparation
- Application Process
- Ph.D. Program
- Assistantships
- FAQs
- Graduate School

## **UNDERGRADUATE PROGRAM**

- Career Opps with a degree from...
- Admission to the college
- Areas of concentration
- Contact an Admission Counselor

## **CURRENT STUDENTS**

- Counselors
- Student Council
- Activities
- Career Services

## **DEPARTMENTS, PROGRAMS, CENTERS**

- Departments  
Landing page with links to each department.
  - Each dept. page contains the following information
    - About Us
    - Faculty Listing (links to faculty pages outlined above)
    - Areas of Concentration
- Programs  
Landing page with links to each program.
  - Each program page contains the following information
    - General description of program
    - Contact Information
- Centers  
Landing page with links to each center
  - Each center contains the following information
    - About Us
    - Contact Information
    - Description of Research Projects

## **NEWS, EVENTS/ANNOUNCEMENTS, PUBLICATIONS**

- News  
Landing page featuring current stories. (Determine if select stories can be pushed to a News & Events section visible on the homepage.)
  - Need designation so top stories can be pulled into a homepage feed
  - Need archiving component
    - Specify a date to automatically move stories into a web accessible archive.
    - Specify a date to automatically move stories into an offline archive.
  - How will photos within news stories be handled (Will they direct to a photo gallery of all news photos? Will you limit number of photos in a story? Do they all need to have a consistent size or will you allow flexibility of case-by-case?)

- Events & Announcements  
Landing page featuring current events. (Combine with a news section?)
- Publications  
Landing page listing all department publications (list will include title of publication, brief description of publication, and link to current issue, link to publication index/archive.)
  - Each publication will include
    - Issues Organized by Date
    - Brief “In this Issue” descriptions
    - Production Staff or Contact Information

## **ALUMNI & DONORS**

Landing page with following content and links to:

- Message for Dean/Director
- Hall of Distinction
- How to Make a Gift (links to Forever LSU, LSU Foundation, LSU Alumni Association)

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