

Web Page Design Guidelines

General Guidelines

1. The District will maintain a web server that will host the District's official web site(s) and may host web pages of schools, classrooms, departments and activities within the District. All web pages hosted on the District's server must comply with District Policies and these Guidelines.
2. Web pages posted on the District's server pursuant to these Guidelines may be accessed by anyone through the Internet. What is posted through the District's server reflects directly on the students, staff, schools, the District, and the community. A general standard to determine the suitability of content on web pages affiliated with the District is: if the proposed web page would be acceptable if issued on District letterhead as an official document, then the web page is suitable for posting through the District's server.
3. Unofficial school, activity or employee web pages that are stored on servers outside the District to which students, employees or the general public may be directed for homework assignments, work assignments or other school, activity or District information must display prominently the following disclaimer:

The views and opinions expressed on this web site are not necessarily those of the Gallipolis City School District.
4. District employees may post their own web pages on servers of their choice, but these may not in any way imply District responsibility or endorsement for such pages.

Confidential Information Safeguards

1. Published e-mail addresses are restricted to District e-mail accounts of District employees.
2. Web pages may include an employee's name, photograph, department, certification, educational background, professional awards or recognition, professional publications, school sponsorships, e-mail address, and/or other work-related information about the employee.
3. Web pages shall not include any information, other than directory information, about a student, unless the student's parent/guardian (or the student, if age 18 or over) has provided written authorization.

Planning and Design

1. By creating a web page, the web page designer accepts responsibility to create and monitor his/her web page content according to District policies and Guidelines.
2. All content on web pages must relate to the curriculum, instruction, school-authorized or affiliated activities, or general information about the class, department, school or the District.
3. Web pages may link to sites outside the District server if they meet the following criteria:
 - a. The link must be to quality, web-based educational resources for teaching, learning, or otherwise supporting the education of the District's students, and/or
 - b. The link must be to District sanctioned activities.

Links to any material prohibited by the Acceptable Use Policy or other Board Policies are not allowed. Web page designers who link to other pages must periodically check those links to insure that they are still active and still meet the educational standards outlined in these Guidelines. Web pages may not link to the home pages of any employees or students.

4. All pages must be well written, spell-checked, and organized for easy navigation.
5. Copyrighted materials may not be published without obtaining prior permission from the copyright holder, unless use of the materials falls within the "fair use" doctrine. Student work may be published on the District's web site provided that an authorization form has been completed by a parent/guardian or the student, if over the student is age 18 or over.

Format

1. Every web page created pursuant to District Policies and Guidelines must contain a date of the last revision of the page as well as the name and e-mail contact of the employee responsible for the web page.
2. Web pages must have a clearly defined navigation bar that includes links to the school and/or department home page and the District home page.
3. Web sites should be designed to be accessible to individuals who may be using different software or different browsers, using slow modems, and/or using a monochrome monitor to access the web page.
 - a. Do not use large graphics unless the user is warned of the size of the graphics prior to downloading.
 - b. Do not use color schemes or patterned backgrounds that might make the text difficult to read.
 - c. Label all graphics with an "alt" tag so that if a user were accessing the web page with a reader or text-only browser, the user would be able to know what graphics the user is missing.
 - d. All graphics, sounds, or multimedia used on web pages must conform to the format currently used or approved by the District and adhere to copyright regulations.
4. Links to non-html files (e.g. graphics, pdf files, etc.) must be labeled as such and must include the file's size and information needed to work with any browser. Links to such files may not require the loading or downloading of additional software in violation of copyright law to run the non-html file.

Testing the Web Page

1. Test your web page with at least two different browsers to make sure the color scheme, pictures, formatting, etc. works on different systems.
2. Test your web page for accessibility, such as viewing the web page on a monochrome monitor, using a text-only browser and using a reader to make sure users can easily navigate the page.

Review of Final Design

1. When the web page is completed, the web page designer must complete the Web Page Design Checklist and review the contents and design of the page with the building web master. The web master has the discretion and authority to approve and/or require editing

of the web page. If the web master approves the web page, he/she will sign the web page verification form.

2. Once the web master approves the web page, a copy of the web page verification form and the proposed page shall be sent to the Director of School and Community Relations and the District Technology Coordinator. They jointly shall consider whether to approve each request for a link from the official District web site on its own merits, based on the purpose, content, design and benefit of the page to the school/District/community, among other factors.
3. After a determination regarding District links has been made, the web page may require editing before being posted to the internet. The web page designer(s) will be notified and involved in the editing process.

Posting and Maintenance

1. Once the web page has completed the approval process, the District Technology Coordinator will post the final page.
2. Any significant changes to content on the web page after it is posted requires a revised web page verification form. Staff members may post text-based homework, assignments, etc. online from their desktop without having to go through the District Technology Coordinator.
3. It is the responsibility of the web page designer(s) to keep the materials on the web pages and links current and accurate.
4. The District reserves the right to remove outdated and/or inaccurate material from the server.

Ownership and Retention

All web pages on the District's server(s) are the property of the District. The District reserves the right to delete or modify any links or web page content that exist on its server at any time without notice.

Due to the rapid changes in technology, the Guidelines and Checklist are subject to change at any time.

WEB PAGE DESIGN CHECKLIST

Web Page Overall Design

- Check site for spelling, grammar, organization and written content.
- Time-sensitive information must be checked and updated regularly.
- All content of the page(s) must be regarding curriculum, instruction, school-authorized or affiliated activities, or general information about the class, department, school or the District.
- Provide consistent navigational links on every page that includes links to the school and/or department home page and the District home page.
- Each page must have a title tag with a unique title that describes the page.
- Provide the date of last revision and the name and e-mail contact for the person responsible for the web page on the initial page of the department/building site.

Background

- Keep the background simple.
- Avoid conflict with text and graphics.

Fonts

- Use print that is easy to read.
- Avoid using more than two fonts on one page.
- Keep fonts in titles consistent from page to page.
- Avoid colors that blend into backgrounds.

Graphics

- Avoid large graphics.
- Label all graphics with an "alt" tag so that if a user were using a reader or text-only browser, the user would be able to know what graphics the user is missing.

Links to Web Sites Outside of the District

- Links to employee or student home pages or e-mail addresses outside of the District's servers are prohibited.
- Links to non-HTML files (e.g. graphics, pdf files, etc.) should be labeled as such and should include file's size and information needed to work with any browser.
- Links may be only to educational or curriculum-related material.
- If a link requires a long wait, warn the user.

Safety/Privacy

- Student information, other than directory information, shall not be published without a signed authorization from the student's parent/guardian or if the student, if age 18 or over.
- E-mail addresses are listed for District employees' accounts only.

Copyright

- All laws regarding copyright and "fair use" doctrines must be followed.
- Obtain the signed permission agreement for use of copyrighted materials, including student materials.
- When in doubt about the copyright or "fair use" status of material, ask the copyright holder for permission.

Testing the Web Page

- The web site has been tested on at least two browsers.
- Links should be tested periodically.

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