## CONTENTS

### SUMMARY
- Required elements (all pages) 3

### INTRODUCTION
- Official version 3
- Purpose of Web Standards 3
- Audience 3
- Scope 3
- Compliance 3
- Office of Web Communications 3
- Policy 4

### REQUIRED ELEMENTS
- Breadcrumb Navigation 5
- University Logo and Link to Northwestern University Home Page 5
- Unit Logo 5
- Standard Footer 6
- Title Tag 6
- University Search 7

### RECOMMENDATIONS
- Architecture 10
- Breadth Leads to Depth 10
- Browsers 10
- Colors 10
- Fonts 10
- Page Dimensions 10
- Site Structure 10
- Training 10
- User Focus vs. Internal Focus 10
- Validators 10
- Accessibility Recommendations 11
- Content Recommendations 13

### TECHNICAL SECTION
- Fonts 14
- Printing Web Pages 14
- Search Engines and Meta Tags 14
- URLs 14

### VISUAL SECTION
- Colors 15
- Graphics and Photography 15

### REFERENCES AND SUGGESTED READINGS
- Copyright permission form 16
SUMMARY
Northwestern University’s Web Standards exist to facilitate consistency, usability, and to promote standardized University branding across web sites University-wide.

Details regarding each required element are located on the page numbers listed in parentheses after each item. Specific implementation instructions and downloadable elements are located online at <http://www.webstandards.northwestern.edu>

Required elements (all pages)
- University Logo (pg. 5)
- Standard Footer (pg. 5)
- Title tag (pg. 6)
- University Search box (pg. 6)
- Breadcrumb navigation (pg. 5)
- Meta Tags (required on home pages, optional on others) (pg. 15)

INTRODUCTION

Official version
- The online version of this document is the official version of Northwestern University Web Standards; the PDF version is provided for convenience only; when in doubt, please refer to the official online version as it will be current at all times.
- A department, school, program, or administrative entity may allow the development of additional web standards requirements, as long as they do not conflict with University web standards.
- University standards supersede any units’ internal standards.
- Sub-units that do not establish a separate format must use the format of the nearest superior entity and/or the University’s web standards.

Purpose of Web Standards
Identity: University branding allows visitors to recognize immediately a web page’s affiliation with Northwestern University.
Usability: Sites must be made as usable (that is, quick and easy to use, navigate, and understand) as possible for the widest audience.
Consistency: Web standards promote consistency. Consistency simplifies navigation of pages for end-users of Northwestern’s web pages. Northwestern is committed to maintaining a high level of consistency across web pages in different areas of the University’s web site.
Accuracy: Pages must be accurate and up-to-date.

Audience
Northwestern’s Web standards have been organized in sections that apply to various roles in the web site creation/management process. These roles may or may not overlap in a given individual’s responsibilities:
- Policy section: Managers, department heads, administrators
- Recommendations: Web designers, content providers, web developers
- How-to’s (online): Web designers, content providers, web developers
- Visual section: Web designers, others responsible for the look-and-feel of site
- Technical section: Webmasters, web developers

Scope
Any web document that represents Northwestern University and/or its official units, programs, departments, or schools is expected to follow University web standards.

Compliance
Northwestern University seeks compliance with its web standards across all web sites associated with the University.

Office of Web Communications
As a division of University Relations, Web Communications (Web Comm) handles several different services for Northwestern University. The office:
- Manages and develops the top-level pages of the Northwestern Web site.
- Approves departmental requests for space on the University’s main server.
- Provides guidance and/or assistance in creating University Web pages.
- Performs web site-related research and analysis through usability testing, online surveys, log statistic analysis, and card sorting exercises.
• Maintains Northwestern University’s Web Standards
• Manages the University’s online calendar, Plan-It Purple.
• Maintains and updates the University Relations site.
• Maintains and updates the University search engine.
• Conducts site reviews of University web pages.
• Designs and posts promotional banners on Northwestern’s home page.

Web Communications also leads and oversees the activities of Northwestern University’s Web Steering Committee. This committee is comprised of individuals involved or interested in web development at Northwestern.

Within the Web Steering Committee, designated work groups:
• Plan and establish guidelines concerning site management, administration, and server access.
• Establish and enforce editorial guidelines, address legal issues, and make available accurate and updated information about the Northwestern University site.

Consulting
In its role as an “in-house consultant,” the bulk of Web Comm’s project work consists of web site re-design for various entities within the University. Clients include schools, academic departments, administrative units, and affiliated centers. The office works in varying degrees of partnership with clients; some clients have their own design team and require only minimal assistance with scripting or templates, for example, while others need the full range of services.

Services/assistance:
• research and analysis: site review; usability testing; online surveys
• site design/re-design
• training in site maintenance.

The Office of Web Communications is available to answer questions and offer assistance at 847-467-4747 or <webmaster@northwestern.edu>. Please notify Web Communications if you are creating or redesigning a web site, even if you do not require assistance.

Policy
All departmental/unit web pages must adhere to Northwestern University’s web standards as outlined in this document. To explore alternatives, contact Web Communications at 847-467-4747 or <webmaster@northwestern.edu> to discuss.

Accessibility
Northwestern strives to adhere to Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. Compliance with these acts helps ensure that Northwestern web pages will be readable by users with disabilities. Northwestern also follows most of the Web Content Accessibility Guidelines of the World Wide Web Consortium (W3C) <http://www.w3.org/TR/WAI-WEBCONTENT/checkpoint-list.html>. For more information, see Accessibility Recommendations (pg. 12).

Canon documents
Do not repeat information maintained elsewhere by the University (another division, school, department, administrative body). Instead, link to that official information. For example, class schedules are maintained by the Registrar; job listings are maintained by Human Resources.

Commercial links and credits are prohibited
Links to sites beyond Northwestern must adhere to the Links to Commercial Sites policy:
• Official University pages may not link to commercial sites that advertise/sell products or services, and may not accept sponsorship from commercial entities in exchange for advertising and/or links to commercial sites.
• Specific exceptions may be allowed if the commercial links support the University’s missions and/or provide an essential service to the Northwestern community.
• All links on official home pages are subject to review by University Relations
• Credits such as “Site powered by…” or “Site created by…” are prohibited.

Content Validity
Web publishers at Northwestern University, are responsible for the content of their pages. Content must be up to date and follow all University policies, codes, and federal, state, and local laws.

Copyright
Follow all applicable copyright laws (see pg. 14).
REQUIRED ELEMENTS
For specific implementation instructions and downloads, see How-to’s online at <http://www.northwestern.edu/univ-relations/web_comm/standards/index.html>.

Breadcrumb Navigation
- Visitors must be able see how they reached a particular point so that they can a) understand a site’s architecture, and b) get back to where they came from if they make a “wrong turn.”
- The breadcrumb must be presented in a consistent manner: links shown left to right, right-aligned in a single line (if possible), above main content. It must include a minimum of two levels above the current page (if applicable), including the page’s immediate parent. For example:

University Logo and Link to Northwestern University Home Page
See How-to’s (online) for specific sizes, download information <http://www.northwestern.edu/univ-relations/web_comm/standards/index.html>.
- The University’s logo is comprised of two parts: the University seal and the words “Northwestern University” used as a single unit in a specific font (below).
- The logo must appear at the top left or bottom left of every page. The logo must always link back to the Northwestern University home page.
- The logo and its background must be a high-contrast combination.
- View the University’s Logo Guidelines at: <http://www.northwestern.edu/logo/guidelines.html>.

University Relations > Media Relations > About

Northern Logo and Link to Northwestern University Home Page
See How-to’s (online) for specific sizes, download information <http://www.northwestern.edu/univ-relations/web_comm/standards/index.html>.
- The logo is available in three sizes: small (120 px. wide), medium (140 px. wide), and large (160 px. wide).
- The logo is available in three colors: one for a purple background, one for a white background, and black.
- If you are using a different background color, please contact the Office of Web Communications (847-467-4747) to have the logo custom designed.
- Do not alter the logos provided; the logo must not be overlapped, cropped, or distorted.
- It must have at least 20 pixels of “breathing room” on each side and 10 pixels at the top.
- The downloadable versions are already set with the appropriate boundaries and should be set flush to the left and top.
- If you wish to display the logo in the footer, see the Standard Footer section (pg. 6).

Unit Logo
If you have your own logo and would like to incorporate it into your page with the required Northwestern logo:
- The Northwestern logo must appear at either the upper left or lower left of the page (in the footer)
- If the Northwestern logo is in the header, the unit logo may appear at the left of the footer.
- If both the Northwestern logo and the unit logo are in the footer, the Northwestern logo must appear to the left, the unit logo to the right, with center-aligned text for the body of the footer. For illustration, see the Standard Footer section (pg. 6).
Standard Footer
See How-to’s (online) for specific sizes, download information <http://www.northwestern.edu/univ-relations/web_comm/standards/index.html>.

- A textual footer provides a means of navigation for visually impaired visitors who use text readers. It also provides consistent connection with the University’s top-level pages and its legal requirements.
- Footer must be consistent with one of the examples shown below (with or without logo).
- Footer consists of 1) links to the four main areas of Northwestern University’s site; 2) contact information for the sponsoring entity; and 3) date of last update, the University’s Web and Policy statements, and copyright notice.
- If your navigation is not accessible for any reason, you must provide links to the main sections of your site in the first line of the footer.

Title Tag
A page’s HTML title should be unique, clear, and concise, with an indication of the page’s contents. It is helpful to think of (and create) the title as a “reverse breadcrumb,” with specific page information first, then broader site context. For example, the Web Communications home page title is: “Web Communications, University Relations, Northwestern University.”
University Search

See How-to’s (online) for download information <http://www.northwestern.edu/univ-relations/web_comm/standards/index.html>

- The University Search is required on all pages, except when there is a conflicting search function on the page (e.g., Jobs, Plan-It Purple). In the case of a conflicting search function, a link to the Northwestern Search must be provided on the page. The standard footer fulfills this requirement.

- The search function must search the top-level Northwestern site and should be configured to search the site the page is located on, unless the site consists of a single page.

- There are three distinct, search treatments available (shown below). All sites must use one of these approved layouts unless an exception has been granted by the Office of Web Communications. Download University search layouts at: <http://www.northwestern.edu/univ-relations/web_comm/standards/index.html>

Option 1: Stacked Horizontal Search
Positioning: Upper right; upper left if logo is in footer; NOT in footer.
Option 2: Stacked Vertical Search
Positioning: Upper right; upper left if logo is in footer; NOT in footer.
Option 3: Pure Horizontal Search
Positioning: Within or below top banner; above footer.
RECOMMENDATIONS
These recommendations cover general site-wide characteristics. Accessibility and content recommendations follow (pp. 8-10).

Architecture
Group broad categories of information on a site according to users’ needs.

Breadth Leads to Depth
Page levels should be organized to provide increasing degrees of detail for those who require more information.

Browsers
Northwestern University supports Internet Explorer version 6+, Mozilla 1+ and Safari 1+.

Colors
Web-safe colors are not required because fewer than 10% of users still use 8-bit monitors (which are incapable of displaying non-web-safe colors correctly).

Fonts
Verdana is the preferred font for text. Recommended settings (in order of preference): Verdana, Arial, Helvetica, Sans serif. Sizes may be set through Cascading Style Sheets or by setting relative sizes. If an absolute size must be used, it must be a minimum of 10 pt.

Page Dimensions
Pages can use flexible or fixed width. To avoid horizontal scrolling on an 800 x 600 screen, minimum width should be no greater than 740 pixels wide. If a fixed-width page is meant to be printed, provide a “printable version” with a separate style sheet (for print media) or use a minimum width that is no wider than 670 pixels wide in order to print on a PC without cutting off information. If you choose to have only one version of the page (web-viewable and printable), be aware that widths greater than 670 pixels will allow information to be cut off in printing.

Site Structure
Awareness of conventions in web design will help you to plan your site’s structure, navigational elements, and page design so that your site visitors can quickly and accurately find what they’re looking for.

Make the site’s structure obvious on the home page with a visual hierarchy to “clearly and accurately portray the relationships between the things on the page: which things are related, and which things are part of other things” (Krug).

Training
Become familiar with Dreamweaver, Macromedia’s web page editing program. Northwestern University Human Resources Training and Development <http://www.northwestern.edu/hr/training/> offers Dreamweaver classes. Call 847-467-5081 or e-mail <training@northwestern.edu>. Dreamweaver instruction books are widely available as well.

User Focus vs. Internal Focus
Try to organize sections and content according to users’ needs, not necessarily by departmental organization or hierarchy. Try to identify what items a user would logically want, even if it means grouping functions from different areas together.

Validators
Use a validator program to ensure the site’s compliance with W3C recommendations.

W3C Markup Validator
http://validator.w3.org/

Doctor HTML
http://www2.imagiware.com/RxHTML/

WDG HTML Validator
http://www.htmlhelp.com/tools/validator/
Accessibility Recommendations
Many visually impaired users rely on text reading devices to make content available to them via audio.

A. Use language that is as simple and clear as possible.

B. Provide text equivalents to all nontext content.
   1. Provide a description of all images, sound files, applets, etc. in an ALT attribute. The ALT attribute allows you to convey to all users the content and meaning of your page. For example:
      `<img src="picture.jpg" ALT="Northwestern University Library">`
   2. If your nontext content is dynamic, make sure that equivalents change with the nontext elements.
   3. If your page cannot contain text equivalents within it, consider creating a parallel text-only version of the page as a last resort.

C. Make sure that text and graphics make sense without color.
   People who cannot differentiate between colors or who are using devices with noncolor or nonvisual displays will not receive or understand information that relies on color for its meaning. Choose backgrounds that contrast with page text and don’t interfere with readability of content. Within the content of a page it is customary to underline links. In the navigation area of a page, it is acceptable to use a clear, consistent, non-underlined link format such as a specific and distinct font, style, and size.

D. Don’t use frames.
   Frames are not universally accessible.
   The content of frames may not be searchable by search engines.

E. Avoid using server-side image maps.
   1. Navigation of pages using server-side image maps requires a mouse, which renders the page inaccessible to most visually impaired users.
   2. If used, consider providing a link to an alternate text version or summary.
   3. Client-side image maps are accessible because the information is stored locally and can be linked to using a text reader.

F. Use descriptive links.
   1. Instead of denoting a link with the words “Click here” or similar phrase, be descriptive when providing links; for example: “further information from the W3C on Web accessibility.”
   2. Consider allowing such links to stand on their own line or provide an ordered or unordered list of links in HTML.

G. Use headings and lists to organize your page and reinforce consistent page structure.
   1. Use mark-up language (<h1>, e.g.) rather than images, visual cues, fonts or sizes alone, to emphasize the structure of your page. Avoid `<font size="">`.
   2. Organize documents so they may be read without style sheets.

H. Test pages in multiple browsers, operating systems, and connection speeds.
   1. Test your pages on older Windows and Macintosh systems in both Netscape and Internet Explorer. It is helpful, but not required, that you test pages on Lynx, a text-only browser, to understand how the page “looks” to a text reading device.
   2. Pages intended for modem users should be tested for load times on slower connections (56K). A large image that downloads immediately on University computers may take 30 seconds to load on a modem connection.

I. Provide alternate routes to information when using interactive technologies.
   1. Provide captioning and transcripts of audio and descriptions of video.
   2. Pages that use Flash, Shockwave, or other interactive elements may not be accessible with older browsers. Provide a link to a text-only or non-interactive version of the information. Use special effects with caution and only with good reason. Potential difficulties include:
      a. May not work (or will work unpredictably) on different systems
      b. Harder to implement and maintain
      c. Take longer to download and require users to install plug-ins
      d. Text readers and search functions don’t support JavaScript—not ADA compliant.

J. Don’t use browser detects (JavaScript)
   1. Different content is presented to different visitors based on browser. If something doesn’t work in a given browser, that element should not be used at all instead of only being presented to a segment of visitors.
FYI: What Northwestern University does to facilitate accessibility on top-level pages
1. Have descriptive ALT attributes on images that carry content
2. Have empty ALT attributes on images that do not carry content
3. Design table structure to keep columnar information together instead of reading in rows left to right (use TH and TD to designate table head and table data cells)
4. Allow navigation independent of JavaScript
5. Keep navigational elements in the same location on every page

Northwestern's future plans for accessibility
1. Have "Next Page," "Previous Page," and "Up A Level" navigational meta tags
2. Have "Skip to Main Content" links
3. Enable keyboard shortcuts or hotkeys for link selection
4. Use the "label" tag on forms whenever the field label is not obvious

Accessibility Tips

Recommended
1. Consult the latest W3C guidelines <http://www.w3.org/WAI/>.
2. Use high contrast text/background combinations with little or no pattern in background.
3. Use proper heading styles to structure a page <h1>, <h2>, etc.
4. Use CSS when possible.
5. Use "ALT" attributes to describe images
6. Make sure page is "backwards compatible" (that is, that it “fails gracefully”).

Strongly Discouraged (all hinder accessibility for those with visual impairments)
1. Use of red/green combinations
2. Designation of headings by using “Bold” formatting
3. Making navigation or other essential information depend solely on images
Content Recommendations

Writing for the Web
Users want to find what they are looking for as quickly and easily as possible. Web-oriented writing and editing are essential for optimal content delivery.

Key Concepts
1. Omit non-essential words. Users don’t read—they scan.
2. Use “inverted pyramid” writing style: start with the point, then support it, using links for more in-depth details.
3. One idea per paragraph is ideal.
4. Keep the most important elements “above the fold,” that is, visible upon initial page view without scrolling.
5. Categorize according to users’ needs, not necessarily by departmental organization or hierarchy.
6. When creating a link, highlight only the one-to-three most important words.

Do
1. Facilitate scanning with subheads, bullet points, lists, and captions.
2. Provide links to related and additional detail.
4. Use lists or tables when possible.

Don’t
1. Expect your visitors to read everything.
2. Put everything on one page.
3. Use a passive voice: “The book was published by the company.”
4. List items in a paragraph to save room.

Consistency of Style
The only web constant is change. Stylistic debates continue (“Is it E-mail, e-mail, or email?”). Style manuals will help, but the most important style and usage point, one that cannot be emphasized enough, is consistency. You must adhere to the style you choose.

A to Z Style Guide
Northwestern University University Relations’ Publications Group has produced a guide <http://www.northwestern.edu/univ-relations/publications/resources/styleguide/styleguide.html> that addresses many stylistic issues you are likely to encounter in Northwestern University-related communications. Standard University terminology is found here. If you have any questions regarding reference to a specific University entity, confirm information directly with that entity, in the University’s printed faculty/staff/student directory, or through the University Relations Publications Group at 847-491-4880 or <publications@northwestern.edu>.

Copyright Issues
Copyright protects expression -- your expression and that of others. All original expression is eligible for copyright protection as soon as it is fixed in a tangible form: In fact, almost all original expression is protected as soon as it is expressed. Virtually everything you can upload and download on the web is protected by copyright.

Items NOT eligible for copyright protection include:
1. Ideas
2. Facts
3. Titles
4. Names
5. Short phrases
6. Blank forms

While it’s easy to download and copy files (text, photographs, graphics, sound, movies, etc.) from the web, you must have permission from the copyright holder to use them on your own web pages (or anywhere else). Under the terms of the Digital Millennium Copyright Act, the University is obligated to take appropriate action if it receives a complaint that copyrighted material is being published over our network without permission from the copyright holder.

Copyright notice on your pages
The standard Northwestern University footer contains a copyright notice. If you wish to use copyrighted material, send a Copyright Request Form to the content owner (pg. 18).
TECHNICAL SECTION

Cascading Style Sheets
We strongly recommend the use of Cascading Style Sheets (CSS). To increase accessibility, however, always organize documents so they may be read without style sheets.

Fonts
Font sizes and accessibility: Most browsers support resizing of fonts. Fonts should be set via style sheets rather than deprecated HTML. When sizing text, the use of percentage values is recommended over fixed point sizes, to support re-sizing. Use of HTML heading tags such as <h1> and <h2> also helps text reading devices to interpret the structure of the page.

Printing Web Pages
Different versions of browsers print Web pages differently. The newest versions of Internet Explorer (5.0 and up) and Netscape (6.0 and up) will fit a printed image to the size of the page, but older browsers will allow images to be cropped to fit page width (532 pixels in A4 letter size).

PDF: If you want to make certain pages consistent for printing across all browsers, you can convert them to Adobe Acrobat Portable Document Format (PDF). A PDF helps maintain a page’s design and content integrity by making the page into an inalterable image. It is useful for documents specifically intended to be printed, such as forms. HOWEVER, PDF is not the preferred format for typical informational pages. It requires the user to have Adobe Acrobat Reader. Contact Academic Technologies (847-467-4357) for more information about the PDF format.

Search Engines and Meta Tags
Search engines regularly catalog page content and other relevant information into an index for easy retrieval when a user initiates a search. Meta tags show information about the content. You, the content owner, can make it easier for users to find what you have by using both of these methods to help define and describe the content of your pages.

Search Engine Indexing: Place a “<!–startindex -->” tag below the head tag and a “<!–stopindex -->” tag below the META information. This is for the search engine’s indexing feature.

The startindex and stopindex tags are used to indicate a section of the page that should be searched, such as the title, meta tags, or page content. At the end of the indexed section, the tag “<!–stopindex -->” tells the search engine to exclude content such as menu bars and footers that will be the same on many pages. This “universal” content should never be indexed.

Correct use of startindex and stopindex tags ensures that only the relevant content of a page is indexed. All menu and title bar graphics that appear on multiple pages should be excluded. The <title> tag and META information should also be included in an indexed section.

Meta tags help search engines find and index your web pages. Meta tags provide:
1. A brief description of the content
2. The name of the author or authoring department
3. Keyword search terms for indexing.

Northwestern’s search engine generates search results by comparing search terms against a pre-made index of the content of every page in the www.northwestern.edu domain, except personal home pages on pubweb.northwestern.edu. Using meta tags increases the likelihood that people searching for your information will find it. Please note that meta tags are required for home pages; optional (strongly encouraged), for interior pages.

META Tag Technical Information
Northwestern University community members can use the Northwestern University Dublin Core Meta Tag Generator <http://digital.library.northwestern.edu/mtg/> to generate meta tags.

Write a unique description for each page. The meta tag generator will produce HTML code based on the information you submit. Paste this code into your documents within the <head> tag. Dreamweaver template users should note that the meta tags are pasted inside the “doctitle” section of the page, directly underneath the title. If you paste the meta information anywhere else in the document, Dreamweaver templates will erase it.

A Dreamweaver plugin is available from Web Communications 847-467-4747 or <webmaster@northwestern.edu>.

URLs
When redesigning a site, try to avoid changing the URLs of existing pages, as this will “break” links for those who have added links from their site to yours.
VISUAL SECTION

Colors
Official Purple is used on Northwestern University web pages as defined below. Use of this color is not required, except in the University logo. Official Purple: RGB: 82,0,99  Hexadecimal: 520063

Web-safe Colors
Web-safe colors are not required for two reasons: 1) a miniscule percentage of users still use 8-bit monitors; and 2) a simple workaround exists: Use transparent backgrounds for images. Web-safe colors were advocated in the past because older monitors were only capable of displaying 256 colors.

Web-safe Color Workaround
“When you export your GIF, select the color that’s going to be in the code next to it and make that transparent. Then set the BGColor of both the cell in which you’ve placed the GIF and the adjacent cell to the same value. That color will now bleed through the GIF, and regardless of which color the browser shifts it to, it will be the same for both the GIF and the code-generated color, since really it’s not in the GIF at all” (Lehn and Stern).

Graphics and Photography
GIF and JPEG are the most common formats for web graphics. As a general rule thumb, their size should be small enough to load quickly (~25k). Total page load should be taken into account, however. According to Lynch and Horton, “at today’s average modem speeds, pages designed for those dialing in from home should contain no more than 50 to 75k of graphics.”

PNG is an acceptable format, but only without a transparent background, which doesn’t work on Internet Explorer.

GIF
1. Better for solid colors
2. Render with a transparent background to avoid dithering.
4. Smaller color palette.

JPEG
1. Better for images with subtle variations of color (photographs, for example)
2. Higher compression tends to degrade quality: adjust compressions to avoid large file size and bad image quality.

Photography helps support one of Northwestern’s distinctive qualities: “Locations on two beautiful campuses on Lake Michigan in Evanston and Chicago, and the Chicago metropolitan area, provide students and faculty a wealth of outstanding intellectual, professional, social, and cultural opportunities.”
REFERENCES AND SUGGESTED READINGS

The Northwestern University Office of Web Communications created this guide with contributions from the Web Standards Group of Northwestern University's Web Steering Committee.

The Office of Web Communications provides standards and technical assistance to help the Northwestern community develop Web pages that are designed for optimum usability and accessibility. Creating a consistent Web presence at Northwestern University is one of the group’s primary goals.

From Northwestern University

University Web Standards online
http://www.webstandards.northwestern.edu

A to Z Style Guide
http://www.northwestern.edu/univ-relations/publications/resources/styleguide/styleguide.html

Northwestern University Dublin Core Meta Tag Generator
http://digital.library.northwestern.edu/mtg/

Northwestern University Logo Guidelines
http://www.northwestern.edu/logo/guidelines.html

PDF format information
Academic Technologies: 847-467-4357

Web Publishing classes
Human Resources Training & Development: 847-491-7459
http://www.northwestern.edu/hr/training/computer.html

Outside Sources


http://hotwired.lycos.com/webmonkey/00/37/index2a.html

http://www.med.yale.edu/caim/manual/


Accessibility Resources

Resources from the Web Accessibility Initiative of the W3C:
http://www.w3.org/WAI/Resources/
http://www.w3.org/WAI/ER/existingtools.html#Evaluation

Accessibility evaluation service on the web:
http://www.cast.org/bobby/

Copyright Resources

http://staffweb.library.northwestern.edu/staff/cdougherty/islma98/urlshandout.html
COPYRIGHT PERMISSION FORM

Northwestern University
Web Site Use Request for Copyrighted Material

Below are the specific pages for which we are requesting copyright permission to convert to electronic format for use on Northwestern University’s Web site.

Name of requesting department:

URL of page where material will appear:

Title:
Editor:
Copyright Date:
Page Numbers:

Title:
Editor:
Copyright Date:
Page Numbers:

Publisher’s Response

Please fax back at your earliest convenience to:

Permission for use of selections is

_____ Granted without exception

_____ Granted with exception(s) listed below:

Credit line desired: ___________________________________________________

If the rights for this material are not entirely controlled by you, please indicated where we should write to obtain copyright permission:

Name: ___________________________________
Title: _________________________________
Signature: _____________________________
Phone: __________________________________
E-mail: ________________________________