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1. ECU Website Information Architecture

ECU’s Information Architecture is based on a top-down (pyramid) approach.

Level 1 (~10% of web content) is the highest level in the structure and is restricted to the ECU Homepage, and various sub webpages that are linked directly.

Level 2 (~25% of web content) contains web content from the four focus areas (About ECU, Future Students, Research and Community), as well as the public webpages for Faculties, Schools and Business centres.

Level 3 (~65% of web content) is the lowest level in the structure and in most cases is web content available on the ‘Intranet’ and restricted to current students and staff.
2. 2009 Corporate web style (‘RED’) - INTERNET

The 2009 Corporate web style ‘Red’ – Internet is the web style to be adopted for all webpages available to visitors via the Internet. The style includes navigation to the four key areas of the Universities’ public web presence, global search box, global footer, and a large dominant ‘ECU Red’ bar, which includes a customised section header graphic depending on the webpage you are visiting.

This style is RESTRICTED to use within the ECU WebCMS, and is to be used for all ‘INTERNET’ web pages.

2.1 Header

2.1.1 ECU Logo
2.1.2 Top level navigation
2.1.3 Search box
2.1.4 Section header
2.1.5 Background
2.1.6 Section header graphic
2. 2009 Corporate web style (‘RED’) - INTERNET

2.1 Header

2.1.1 ECU logo
• The ECU Logo measures 135px wide x 100px high
• Drop shadow structure; Blend Mode - Multiply; Opacity - 43%; Angle - 127; Global Light - checked; Distance - 8px; Spread - 0%; Size - 3px

2.1.2 Top level navigation
• Is constant, applied globally, maintained by the Corporate Web Team and can not be changed

2.1.3 Search box
• Is constant, applied globally, maintained by the Corporate Web Team and can not be changed

2.1.4 Section header
• Reflects the area of the website you are in
• Can not be manually edited

2.1.5 Background
• Overall height is 200px
• Top grey bar colour: #5e5e60; height: 82px
• Thin white line height: 2px
• Red gradient bar height: 113px; colour gradient top # 8f0000 bottom # a80018
• Bottom grey line colour: #a2a5a6 height: 4px

2.1.6 Section header graphic
• Min 288px - max 414px wide, 141px high
• Image should be deep etched around edges sitting on background red and created by the Senior Web Designer
• There can only be one section header graphic per website area unless exemption granted by the Senior Web Designer
2. 2009 Corporate web style (‘RED’) - INTERNET

2.2 Footer

2.2.1 Column 1
- Got a question? Ask us
- Contact us
- Phone 134 ECU (134 328)
- International: +61 8 6304 0000;
- Campus map

2.2.2 Column 2
- Bookshop
- Library
- Online payments

2.2.3 Column 3
- Alumni
- Inside ECU
- Media
- Jobs at ECU

2.2.4 Column 4
- Copyright, Disclaimer, Privacy
- Emergency
- Report errors
- Sitemap
- Last reviewed date
- Cricos code

- Background colour: #5e5e60; top border: 2px high #cccccc
- Font style is constant, maintained by the Corporate Web Team and can not be changed

- Is constant, applied globally, maintained by the Corporate Web Team and can not be changed
- Consists of:
  - Got a question? Ask us
  - Contact us
  - Phone 134 ECU (134 328)
  - International: +61 8 6304 0000;
  - Campus map

- May change to suit website area

- Is constant, applied globally, maintained by the Corporate Web Team and can not be changed
- Consists of:
  - Alumni
  - Inside ECU
  - Media
  - Jobs at ECU

- Is constant, applied globally, maintained by the Corporate Web Team and can not be changed
- Consists of:
  - Copyright, Disclaimer, Privacy
  - Emergency
  - Report errors
  - Sitemap
  - Last reviewed date
  - Cricos code
3. 2009 Corporate web style (‘BLUE’) - INTRANET

The 2009 Corporate web style ‘Blue’ – Intranet is a refined version of the ‘Internet’ style, and as such has many of the same elements. The most noticeable distinction between the two styles is the removal of the ‘section header’ graphic and changing to ‘ECU blue’ as the dominant colour.

This style is **RESTRICTED to use within the ECU WebCMS**, and is to be used for all ‘INTRANET’ web pages.

![Intranet website example](image)

**3.1 Header**

- 3.1.1 ECU Logo
- 3.1.2 Top level navigation
- 3.1.3 Search box
- 3.1.4 Section header
- 3.1.5 Background
3. 2009 Corporate web style (‘BLUE’) - INTRANET

3.1 Header

3.1.1 ECU Logo
• The ECU Logo measures 120px wide x 89px high
• Drop shadow structure; Blend Mode - Multiply; Opacity - 43%; Angle - 127; Global Light - checked; Distance - 8px; Spread - 0%; Size - 3px

3.1.2 Top level navigation
• Is constant, applied globally, maintained by the Corporate Web Team and can not be changed
• Grey bar colour: #5e5e60; height: 24px

3.1.3. Search box
• Is constant, applied globally, maintained by the Corporate Web Team and can not be changed

3.1.4 Section header
• Reflects the area of the website you are viewing
• Can not be manually edited
• Style set in css

3.1.5 Background
• Overall height is 119px
• Top grey bar colour: #5e5e60; height: 48px
• Thin white line height: 1px
• Blue gradient bar height: 70px; colour gradient top #114671 bottom #004b85

3.2 Footer

• Is inherited from the INTERNET style. Refer section 2.2.
4. 2009 Corporate web style - WEB APPLICATION SYSTEMS

4.1 Application style elements

The 2009 Corporate web style ‘Web Application Systems’ is the style to be adopted by corporate web systems if customisation within the system is permitted. The style mandates a common ‘header’ and ‘footer’, whilst allowing the individual systems autonomy in how the ‘middle’ content section appears.

This style can be attained upon application to the Web Business Manager.

4.1.1 ECU Logo

- Logo positioned top right, 104x77px

4.1.2 Header

- 450px wide, 91px high
- Font: Univers 67 Bold Condensed, left margin: 22px, top margin: 40px
- Main heading all caps 24 pt
- Sub heading “Edith Cowan University” all caps 12pt
- The header can be created for you or photoshop template can be attained from the Senior Web Designer

4.1.3 Background

- Background blue colour: #004b85 followed by 1 px white line followed by 29px height red colour: #be112d

4.1.4 Footer

- Footer is 1px blue #004b85 line
- Consists of:
  - Copyright, disclaimer, sitemap, feedback, emergency, Cricos code (all linked)
  - Last updated date
5. Landing pages

5.1 Landing page elements

The ‘landing page’ template is available for webpages within level 2 of the ECU website (refer 1. ECU Website Information Architecture) and are created by the ECU Corporate Web Team.

Examples of the WebCMS templates are available at www.ecu.edu.au/web-administration/webcms
5. Landing pages

5.1 Landing page elements

5.1.1 Summary

- Should span at least 6 lines (min approx 100 words)
- Font is predetermined in CMS and can not be changed

5.1.2 Quote

- Quote should span 3-5 lines (min approx 16 words)
- Title, name and position of person quoted goes below the quote in bold font.

5.1.3 News/Events

- News listings should always have a thumbnail related to the content item.
- Event listings can have thumbnails but it is not mandatory. However, if you decide to include thumbnail images, every event listing item requires one.
- Thumbnail image measures 100px wide, 80 px high
- Heading and thumbnail links through to full story on a 2nd level standard page
- Summary is first few words of story followed by ...
- Heading, space and summary should span same amount of lines for all
- There must be a link to the asset listing (refer 8.3) of all news/events/highlights at the bottom.

5.1.4 Showcase/Highlights

- Showcase randomly rotates through and displays 2-3 samples.
- Height of News/Events/Highlights section should be around the same height as the showcase section.
- The showcase thumbnail measures 420px wide, 190px high and should directly relate to the story. A generic image may be used when a direct relational image can not be found.
- Heading and thumbnail links through to full story on a 2nd level standard page
- The summary should span 3-4 lines.
- There must be a link to the asset listing of the whole showcase at the bottom.

5.1.5 Content areas

- The content area of landing pages can only be a list of assets that lead off to standard pages. It should not be used to hold content only except for contact details.
- Content areas are divided into two columns where the right and left column should be of equal or similar height
- Headings on the grey background becomes a menu item in subsequent standard pages
- Links below the heading become 3rd level menu items but can be hidden if it is a large asset list ie. news items
5. Landing pages

5.1 Landing page elements (continued)

5.1.5 Content areas (continued)

5.1.5.1 Content area types: summary followed by bullet list links

- The summary should span between 3-4 lines.

5.1.5.2 Content area types: link followed by summary

- The summary should span between 2-4 lines.
- Generally, the length of the left column content area should be of similar height to the right column content area. This will impact on how long the summary should be.

5.1.5.3 Content area types: image followed by content

- Content areas may contain a relevant image at the top if required
- Image measures 420px wide, 190px high
5.2 Typography

5.2.1 Summary
- Standard text

5.2.2 Quote
- Font: Georgie "Times New Roman", Times, serif; Size: 0.85em

5.2.3 Quote cite
- Bold; Font: standard; Size: 0.85em.

5.2.4 Section headers
- Font: Georgie “Times New Roman”, Times, serif; Size: 1.6em
- Background colour: #D0D1D3

5.2.5 Content areas
- Title links - Bold; Colour: #004b85; Size: 0.9em; Decoration: underline colour #E4E5FE
- Summary - Size 0.9em; links underline colour #004b85
- Links rollover colour: #BE112D
6. Standard pages

6.1 Standard page templates

The ‘standard page’ template is available for webpages within levels 2 and 3 of the ECU website (refer 1. ECU Website Information Architecture) and can be created by content authors.

Examples of the WebCMS templates are available at www.ecu.edu.au/web-administration/webcms/std-templates

6.1.1 Standard page with left-hand menu

6.1.2 Standard page with left-hand menu and right-hand related contents

- Order:
  - See Also
  - Downloads
  - Linked Images
  - Related Images

- Can contain one, or more of all the right-hand related content types
6. Standard pages

6.1 Standard page templates (continued)

6.1.3 Standard page with wrapped floated video/image and right-hand related contents

- Order:
  - Floated Image
  - See Also
  - Downloads
  - Linked Images
  - Related Images

- Can contain floated image/video only or one or all of the right-hand related content types
- May not contain floated image/video at all to allow text to wrap around right-hand related content

6.2 Standard page template elements

6.2.1 Headings

- All pages have a H2 heading which is the ‘Page Name’ in the WebCMS.
- The H2 style is predetermined in the WebCMS and cannot be changed.
- There should only be one H2 per page
- Headings need to cascade down like the sample below. Ie. H2, H3, H4
6. Standard pages

6.2 Standard page template elements (continued)

6.2.2 See Also

• Not to be used for primary navigation
• For linking outside of the current website into related web pages
• Typically used for linking to external websites mentioned in the body text

6.2.3 Downloads

• For downloads of documents relevant to your page
• Linked item should ideally be in PDF format but may also be in Word or Excel format
• Ensure file size of document to be downloaded is compressed and optimised for online viewing

6.2.4 Related images

• Width: 142px; height: 115-190px
• Must have a caption of no more then 10 words that describes the picture contents.
• Images must relate to the page contents
• Refer to Appendix B for more information on images.

6.2.5 Linked images

• Width: 142px; height: 115-190px
• Image should be the cover of the document to be downloaded
• Linked item should ideally be in PDF format but may also be in Word or Excel format
• Ensure file size of document to be downloaded is compressed and optimised for online viewing
• Title and file size of download is displayed automatically by the WebCMS
• Refer to Appendix B for more information on images.
6. Standard pages

6.2 Standard page template elements (continued)

6.2.6 Floated images

- Width: 347px; height: 280-347px max (no portrait images)
- Height may be shortened to 250px if it suits the image better
- Pages linked through from landing page may use landing page thumbnail as floating image (420 x 190px)
- All floated images must have a caption spanning no more than three lines that describes the picture contents

6.2.7 Video

- Width: 347px; height: 280px
- Videos should be in FLV format which are created from the following video formats:
  - DV (in MOV or AVI container, or as a containerless DV stream)
  - MOV
  - MP4
  - MPEG-1, MPEG-2, and MPEG-4 formats (MPEG, MPE, MPG, M2V, MPA, MP2, M2A, MPV, M2P, M2T, AC3, MP4, M4V, M4A)
  - Media eXchange Format (MXF)
  - AVI
  - WMV (WMV, WMA, ASF; Windows only)
- Videos must have a caption spanning no more than three lines that describes the video
6. Standard pages

6.3 Asset Listings

6.3.1 News items

- If there is an RSS feed, an icon with a link “Subscribe to RSS feed” goes below the page heading
- News heading comes first and links through to whole news article
- Date of news items follows. Format is automated.
- Summary as it appears on the landing page follows
- Each story is divided by a horizontal rule
- 10 news items per page

6.3.2 Speeches

- Name of speaker comes first
- Speech heading follows and links though to the whole speech page
- Date of speech goes under the speech heading
- Summary of approx five lines follows
- Each speech item is divided by a horizontal rule

6.3.3 Event listings

- Tabbed links of days (according to your site’s needs) goes under the heading
- Events are listed in order of time
- Event title links through to full event page
- Date, room, then presenter follows
- Room is linked to ECUSIS
- Summary of approx three lines follows
- Each event item is divided by a horizontal rule
7. Navigation and structure

7.1 Top level navigation

- Is constant, applied globally, maintained by the Corporate Web Team and can not be changed.
- Stays constant and can not be changed.
- Consists of four top level navigation items:
  - About ECU
  - Future Students
  - Research
  - Community

7.2 Left-hand-side menu

- Menus can only go down three levels deep.
- Every page linked on the menu item must be in the corporate style. ie. No menu item links can link to an external page or website that isn’t on the WebCMS.
- The menu should contain a minimum of 5 top level links and a maximum of 15.
- Menu titles should be brief and descriptive. Jargon should not be used. eg. Use email instead of Outlook, Staff benefits instead of StaffPlus. If uncertain, contact the Senior Web Developer for assistance.
- Ensure menu items uses the ‘Caps’ rule. ie. Only the first letter of the first word is to be a cap unless it is a name or acronym.
7. Navigation and structure

7.2 Left-hand-side menu (continued)

- The menu style is set up in the WebCMS and cannot be changed. For reference:
  - Menu background colour: #d0d1d3
  - Selected background colour: #b30000
  - Expanded sub-menu background colour: #f9f9f9
  - Font colour: #333333; bold
  - Selected sub-menu font colour: #be112d
  - Hover colour: #be112d; underlined
  - Font size: 0.925em

- Menu items with 2nd level navigation have a right-facing arrow at the front. You need to contact the Senior web designer to do this as it is specified in the global css style sheet.

- Menu sections are separated by a dotted white line. You need to contact the Senior Web Designer to do this as it is specified in the global css style sheet.
7. Navigation and structure

7.3 Web paths

- The web path is the name of the page in the URL.
- The WebCMS automatically sets up the web path to be the page title of your web page. Eg. The web path for About ECU is www.ecu.edu.au/about-ecu.
- If you change the name of your page, you need to remember to change the web path also. Eg. A page titled ‘Copyright and Disclaimer’ has the web path /copyright-and-disclaimer. The page gets changed to just ‘Copyright’. The web path needs to be adjusted to be /copyright.
- If your page name has an ‘&’ in it, the default web path will display two hypens. Eg. Fees & charges will have the web path /fees--and--charges. The extra hypens need to be removed so the web path becomes fees-and-charges.
8. Writing style

8.1 Contact information

- The Contact information should be placed at the bottom of each page underneath the content and separated by a horizontal rule.

- First line: H4 heading - ‘Contact’ (or Contacts if more then one contact)
- Second line: Professional title (if one), first name, last name
- Third line: Phone: +61 8 XXXX XXXX
- Fourth line: Facsimile: +61 8 XXXX XXXX (leave out if there is no fax)
- Fifth line: Email: x.xxx@ecu.edu.au (email address is linked)
- Sixth line: Web: www.xx.xx.au (leave out if there is no web address)

8.2 Further information

- If you need to direct people to further information on a page, the following sentence should be used: 
  For further information, please visit the xxxx website. (xxxx website is linked)
- Do not use double arrows after. Ie. Don’t write, See more >>
  The linked style of blue text with underline already denotes that it is a link to further information.
- The linked website should also be placed in a ‘See Also’ box (refer item 5.2.2)

8.3 Language

- Please refer to Corporate Communication’s (pr@ecu.edu.au) Writing Style Guide for information regarding how we format web information. Eg, the way we format phone numbers, email addresses etc.
Appendices
A. Typography

Below is an outline of all text styles. They are pre-determined in the WebCMS and cannot be changed.

Standard font
Arial, Helvetica, sans-serif; Colour: #333333 (unless otherwise stated)
Size: 1em; line height: 1.5em
Links - Colour: #004B85; underline
Links rollover Colour: #BE112D; underline

H1 Headings (section titles):
Bold; Color: #FFFFFF; Size: 2.5em

H2 Headings
Bold; Colour: #BE112D; Size: 1.4em; Letter Spacing: 0.05em

H3 Headings
Bold; Size: 1.1em

H4 Headings
Bold; Size: 1.0em

Horizontal Rules
Colour: #C1DAD7; Height: 1px

Other Type styles
.red-type - Colour:#BE112D

Footer
Colour: #FFFFFF, Size: 0.9em, Decoration: dotted underline
Links rollover Colour: #BE112d

Notes:
• The ‘red-type’ class style should only be used for headings where H1, H2, H3 and H4 is not appropriate
• If it is necessary to emphasise a point, then bolded text may be used. Overuse is discouraged.
• Italics should only be used when referencing titles or quotations and not to emphasise a point.
• Underlines are never to be used except for links which is automatically generated when a link is made in the WebCMS.
• Use of any other font style or colours is strictly prohibited
B. Images

- The quality of images on the ECU website must be of a high standard. They must be clear and in focus. It is recommended that images are ‘saved for web’ in Photoshop at 70% for maximum quality but smallest file size. Inappropriate images of poor quality will be removed and may be replaced at the discretion of the Senior Web Designer.
- Images with block colours and no shadows (ie. Logos) should be saved as a GIF file. Photo type images should be saved as a JPG or PNG file.
- Must be relational to the content and not added for the sake of it.
- Must not contain any borders.
- Stock photography is discouraged and usage of ECU’s own photos encouraged. See the Web Administration Photography page for more information (www.ecu.edu.au/web-administration/resources/photography).
- If stock photography must be used, ensure you have the copyright license to use it.
- Clip art is strictly forbidden.
- Alt tags and captions must be added at the time of uploading the images to the WebCMS.
- All images must contain a caption except for thumbnails.

B.1 Image sizes

B.1.1 Section header

Min 288px - Max 414px

B.1.2 Related/Linked images

Min 115px
Max 190px
B. Images

B.1 Image sizes (continued)

B.1.3 Thumbnails

100px  
80px

B.1.4 Floated images

347px

Standard
280px

Min
250px
(only if necessary to fit image)

B.1.5 Landing page showcase thumbnails

420px  
190px
C. Customisations

C.1 ECU homepage segmented

C.1.1 Banner

- Actual image file measures 654 x 192px
- White bar at the bottom measures 16px high and allows for image to overlap into it if needed.
- May contain 1 - 4 rotating messages as a swf. file
- JPG image must also be supplied to display if audience browser does not have flash player installed
C. Customisations

C.1 ECU homepage segmented (continued)

C.1.2 News

- There are always four news items on the homepage which is managed and owned by Corporate Communications.
- The thumbnails are the standard size (refer B.1.3) and measure 100px wide x 80px high. A thumbnail must always accompany stories that go on the homepage.
- Both the news heading and image links through to the news story in Inside ECU
- The news title and intro should span 5 lines

C.1.3 Seasonal links

- Seasonal link buttons change occasionally as required
- There may be four seasonal buttons measuring 100px wide x 80px high or three buttons measuring this size with two on top of each other measuring 148px wide x 43px high in the last column.

C.1.4 Quick links

- These links are constant and consist of:
  - Student & Staff Portal
  - Got a Question? Ask Us
  - Apply Online Now
  - Virtual Information Pack

C.1.5 Events

- The events section is owned and edited by Corporate Communications
- Should contain 3 events at a time
- Each event is separated by a horizontal rule
- Day, date then location follows event title
C. Customisations

C.2 ECU homepage typography

C.2.1 News

- Headings - Bold; Colour: #BE112D; Size: 0.95em; Rollover decoration: underline
- Summary - Colour: #333333; Size: 0.9em

C.2.2 Quick links

- Bold; Size: 1.0em; Colour: #FFFFFF; Rollover decoration: underline

C.2.3 Events

- Heading (h2) - Colour: #FFFFFF; Size: 2em
- Title links - Colour: #d6aa40; Size: 0.85em; Decoration: dotted underline
- Summary - Colour: #FFFFFF; Size 0.85em