

# Vancouver Island University

## Web Standards Guidelines

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VANCOUVER ISLAND  
UNIVERSITY

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*This document was based on:  
UVic Web Policy & Guidelines  
5 Aug. 2005, University of Victoria, <http://web.uvic.ca/webcoor/guidelines/index.html>.*

# Introduction

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The Vancouver Island University website is representative of the institution. It is important for the site to present a positive and professional image and display consistency in design, language, and functionality. Vancouver Island University's Web Standards Guidelines have been created to ensure all official web pages (i.e. located on www.viu.ca) adhere to basic standards. These guidelines were developed in consideration of the standards set by the World Wide Web Consortium (W3C), which are regarded as a benchmark for the industry. Developers of official web content for Vancouver Island University are expected to adhere to the standards set out in this document.

The Web Guidelines are intended to inform campus web designers, web content publishers, and external agencies involved in the creation of official Vancouver Island University web pages. Web publishers (i.e. individuals who use software to update pages on the official site) are responsible for the content of the pages they publish, and are expected to abide by the highest standards of quality, consistency, and accuracy.

These guidelines also aim to address three distinct needs related to the operation and functionality of the Vancouver Island University website:

- The need to ensure **consistency** in the user experience, through a seamless encounter with site navigation and layout;
- The need to avoid the increased **costs** associated with having to bring externally-created websites in line with VIU's server platform; and
- The need to allow for **ease of updating**, for the web developers and/or web publishers.

## Status Categories: Official and Unofficial Websites

### Official Vancouver Island University Websites

Only websites residing on www.viu.ca are considered to be official Vancouver Island University websites or web pages. Websites developed for faculties, schools, departments, or other units of the University, or official University publications made available by Vancouver Island University units are considered official websites in support of the institution's core mission statement.

For purposes of explanation, when the term 'official site' is referenced in this document, it is referring to sites on www.viu.ca only.

### Unofficial websites

Websites that reside on other servers, for instance web.viu.ca, are considered unofficial websites. These unofficial sites provide a location for faculty to publish VIU-based projects and web content related to their course materials. Academic freedom is paramount on unofficial sites and these sites are not required to conform to the standards guidelines set forth here.

Official websites are subject to certain conditions if deemed to be non-compliant with the guidelines, violate law or institutional policy, or be detrimental or damaging to the University. This could include asking the web developer or publisher to remove or update the non-compliant material. Failure to do so could result in the removal of the non-compliant content. The decision to edit a site or remove non-compliant content would ultimately be made by the Director of Communications & Public Relations, or her designate.

Official website concepts and site development must be approved in principle by the Web Manager, Communications & Public Relations before design work begins. Faculties, departments, or areas have the responsibility to contact the Web Manager to propose new websites and acquire pre-approval. The responsible use of information technology for web design requires that you:

- Respect the privacy of personal data (i.e. do not publish student names and/or e-mail addresses without prior written permission);
- Comply with the University's policies regarding all forms of harassment;
- Respect all pertinent licenses, copyrights, and contracts; and
- Respect any relevant law governing the use of information technology.

The responsible development of web pages requires that:

- Written content be provided by an official University representative;
- Graphic content has met with all University visual identity standards, as determined by the Communications & Public Relations office;
- Photographic images have official waivers in place, where required;
- Web pages be developed using Vancouver Island University templates, be W3C compliant, respect all currency verifications, cooperate with the institution's server platform, and adhere to graphic standards outlined by the Communications Office;
- Architecture and implementation be provided by official University web employees and, when this is not the case, architecture and implementation be provided by authorized contractors who have a signed "Web Development Agreement" (see Appendix 2), held on file with the Purchasing office;
- Sites be maintained with Adobe Contribute software – which is centrally administered and overseen by the Web Manager; and
- Requirements for the proper use of University templates are maintained.

## **Disclaimer**

A disclaimer has been developed for use on the institution's websites. A link to the official disclaimer should be included on the main page of each sub-site within the official site. The disclaimer, which follows, is intended to protect the institution; it is not intended to support a lack of care with the information published on the official site:

Although care has been taken in preparing the information contained in the official website, Vancouver Island University does not, and cannot, guarantee its accuracy. Anyone using the information on this site does so at his or her own risk; any loss arising from the use of information on the official website is the sole responsibility of the user. Vancouver Island University will not be responsible for any injury or damage arising from its use.

This disclaimer can be found at [www.viu.ca/disclaimer](http://www.viu.ca/disclaimer)

**Associated Policy Sources**

Use of Information Technology, Policy 45.01

# Accessibility

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Vancouver Island University is committed to ensuring that our website is accessible for all users, regardless of any disability they may have or the technology they use. To meet this commitment, we subscribe to the Web Content Accessibility Guidelines (WCAG 2.0, Level AA Conformance, <http://www.w3.org/TR/WCAG20/>) presented by the World Wide Web Consortium (W3C).

Some key points to consider include:

## Testing

Web designers and developers are encouraged to test pages using adaptive software. For example:

- Lynx – <http://lynx.browser.org>  
A text browser used by people who have low-bandwidth, use screen-reading software or who prefer graphics-free web browsing.
- Jaws – [http://www.freedomscientific.com/fs\\_downloads/jaws.asp](http://www.freedomscientific.com/fs_downloads/jaws.asp)  
Screen-reading software that operates in all Windows applications. A free demonstration can be downloaded.

## Evaluation

Evaluating finished web pages for accessibility is an important step. Some of the many tools available for this purpose include:

- A-Prompt – <http://www.aprompt.ca>  
A-Prompt (Accessibility Prompt) is a software tool designed to improve the usability of HTML documents by evaluating web pages for accessibility barriers and then providing developers with a fast and easy way to make the necessary repairs.
- Bobby – <http://webxact.watchfire.com>  
This service allows for the testing of web pages and helps expose and repair barriers to accessibility.
- Firefox web developer extension - <https://addons.mozilla.org/firefox/60>  
A plug-in for the Firefox browser that allows the validation of Section 508 accessibility directly from the page being viewed.

See the W3C website (<http://www.w3.org/WAI>) for more information on accessibility standards.

# Compatibility

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## Browser Compatibility

All Vancouver Island University websites should display as designed on W3C standards-compliant browsers (e.g. on PC platforms: IE 5.5 and above, Netscape 6.2 and above, and Mozilla 1.x and above; on Mac platforms: IE 5.x and Safari). In older browsers (all brands and platforms), all content should display, but formatting does not have to display, and pages do not have to look exactly the same in all browsers. Version 1 and 2 browsers do not need to be supported.

All Vancouver Island University web pages should be created using valid XHTML 1.x standards. If you follow XHTML 1.x standards, virtually all content will display in all browsers, even if the formatting does not display in older, nonstandard browsers. Pages should be tested with a validation tool, such as the W3C tool located at <http://validator.w3.org>.

It is not considered appropriate to include “Best viewed with...” messages. Information requiring plug-ins (e.g. to view PDF or Flash) is acceptable, but all content should be accessible.

Lynx users should be able to navigate through the site using the text links. If a site's content displays properly in Lynx, it will most likely work with speech synthesizers, such as Jaws. Avoid using browser-specific mark-up (e.g. IE hacks) and ensure content and navigation are accessible to text-only browsers.

## Contact Information

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Each website should include either a contact e-mail or a link to the contact information page for the person who is either maintaining the site or is responsible for the site's content. Providing both contacts may be necessary depending on the nature of the website. A contact phone number for further information should be included on all main pages of each site.

## Content

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### Inappropriate Content

A well-maintained site that displays accurate, current information is essential to maintain the professional standard held by Vancouver Island University. Publishers should optimize the “dynamic” nature of the web by regularly providing new information or by updating existing information (see Editors/Publishers); this also improves our ranking on

search engines. Outdated news and statistics can undermine the site's credibility and the www.viu.ca site, in general. Content not appropriate for inclusion on official Vancouver Island University web pages includes:

### **Advertising**

This includes random graphics and links from "Web Rings" or "Link Exchanges," as well as on-screen credit for web design. Information regarding a site's designer can optionally be included in the "author" Meta tags (see Meta Tags and Titles) or on an "about this website" page. Any reference to commercial activities and personal businesses is strictly forbidden.

### **Duplication of VIU Content**

The duplication of existing VIU content is discouraged. Instead, to eliminate repetition and ensure accuracy, the original content should be linked via Server-Side Include (SSI) or through scripting.

### **Duplication of Content found on the Web**

If you do reproduce content created by another person, you must respect all copyright and trademark regulations.

### **Links to Other Sites**

Official Vancouver Island University websites may contain links to other sites. This linkage is not always the intention of the University and the institution is not responsible for the content and the privacy practices of other websites. Users are encouraged to examine each site's privacy policy and disclaimers to determine the accuracy, reliability, and correctness of material and information found. Current browsers do not evenly support the target attribute of a link; therefore, when linking to a website the "target" attribute should be avoided.

### **Page Counters**

Visible page counters or page counting services from external organizations are not acceptable on Vancouver Island University websites. If you require visitor statistics for your site, please contact the Web Manager, who can provide you with more accurate statistics that are invisible to the user.

### **"Under Construction" Messages**

"Under Construction" messages or images should not be used on official websites. Web publishers working on official websites must make the commitment to maintain currency on any published page.

### **Minimal Content**

Minimal content standards for Vancouver Island University web pages are comprised of the following:

- Contact information for the unit (including address, phone number and e-mail);

- Contact information for the person responsible for updating the website (including address, phone number, and e-mail, if different from unit contact info), this is not necessarily the designer;
- Link to the Vancouver Island University home page;
- Date the content was last updated; and
- A link identified as “Legal Notices”, which links to a standard document containing a content disclaimer. The document is posted at <http://www.viu.ca/disclaimer/>.

If the site belongs to a department or centre, the inclusion of a link to the relevant faculty site is also considered appropriate.

## **Contracted Web Services**

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Vancouver Island University relies on its web development team, headed by the Web Manager, to create and manage its official web pages. The VIU web team has the first right of refusal to any official web work. If an area/department/faculty wishes to contract an outside web developer, it must be done with the prior knowledge of the Web Manager, Communications & Public Relations.

Any contracted web developer must have a signed “Service Provider Contract” in place along with a signed “Web Service Provider Agreement” before the web work begins (see Appendix 2). These forms are managed by the Vancouver Island University Purchasing department. Web development work done without these signed documents in place will be considered unauthorized and may not be placed on the official website. This decision will be made at the discretion of the Director, Communications & Public Relations, or her designate.

## **Contributors**

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### **Editors/Publishers**

Web publishers or editors are individuals responsible for updating their department/faculty/area’s web page and they are required to adhere to the Vancouver Island University web style template and to maintain the content currency of these web pages. The work of updating sites will be done with Macromedia Contribute software. A software license can be purchased through standard institutional purchasing system and it will be installed on the editor/publisher’s computer – the licenses are not roaming and are non-transferable. It is recommended that web publishers perform a total website review annually at minimum, to ensure accuracy.

# Copyright

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Audio, images, text, or video footage may only be used after confirmation of permission-to-use from the medium's copyright holder. Any medium that shows clear, recognizable faces, where these images are not professional models, should also have an accompanying signed waiver to ensure the people know and don't object to the use of their images to endorse the University. These waivers can be obtained from the Communications & Public Relations department or online at <http://www.viu.ca/communications/pdf/Waiver.pdf>

Official Web pages should identify that materials are © Vancouver Island University, a date is not necessary.

# Directory Structure

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## Bread Crumbs

Breadcrumbs are navigational links that appear below the page header. They provide users with a hierarchical path to assist in orientation within a site and a context for where the page falls within the framework of the VIU website. Breadcrumbs also allow the user to easily navigate "up" one or more levels in the website.

## Domain Names and URLs

Any new domain names or URLs will follow the website naming convention. Requests for new domain names or web server addresses should be submitted to VIU's Web Manager, who will then determine the appropriateness and viability of the request.

## File Names

- The default file does not need to be included in a link in order for the URL to resolve correctly, for example, <http://www.viu.ca/library> is easier to remember than <http://www.viu.ca/library/index.asp>
- Make sure that the default file in each directory and subdirectory is titled "index.htm", "index.asp" or "index.aspx," to keep the URL short. For example, <http://www.viu.ca/library> is easier to remember than <http://www.viu.ca/library.asp>
- Use lowercase titles for all your file names.
- Make sure that file names have proper extensions, such as .aspx or .asp, .jpg, .gif, .swf, etc.
- Do not use spaces or punctuation in file names.
- The underscore "\_" convention may be used for file names **except** where the file name will be used in print material.

- Place all your images and graphics in a subdirectory called “images.” This subdirectory should be located within your site's top-level directory.
- Use intuitive naming for your files and directories – keep file names as short and descriptive as possible.
- When referring to URLs within the content of a website, “http://” preceding the URL is not necessary, as long as the link resolves correctly.
- Links should be relative to the site root, not to the document. This will ensure the link resolves correctly if the page is moved or the content is included via Server-Side Include (SSI).

## **Navigation**

All official University websites should display the Vancouver Island University logo, as defined by the institution’s Visual Identity Guidelines, on each page. This logo image will link back to the Vancouver Island University official homepage. Top level pages should contain a link back to the official homepage and lower level pages should contain a link back to the main page for their respective sub-site.

## **Flash Sites**

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Flash animations are acceptable for special purposes, only. Flash sites, Flash intros, or Flash menus should be avoided, as they are not accessible to many users.

Websites built with Flash can pose several major problems, for instance:

- The content is not accessible to users with disabilities.
- Although Flash files regularly load faster than GIFs and JPGs, the initial loading time is slower, as it takes a moment to load the Flash player. This is especially a problem when visitors are waiting for a menu to load.
- It is often not possible to bookmark individual pages, so visitors cannot jump to individual parts of the site.
- Visitors cannot use the back and forward buttons to move through the site, in such instances, the back button will take you to the previous site visited.
- Google cannot index the content properly, which means that none of your content will show in the Vancouver Island University search results.
- It will be harder to update the information as the person doing the updating must have knowledge of Flash.

# Formatting

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## Abbreviations

You can use the <acronym> tag to define abbreviations and new terms in a document. For example, <acronym title="World Wide Web Consortium">W3C</acronym>. In CSS-2-compatible browsers the acronym will be underlined by a dotted line. For IE you need to style the acronym with a dotted line.

Mousing over the acronym will bring up a tool tip with the meaning of the term. Because this won't work in older browsers, you cannot rely solely on this method to clarify terms and abbreviations. Therefore, you will still need to use traditional methods to define them.

## Cascading Style sheets

The formatting and design of Vancouver Island University websites has been separated from content as much as possible. This is achieved using Cascading Style Sheets (CSS), defined in separate CSS files. Additional CSS files must follow W3C CSS-2 standards and must pass the W3C CSS validator.

## Font

Font attributes, such as size, type, and colour are determined by the web template and are not alterable.

## Templates

The use of Vancouver Island University web templates is required for all official web page development. Deviations from the template must be requested in writing to the Web Manager and approved before work begins on the new page. It is expected that publishers and editors will adhere to the style options and header styles within the Vancouver Island University templates.

## Frames

Frames are not acceptable for use on official Vancouver Island University website because they are not part of the XHTML specification and present serious usability and accessibility problems.

# Images

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## Download Speed

The Vancouver Island University website has been designed to accommodate visitors using a 56 kbps modem in mind; the site should download within 20 seconds at 56 kbps. In order to maintain this speed, the total size of all content on those pages should not exceed 100 KB. Linked content exceeding 1 MB should include a reference to the file size in square parentheses (e.g. [1 MB]).

## Graphics

Graphics should be used sparingly, and only for specific communications purposes. They should not be used for their own sake or to dress up a page. In particular, graphics should not be used for text; all text elements on the page should be rendered as text for ease in editing and accessibility. Graphics can be used to provide visual information that cannot be communicated in text (e.g. maps), to provide data that can best be communicated in graphical form (e.g. graphs, charts, logos), or to show what something or someone looks like (e.g. photos - see copyright for information on waivers). The SVG format should only be used for special purposes, as it requires a plug-in for a majority of browsers. Acceptable graphic formats are GIF, JPEG, and SWF.

The PNG format is not acceptable and should not normally be used to replace JPEG images, as their file sizes are often larger. PNG files are meant as a replacement for GIF files. Although the PNG format is supported by most browsers, it is poorly implemented in Windows. See <http://www.libpng.org/pub/png/pngapbr.html> for additional information. The JPEG2000 format is superior to JPG, but requires a plug-in for most browsers and graphics applications and, therefore, should not be used.

## Logos

The Vancouver Island University logo, as defined by the Visual Identity Guidelines, is the graphic symbol of the University and should be used with consistency in printed and electronic formats. To ensure consistency, always maintain the clarity and integrity of the University logo and do not alter it in any way. The official logo is intended to be a stand-alone logotype and should take precedence over secondary logos developed and used by internal campus units. When used on the same page with other logos, the images should be separated by as much space as possible and accompanied by text that clearly articulates the relationship between the organizations represented (e.g. co-sponsors, joint academic partners, research collaborators). The VIU logo should not be used to promote an event, group or service that is not officially sponsored with full knowledge by Vancouver Island University, even if the event is held on campus or if the group or service has had contact with VIU.

All logos on Vancouver Island University websites must follow the guidelines for the Vancouver Island University visual identity; details are available from the Communications & Public Relations website. The University logo is available for download in a low resolution for electronic (web) purposes and a high resolution for print-quality documents from the Communications & Public Relations website, <http://www.viu.ca/communications>.

If you have questions or concerns regarding the institution's visual identity, please contact the Director of Communications & Public Relations.

## **Photos & Images**

Persons shown in photos or video clips must sign a release waiver. Waivers are available online at <http://www.viu.ca/communications/pdf/Waiver.pdf>. Signed waivers are kept on file in the Communications & Public Relations Office.

## **Meta Tags and Titles**

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Appropriate meta description and keyword tags must be used in the document header for indexing in the Vancouver Island University Google Search engine. The "title" tag should be included on all web pages and generally follow the format: <title>Page Title | Faculty/School/Department name</title>. This title will become the link to the web page when it is found through a search engine such as Google. Using text such "Welcome to..." or "...Homepage" is not necessary, identification meta tags including description, keywords, and author are also recommended. The "author" meta tag for official Vancouver Island University web pages should be <meta name="author" content="Vancouver Island University"/> and the "description" meta tag for official Vancouver Island University web pages should be <meta name="description" content="Vancouver Island University, The Right Choice for University & College">

## **Mobile Devices**

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The basic attributes of the Vancouver Island University official website are accessible on most handheld devices. VIU is working towards improving its site accessibility through these various devices. The W3C Web Initiative addresses the importance of mobile devices; see the W3C Mobile Web Initiative (<http://www.w3.org/Mobile>) for more information on web accessibility on handheld devices.

## **PDF Documents**

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Adobe Acrobat (PDF) files preserve document layout allowing files to be viewed and printed consistently on a variety of platforms. Web authors who wish to use PDF files must:

- Follow the Accessibility Guidelines posted by Adobe,
- Ensure essential content is available to users who do not have the Acrobat plug-in.

## **Screen Resolution**

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### **Width**

Pages must be designed to be no more than 760 pixels wide to fit comfortably in an average 800 x 600 pixel screen on both PCs and Macs. VIU's web templates use a fixed width which permits the entire page to be seen in a window of 760 pixels wide allowing pages to be printable without cutting off the right margins. If fixed-width layout is being utilized, pages cannot be wider than 678 pixels. This limitation can be avoided by using a variable width layout. Alternatively, some elements can be hidden, such as a left-hand navigation bar, from the printed version with a print-specific style sheet.

### **Height**

The most important content of a page, and especially the home page of a site, should fit in the top 405px of the page. Pages should be designed for 1024px x 768px and look appealing at a minimum of 800px x 600px. Pages should be accessible at all resolutions.

## **Server Technology**

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### **Platform**

The official VIU web presence (<http://www.viu.ca>) is hosted on a Windows Server 2003 web server running both classic ASP and ASP.NET 3.5 technology. External contract developers not conforming to these specifications will be subject to the repercussions detailed in the Web Developer Service Agreement.

### **XHTML**

All new Vancouver Island University web pages must adhere to XHTML 1.x specifications as set by the W3C (<http://www.w3.org>). All pages should pass the W3C validator (see <http://validator.w3.org>).

## **Javascript**

Javascripts can be used on a site, but content should be accessible for users that have Javascript turned off. Ensure that:

- Alternative content is added to the `<noscript> </noscript>` tag,
- Return false () in Javascripts are used to open a new window, and
- Long Javascripts should be loaded from a separate .js file, such that it only has to be loaded once for each visit to a site.

## **Web Management**

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### **Communications and Public Relations**

The Web Manager, Communications & Public Relations is responsible for graphics and content standards for the official University website ([www.viu.ca](http://www.viu.ca)), domain name approval, administering user accounts for Vancouver Island University websites and clarification of the Web Standards Guidelines. The Web Manager reports to the Director, Communications & Public Relations

### **Information Technology Services**

Information Technology (IT) is responsible for purchasing, registering, and maintaining the server operating system and hardware and system software.

# Appendix 1

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## Glossary

### Browser

Short for Web browser, a software application used to locate and display Web pages. The two most popular browsers are Microsoft Internet Explorer and Mozilla Firefox. Both of these are graphical browsers, which means that they can display graphics as well as text. In addition, most modern browsers can present multimedia information, including sound and video, though they require plug-ins for some formats.

### Domain name

A name that identifies one or more IP addresses. For example, the domain name microsoft.com represents about a dozen IP addresses. Domain names are used in URLs to identify particular Web pages. For example, in the URL <http://www.viu.ca/communications>, the domain name is viu.ca.

Every domain name has a suffix that indicates which top level domain (TLD) it belongs to. There are only a limited number of such domains. For example:

- gov - Government agencies
- edu - Educational institutions (outside of Canada)
- org - Organizations (nonprofit)
- mil - Military
- com - commercial business
- net - Network organizations
- ca - Canada
- th - Thailand

Because the Internet is based on IP addresses, not domain names, every Web server require a Domain Name System (DNS) server to translate domain names into IP addresses.

### File name

The name of a file. All files have names. Different operating systems impose different restrictions on filenames. Most operating systems, for example, prohibit the use of certain characters in a filename and impose a limit on the length of a filename. In addition, many systems, including DOS and UNIX, allow a filename extension that consists of one or more characters following the proper filename. The filename extension usually indicates what type of file it is.

Within a single directory, filenames must be unique. However, two files in different directories may have the same name. Some operating systems, such as UNIX and the Macintosh operating system, allow a file to have more than one name, called an alias. (In Unix, aliases are called links or symbolic links.)

## **Frames**

A feature supported by most modern web browsers than enables the web author to divide the browser display area into two or more sections (frames). The contents of each frame are taken from a different web page. Frames provide flexibility in designing web pages, but should be avoided because they are supported unevenly by current browsers.

## **HTML**

Short for HyperText Markup Language, the authoring language used to create documents on the World Wide Web. HTML is similar to SGML, although it is not a strict subset. HTML defines the structure and layout of a Web document by using a variety of tags and attributes. The correct structure for an HTML document starts with <html><head>(enter here what document is about)<body> and ends with </body></html>. All the information you'd like to include in your Web page fits in between the <body> and </body> tags. There are hundreds of other tags used to format and layout the information in a web page. Tags are also used to specify hypertext links. These allow web developers to direct users to other Web pages with only a click of the mouse on either an image or word(s).

## **Javascript**

A scripting language developed by Netscape to enable Web authors to design interactive sites. Although it shares many of the features and structures of the full Java language, it was developed independently. Javascript can interact with HTML source code, enabling Web authors to spice up their sites with dynamic content. JavaScript is endorsed by a number of software companies and is an open language that anyone can use without purchasing a license. It is supported by recent browsers from Microsoft, Netscape, and Mozilla, though Internet Explorer supports only a subset, which Microsoft calls Jscript.

## **Meta data**

Data about data. Meta data describes how and when and by whom a particular set of data was collected, and how the data is formatted. Meta data is essential for understanding information stored in data warehouses.

## **Meta tag**

A special HTML tag that provides information about a Web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed. Instead, they provide information such as who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Many search engines use this information when building their indices.

## **Platform**

The underlying hardware or software for a system. For example, the platform might be an Intel 80486 processor running DOS Version 6.0. The platform could also be UNIX machines on an Ethernet network.

The platform defines a standard around which a system can be developed. Once the platform has been defined, software developers can produce appropriate software and managers can purchase appropriate hardware and applications. The term is often used as a synonym of operating system. The term cross-platform refers to applications, formats, or devices that work on different platforms. For example, a cross-platform programming environment enables a programmer to develop programs for many platforms at once

### **Plug-in**

(n.) A hardware or software module that adds a specific feature or service to a larger system. The idea is that the new component simply plugs in to the existing system. For example, there are a number of plug-ins for the Netscape Navigator browser that enables it to display different types of audio or video messages. Navigator plug-ins are based on MIME file types

### **Server-side include**

Abbreviated SSI. A type of HTML comment that directs the web server to dynamically generate data for the web page whenever it is requested. The basic format for SSIs are: `<!--#command tag="value"...>` where `#command` can be any of various commands supported by the Web Server. The simplest command is `#include`, which inserts the contents of another file. This is especially useful for ensuring that boilerplate components, such as headers and footers, are the same on all pages throughout a website. To change a boilerplate element, you need only modify the include file, instead of updating every individual Web page.

SSIs can also be used to execute programs and insert the results. They therefore represent a powerful tool for Web developers.

There is no official standard for SSIs, so every web server is free to support different SSIs in different manners. However, many SSI commands, such as `#include` and `#exec`, have become de facto standards.

Web pages that contain SSIs often end with a `.shtml` extension, although this is not a requirement. The filename extension enables the web server to differentiate those pages that need to be processed before they are sent to the browser.

### **Style sheet**

In word processing and desktop publishing, a style sheet is a file or form that defines the layout of a document. When you fill in a style sheet, you specify such parameters as the page size, margins, and fonts. Style sheets are useful because you can use the same style sheet for many documents. For example, you could define one style sheet for personal letters, another for official letters, and a third for reports. In Internet use, "style sheet" refers to a cascading style sheet (a `.css` file) attached to an HTML document that controls the formatting of tags on web pages. The browser follows rules (a "cascading order") to determine precedence and resolve conflicts.

## **Template**

See style sheet.

## **URL**

Abbreviation of Uniform Resource Locator, the global address of documents and other resources on the World Wide Web.

The first part of the address indicates what protocol to use, and the second part specifies the IP address or the domain name where the resource is located.

For example, the two URLs below point to two different files at the domain viu.ca. The first specifies an executable file that should be fetched using the FTP protocol; the second specifies a web page that should be fetched using the HTTP protocol:

`ftp://www.viu.ca/stuff.exe`

`http://www.viu.ca/index.asp`

## **Visual identity**

The visual elements of your brand (brand = a valued promise that an organization makes to its external and internal audiences.). Often includes institutional name, wordmark, logo, other graphic elements, and standards.

## **W3C**

Short for World Wide Web Consortium, an international consortium of companies involved with the Internet and the Web. The W3C was founded in 1994 by Tim Berners-Lee, the original architect of the World Wide Web. The organization's purpose is to develop open standards so that the Web evolves in a single direction rather than being splintered among competing factions.

## **Waiver**

Intentional relinquishment of a right, claim, or privilege; the document that evidences such relinquishment.

## **Web ring**

Also spelled "Webring," a series of websites linked together in a "ring" that, by clicking through all of the sites in the ring the visitor will eventually come back to the originating site. All of the sites within the ring share a similar topic or purpose.

Web rings are a way for sites to generate more traffic by encouraging users to visit the other sites within the ring. Sites in the ring typically have an icon or graphic that indicates that it is part of a specific Web ring and visitors have the option of choosing the "next" or "previous" site in the ring.

**Web page**

A document on the World Wide Web. Every Web page is identified by a unique URL (Uniform Resource Locator).

**Website**

A site (location) on the World Wide Web. Each Web site contains a home page, which is the first document users see when they enter the site. The site might also contain additional documents and files. Each site is owned and managed by an individual, company or organization.

*Glossary terms from:  
Webopedia. 28 Sept. 2006 <http://www.webopedia.com/>.  
STAMATS. 16 May 2007 <http://www.stamats.com/>.*

# Appendix 2

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## **Vancouver Island University**

### **Web Service Provider Agreement**

Official Vancouver Island University websites are created by an in-house web development team, directed by the Web Manager, Communications & Public Relations. Contracted web services must have the Web Manager's prior approval, with the understanding that the VIU web team has the first right of refusal of any work created for the official website.

Prior to the commencement of work for the Vancouver Island University website, contracted web developers must sign a Service Provider Contract along with this Web Provider Service Agreement (both contracts are available through the Purchasing department). Web development work done without these signed documents in place will be considered unsanctioned and the resulting web pages may not be placed on the official website. This decision will be made at the discretion of the Director, Communications & Public Relations or her designate.

