



CNIC Website Redesign

Contributor Guide

Oracle Universal Content Management (OUCM) 10g

April, 2010

*Commander, Navy Installations Command... Supporting **Command** to the Warfighter*



Introduction

- Guidelines in this document are intended to help CNIC Website contributors maintain the look and feel of the redesigned site launched in April, 2010
- This guide is intended to be used with other documentation available on the Gateway, including:
 - Template Guide
 - CNIC Contributor Training Documents



Use of Styles in the WYSIWYG

- Page Headings, Sub Headings and Sub Sub Headings are useful for structuring information for scannability
- Headings should be short but meaningful
- Do not use sub head or sub sub head styles inappropriately just to emphasize something
- Use bold and italics sparingly – large amounts of text in bold or italics are difficult to read on screen
- Never underline or type in CAPITALS
 - Most default browser settings underline links on the page, so underlining text that is not a link causes confusion.
 - Typing in CAPITALS makes it seem that you are shouting and capitalized text is hard to read



Visual Design Guidelines

- Try to achieve balance on a page - on multi-column pages, the content in the columns should be even across the bottom
- Use high quality visual elements; have a strong visual element on the page (use photo gallery to showcase multiple images)
- Make sure text doesn't exceed character limits (e.g. – promotional content, video descriptions, etc) The system can only enforce character counts – we can't control line breaks. **PREVIEW** your page before saving.
- Review your changes on the production site (www.cnic.navy.mil) to confirm replication



Writing for the Web

- Organize Content
 - Organize information at each level of the Web site so that it shows a clear and logical structure to typical users
 - Use clear, well-located headings; short phrases and sentences; and small readable paragraphs
 - Ensure that all needed information is available and displayed on the page where and when it is needed
 - Group all related information and functions in order to decrease time spent searching or scanning
 - Allow users to efficiently find what they want, design so that the most common tasks can be successfully completed in the fewest number of clicks
 - Limit page information only to what is needed by users while on that page
- Make your pages scannable
 - Use bulleted lists
 - Use meaningful sub-headings
 - Avoid using unfamiliar acronyms or abbreviations; use complete words when possible
 - Minimize the number of words in sentences, and the number of sentences in paragraphs



Sample Completed Page

The screenshot shows the website for the Commander Navy Installations Command (CNIC). The page title is "Shore Station Senior Leadership Course". The navigation menu includes "Who We Are", "What We Do", "News And Current Info", and "Regions And Installations". The sidebar on the left has a subhead "Training And Readiness" and a bulleted list of items, with "Shore Station Senior Leadership Course" selected. The main content area has a subhead "Shore Station Senior Leadership Course" and an image of a ship. Below the image is a "Course Background and Overview" section with text and a "Quota Eligibility" section. At the bottom, there is a "Course Content" section with a bulleted list of topics. The footer contains a "CNIC Support Center" link, "Site Links", "Related Sites", and "Address" information.

Page Title matches Navigation

Possible improvement to this page: image could be a little bigger

Good use of Subhead style and bullets



Image Sizing and Optimization

- Images need to be appropriately optimized so that they are high quality but also reasonable in file size
- Picnik (<http://www.picnik.com>) is a free tool that can be used to adjust the size and optimize the appearance of images, if you don't have other tools, such as Photoshop, available to you
- Strive for total page weight less than 200 – 300 kb for best page load times



JPEG Image 1% Compression
44.6KB

Great quality but file size is too large



JPEG Image 50% Compression
14.2KB

Acceptable quality and file size



JPEG Image 99% Compression
1.64KB

Poor quality but very small file size



Image Sizing and Optimization

- To maintain the integrity of the new design and promote consistency across the site, image size restrictions are enforced across the site
- Some images must fall within a range of sizes, others must be exact
 - Inset images on most content pages can vary within a range
 - Carousel images and promo items must be exact
- Specific image requirements are shown on the next slide



Image Size Guidelines

Template	Item	Width (Pixels)	Height (Pixels)
HQ	Carousel	603	250
HQ, Installation, Region, FFR,	News Article Image	91	65
Region, Installation, FFR	Main (Static) Image	300	580
Region, Installation, FFR	Carousel (In place of Main Image - optional)	480	250
Region and Installation	Misc Content Items (Right Side of Page)	85 to 280	85 to 150
Region	Misc Content Item (Lower Left Side)	85 to 200	85 to 150
FFR	Content Items (Right Side of Page)	85 to 280	85 to 150
FFR	Content Items (Lower Left Side)	143	87
Landing Page 1	Inset Image	150 to 350	150 to 350
Landing Page 2, 3 and 4	Sub Section Images	183	85
Landing Page 3 and 4	Carousel	480	250
Landing Page 5	Inset Image	150 to 550	150 to 350



Image Size Guidelines - Continued

Template	Item	Width (Pixels)	Height (Pixels)
Basic	Inset Image	150 to 650	85 to 350
Subpage 4	Inset Image	150 to 350	150 to 350
Subpage 5	Carousel	307	210
Subpage 5	Inset Image	150 to 305	150 to 400
Subpage 5	Images for Sub Items	183	85
Subpage 5	Buttons	50	50
Basic, Subpage 5, Subpage 4	Promotional Item Image	180	115
News	Image with News Article	119	85
HQ, Region, Installation	Newspaper Thumbnail	83	99
HQ Newspaper Gallery	Newspaper Thumbnail	165	153
Photo Gallery	All Images	150 to 750	150 to 750



Video Guidelines

Requirements

- The file type must be .FLV
- The video cannot be more than 25 MB in size
- All videos on the CNIC website must be 508 compliant, which means they must include closed captions
- Only publicly accessible videos should be posted - no controlled access videos are allowed

Recommendations

- The video should not be more than 5 minutes long
- The video should have a quality of 60% or greater
- The Frames Per Second (FPS) should be 20 or greater

See specific guidelines in the Video Instructions provided on the Gateway for details on adding video to the site



Social Media Guidelines

- The following guidelines apply to social media
 - Contributors will follow instructions SECNAVINST 5720.47B, the Department of Navy policy for Content of Publicly Accessible World Wide Web Sites
 - Contributors will stay up-to-date on any future DoD, CHINFO, or higher echelon guidance on social media rules and regulations
- For consistency, icons for several different Social Media sites have been created for use on the site; Do not create your own icons
- The icons may be used where image insertion is allowed in the WYSIWYG
- Search for “icon” in Content Server to find all available icons
- Examples of use on the following page





Social Media Icon Examples

Our Mission at CNIC

Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram. Cum muciis menandri est. et eam regione vituperatoribus.

Navy Region and Base Papers from Around the World
 Select a region to view a list of available newspapers:
 Mid-Atlantic

Daily News Read more »

News Story Title
 Tokyo, Japan // 23 Mar 2009
 Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram. Cu muciis menandri est. et eam regione vituperatoribus. Cum ei omnes electram.

News Story Title
 San Francisco, USA // 18 Mar 2009
 Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram. Cu muciis menandri est. et eam regione vituperatoribus.

News Story Title
 Washington DC, USA // 26 Feb 2009
 Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram. Cu muciis menandri est. et eam regione vituperatoribus.

News Story Title
 Washington DC, USA // 26 Feb 2009
 Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram. Cu muciis menandri est. et eam regione vituperatoribus.

CNIC Photos and Videos

[Browse the photo library »](#)
[Browse the video library »](#)

Find Your Region or Installation



Go to your region or installation for more information, including recreation, support services, base services, and more.
Get full list of regions and installations »

Popular Links

- Find housing
- Sign up for childcare
- Sign up for Fleet & Family Support classes



Become a fan of the Navy's Fleet and Family Readiness (FFR) Facebook page
Get information on FFR programs and services such as MWR, FFSC and Housing. Watch FFR Videos, read the latest news and join a growing community of FFR fans.

Emergency Preparedness & Recovery

Operation Prepare
Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram.
Related videos: [Video 1](#) [Video 2](#) [Video 3](#)

- Connect with Operation Prepare
- Video Blog
 - YouTube Channel
 - Twitter

Navy Family Accountability and Assessment System (NFAAS)
Labitur lucilius repudiandae quo ex. Id posse delectus suscipiantur nec. Cum ei omnes electram.

Larger icon coupled with a function-specific logo - for a larger promotional area

Use of small logos grouped together



Use of Personally Identifiable Information (PII) and Unclassified Information

- PII refers to information that can be used to uniquely identify, contact, or locate a single person or can be used with other sources to uniquely identify a single individual
- What can be included on the site
 - Contact information for a department or function, including
 - Phone Number
 - Generic Email Address
 - What can't be included on the site
 - Contact information for a specific person, including:
 - Name
 - Address
 - Email Address
 - Phone Number
- All content on the CNIC Website is UNCLASSIFIED, publicly releasable information
 - Certain “controlled access” areas of the website, requiring user authentication, are able to house SBU (Sensitive but UNCLASSIFIED) information



Adding Controlled Access Content

- Controlled Access content requiring users to log in using their SSN and Last name can be placed on the CNIC website
- To add controlled access to your site, you will need to first contact the Support Center in order to have them create a secure page in the website section you would like to place the content in
- Once the secure page has been created by the support center, the security group will need to be changed to “controlled access” – this is done by updating the metadata on the page
- Content can be added to the page and will be served over a secure page (https://)
- NOTE: it is incumbent upon contributors to make sure controlled access content is treated correctly. On the redesigned site, all content is served over http unless it is Controlled Access content that has been setup properly through the Support Center. Controlled Access content MUST be served over https.



Metadata Guidelines

The following guidelines should be used when performing the initial assignment of region content or making updates to the metadata for the region content

- Type – defaults “Webcontent to – HTML, Datafiles” (leave as default)
- Title – Enter a meaningful title for the content – see next page for guidelines
- Author – Will automatically be populated with your username
- Security Group – Select Public (or Controlled Access, if CA content)
- Account – use the appropriate account for your content (e.g. HQ/FamilyLine, HQ/FFR)
- Primary File - defaults to “default.xml” (leave as default)
- Revision – Automatically populated with the value of “1” (leave as default)
- Content ID – Will automatically be populated when you click “Check In”
- Comments and Folder - leave blank
- MetaDescription - Enter a brief description to be used for the content on the page – see next page for detail
- Web Sites – Choose “Headquarters (CNIC_HQ_Site)”
- Web Site Section – Choose the section of the website you want the content to be populated under; This will automatically populate based on the section of the site you were just on
- SectionIntroImage – leave blank (used only for certain landing pages)
- SectionIntroText – leave blank (used only for certain landing pages)
- Teaser, Article type, Article Category - to be used later for news articles
- Location – leave blank (note – this field will not show up in Auth in the future)
- Release Date – Will automatically be populated with today’s date
- Expiration Date – If you want the content to expire on a specific date, select a date value for this field



Title Guidelines

Titles

- On the initial assignment of region content
 - The Title field is used for the HTML Title tag to be shown in the browser
 - Title tags are a significant factor in Search Engine Optimization (SEO)
 - Search engines such as Google use title tags to determine search rankings
 - The Title field is also used by internal site search to return search results
 - A good title will :
 - Be unique
 - Be descriptive but not too long
 - Contain relevant keywords
 - Generally be similar to the Page Title, but with more specificity about installation, region, etc., if needed



Accessibility Reminders

- Images must have alternative text (alt tags)
- Videos must have captions
- Links should explain what occurs when you click the link
 - Bad: "click here"
 - Good: "Register for the SSSL course"



Other General Tips/Guidelines

- Do Not Copy Directly from Word
 - MS Word and other word processors will add unwanted formatting information to your pages
 - Paste content into Notepad to remove the formatting first
- If you are on a slow connection, you may receive errors regarding image size even when your images meet the size guidelines. Try clicking “save” again before resizing your image.
- If you are having difficulty formatting text in the editor, select the text and click “remove formatting” in the style, and then reapply the appropriate style. Sometimes including line breaks can help.
- Save images with the dimensions in the file name (e.g. golf promo 350 x 400)
- Do not create “mail to” functions; instead, request that a form be setup
- Native documents (word, PDF, etc) should generally open in a new window
- External links, unless specified in the SECNAV instruction, may only be used with PAO approval. There is no need to include disclaimer text for external links – it is hard coded into the system for external links.
- Refer to the SECNAV instruction 5720.47B if you have questions about what is acceptable on the site



Contact the Support Center for Assistance

Contact your support center to do any of the following:

- Add a contributor user
 - Change a contributor user account
 - Request changes to templates
 - Request changes to the workflow process
 - Add a new section to the website
 - Any other technical issues
 - Add controlled access content to the site
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- Contact the Support Center at:
Phone # 888.264.4255
DSN: 312 942.6597 (Opt.3)
email: eas@ctirms.com