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Prepared by ITS Web Services
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**Addendum**
Part One:
Getting Started

Before you begin

This manual applies to all areas of the Suffolk University Web Site at www.suffolk.edu and all sub-sites residing on Suffolk University Web servers that are edited using the Red Dot Content Management System (CMS).

While these sub-sites represent various schools and areas of the University, each is a part of the larger whole, and reflects upon all others. The University administration and the schools have agreed to follow certain policies, procedures, and conventions that support the unique position, audience, and purpose of each, while demonstrating the unity of the whole.

Many of these conventions are maintained or supported through the technologies that allow members of the University community to post and edit content. Others, including the assignment of certain text formats, the creation of bulleted lists, and tables, are addressed in Part Three of this manual.

All Web pages and the formatting of content on those pages follow consistent, predetermined formats, as described in this manual. Only those authorized by the appropriate Web Administrators may edit any area of the Suffolk University Web site. Such authorization is generally limited to a department or area for which the contributor is responsible. Authorization requires that contributors receive instruction in the tasks for which they are authorized, and that they conform to the methods and practices outlined in the following pages.

If you would like editorial access to an area of the site, have questions about your authorization, or if you have questions or suggestions regarding any information in this manual, please contact your Web Administrator, as listed in the addendum.
The Fine Print

Do not edit or amend this manual at any time. If you would like to request any change to the manual, contact your Web Administrator, listed in the Addendum.

Only Suffolk University Web Services is authorized to modify this document.

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Periodically, addenda to this manual will be distributed to all authorized contributors. They should be kept with the manual, and any changes should be noted, with regard to future editing, and, where appropriate, to existing Web pages.

This manual will be updated from time to time, which will be indicated by the version number.

Note that some screen images depicted in this manual may be somewhat different from what you see, based on changes to the system or to your access level.

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Boston, MA 02108-2770
Getting Started

Resources

In writing for the Suffolk Web Site, and in reviewing pages prior to publication, you should be familiar with the content of this Suffolk University Content Provider’s Guide. You should also have and use the following reference materials.

This will help assure uniformity of usage and a professional level of presentation throughout the Suffolk University Web Site.

*The Chicago Manual of Style*
Available at most booksellers, or online at http://www.chicagomanualofstyle.org/

*Merriam Webster College Dictionary*
Available at most booksellers, or online at http://www.m-w.com/

*Web Style Guide, 2nd edition*
Available at many booksellers, or online at http://webstyleguide.com/

**Note:** There will be some instances where the above resources differ with one another, or with specific formatting conventions outlined in this Guide. These include some uses of bold and italic text, and capitalization. In all cases where these differences occur, you should follow the conventions described in this Guide. They reflect agreement by the administrations of the University, College, and Sawyer School, and accepted principles of Web design.

An additional resource, scheduled for release in 2007, is the Suffolk University Web Content and Usability Guide. It will address techniques for organizing your site in an effective, user-friendly manner; making your site accessible to all site visitors; and writing useful, effective, and compelling Web content.
Loging into the CMS system

The tool you will use to enter and edit content on the Suffolk University Web site is the Red Dot® Content Management System (CMS). You can use the Red Dot CMS on a PC using either Windows XP®, Windows 2000®, or on an Apple® (Macintosh) computer.

**Note:** If you are working on a PC, you will need to access the CMS through Microsoft’s Internet Explorer®. If you work on a Mac, you will need to use Mozilla Firefox®. Any other browser will not function properly. You can only access Red Dot from a computer that is inside the University Firewall.

1. Open Internet Explorer (or if you’re using a Mac, Firefox)
2. In the address bar, enter this address:
   http://srv-ganymede/cms
   (You may want to bookmark this address for easier access.)

Enter your user name and password.

**Warning:** Never give your password to anyone. If someone else uses your password to access the system, anything they do will be attributed to you. If you don’t know your password, or need to reset it, contact the Web Administrator responsible for your area, posted in the Addendum.

3. Click the “Start” button.
4. When you’re finished working in Red Dot, always remember to log out using the gray Log Off button before closing the Red Dot Window. After a set amount of time, you will be automatically logged off... but by staying on longer, you may be slowing the system for other users.

Navigating the Site

If workflows have not yet been assigned and implemented for your department or area, you will need to select Project and the area that is appropriate to your site.

**Select a Project:**

1. If this Main Menu screen appears, select Project:
2. Do not try to select User Settings or Server Manager. The Project Selection window will open. Select Suffolk University. The text will turn gray, and the open box symbol will appear next to the name.

3. Select Close in the lower right hand corner of the window.

**Note:** Whenever you close a window in Red Dot, use the close button in the lower right-hand corner. Using the X in the upper right-hand corner may prevent your work from registering properly.

The start Page will open.
The Start Page

1. In the RedDot menu to the left, be sure that SmartEdit is highlighted (a darker gray). Select the area where your page is located.

   ![RedDot menu screenshot](image.png)

   **Note:** Do not open the Stylesheets, Stylesheet Switchboard, or Miscellaneous links. These functions are used by Web Services to modify universal characteristics of the Suffolk University Web site.

2. This will take you to the home page you selected.

3. From here, you can navigate to the area where you’re going to work. All the menu links and text links work, so you’ll be navigating just as you would when visiting the site.

4. If you are a part of a workflow, you may be taken directly to a start page appropriate to your editorial responsibilities. You will still be able to access this Start Page by clicking on SmartEdit in the Red Dot left-hand menu.

   **Note:** Try to remember not to use the navigating tools in Internet Explorer, such as the “Back” button, whenever you are working in Red Dot. This could cause your work to be lost, or your files to become corrupted.
The RedDot Home Page

The Red Dot Home Page provides a quick overview of the status of your pages. It’s a good way to check on the progress of your work, and to identify anything that may be stalled in the system. To open any category, just click on the green arrow.

Once you’ve checked your work on the Home Page, you can exit by selecting the Web Content Manager button in the left hand navigation.
Part Two: 
Adding and Editing Text Content

Preparing to enter or edit body content on a text page

1. In the CMS system, navigate to the page you want to edit.

Hint: In Red Dot, all the navigational tools should be fully functional.
- Links in the page header
- Left-hand navigation
- Breadcrumbs
- Right-hand navigation, such as See Also links,
- Hypertext links in the body copy

2. Click on this red dot: [Open and edit this content]. The page will refresh, and, in the body text area, you’ll see this (If you are editing existing text, you’ll see the text you are about to edit):

5. If you are not working on an FAQ page, skip the next section and continue with the following section, Opening the Text Editor.

Preparing to enter or edit content on a FAQ page

1. In the CMS system, navigate to the page you want to edit.
2. Click on this red dot: [Open and edit this content]. The page will refresh. If there was no content on the page, you will see this in the body content area:

If there was existing content on the page, you will see something like this:
3. To edit the introductory copy at the top of the page, (if there is any—it’s not always necessary) click on the red dot immediately preceding that text to open the text editor (see the next item, below).

4. To edit an existing question, click on [Edit this item] for that question. Here’s what you’ll see:
Adding and Editing Text Content

You can edit the question or the answer by selecting the red dot that precedes it.

5. If you want to add a question, select  [Manage content nuggets]. To proceed from here, skip to Part Five: Creating a New Page.

6. To enter or change content, continue with Opening the Text Editor.

The Text Editor

The only way to edit or add content is to use the Text Editor. The functions available in the Text Editor are very specific, so you should be sure you understand the following sections about entering (adding) and editing text, and, equally important, Part Three of this manual, where text formatting is explained.

There are two different Text Editors: The Red Dot Text Editor for PC users, and the FCKeditor for Mac users. While the basics are generally the same, each has a different tool bar. In this manual, we will use the RedDot Text Editor to demonstrate text.
The Red Dot Text Editor Tool Bar

The tools on the text editor are similar to those you’ll find in Word, but there are important differences. The correct use of these tools is described in Section 4.

**Note:** Depending on your specific authorization and the specific type of content you’re editing, you may not see or be able to use all the tools you see here.

1. Open file options (Do not use)
2. Print
3. Cut and Copy
4. Paste (Never use this tool)
5. Paste Unformatted Text (Use this tool only when pasting)
6. Undo and Redo
7. Spell Check
8. Insert Symbols (Use sparingly)
9. Switch Text Direction (Do not use)
10. Unformat text (Removes bold, italic, or underline)
11. Bold, Italic, and Underline (See the rules for using these in Section 4)
12. Superscript and Subscript (Use only when absolutely necessary)
13. Font Re-size (Never use this tool)
14. BLOCKQUOTE (Indent a paragraph)
15. Bullets and Numbering
16. Table Tools
17. Text Head and Subhead Tools
18. Do Not Wrap Text (Do not use)
19. Remove/Add Hyperlinks
For Mac Users: The FCKeditor Tool Bar

The tools on the text editor appear to be similar to those in Word, but there are important differences.

Note: Depending on your specific authorization and the specific type of content you’re editing, you may not see or be able to use all the tools you see here. **DO NOT FORMAT TEXT USING TEXT COLOR OR SIZE COMMANDS, AS THESE WILL NOT MAINTAIN THE INTENDED DESIGN OF THE SITE.**

1. View Source Code (The text editor creates its own HTML coding. Modifying this manually could potentially interfere with formatting when the page is viewed in another browser configuration. Use this option only if you are HTML-proficient, and be sure your code is accurate.)
2. Save (Closes Text Editor and transfers edited contents to Web Content Page.
3. New Page (Do not Use.)
4. Preview
5. Cut
6. Copy
7. Paste, Paste as (unformatted) Text, Paste from Word
8. Print (Since text in the editor won’t show final formatting, this is not very useful.)
9. Undo - Redo
10. Find
11. Find and Replace
12. Select All
13. Unformat Text
15. Numbered and Bulleted Lists
16. Reverse Indent and Indent
17. Align Paragraph: Left, Center, Right, Justified
18. Create and Remove Text Link (Hyperlink)
19. Insert Picture
20. Insert Table
21. Insert Horizontal Line
22. Insert Symbol
23. Foreign Language Keyboard
24. Text Formatting; Body Text, Headers, etc.
25. Font (Using this will interfere with proper formatting of text in this system)
26. Font Size (Using this will interfere with proper formatting of text in this system)
27. Text Color (Do Not Use)
28. Background Color (Do Not Use)
29. Hel
Opening the Red DotText Editor

1. Click on the red dot at the beginning of the text to open the text editor.

For now, disregard all tools on the tool bar, except for the Paste Unformatted Text button, which you’ll use in a moment.

Note: When you copy text into the text editor, you should only use this button. We’ll discuss the other tools in the Text Editor in Part 3: Formatting Text with the Text Editor

The tools on the text editor are similar to those you’ll find in Word, but there are significant differences in the way some of them function. The correct use of these tools will be described later. They are identified in the addendum for reference.

Entering and editing copy on your web page

There are three ways to enter copy:

- Type directly onto the page
- Copy text from a Microsoft Word or other text document
- Copy text from an existing web page

You can use any of these methods to edit your copy as well. For example, you can edit copy directly, by typing on the page. You can also add or replace copy by cutting and pasting, as described below.

Note: Be certain that you understand the instructions for each procedure before you proceed. Failure to follow these directions could cause your page—or your entire site—to fail.

How to enter or edit copy directly

1. Type your copy on the blank page before you. At this stage, do not format your copy in any way, other than to separate headers, subheads, and paragraphs by a return, using the Enter key. (You can do a soft return, that starts a new line but doesn’t separate your lines as in a paragraph, by Your copy will look like this:
2. After you format your text, it will look like this while you’re in the Text Editor. Formatting is explained in Section Three of this manual. Here again, while you see the text formatting, it’s not the same as what you’ll see on the final page. (see the sample page in the addendum).

3. To Spell-Check your text, select this icon on the Text Editor Tool Bar. After you’ve run the spell checker, you should proofread your text.

4. Skip to Part Three to learn about formatting your text in the RedDot CMS system.

How to enter copy from a Word or other text document
Adding and Editing Text Content

1. With your Red Dot Text Editor window open, open the Word or other text document that contains your content.

In the text document, highlight the text that you want to copy to the web page, and select Edit>Copy. Minimize the Word document on your screen so you can see your Red Dot page.

**Hint:** You might not want to close the Word document window completely. You’ll probably find it useful as a reference when you format your page in the Red Dot Text Editor.

2. On the top menu, click on the button for pasting unformatted text, circled below in red. **Never use any other method of pasting text into the Text Editor.**

![RedDot Text Editor](image)

**Warning:**

- **Never** use this button (Paste formatted Text) to paste anything into the Text Editor.
- **Never** use any shortcuts, such as Control+V to paste text into the text editor.
- These will import formatting that may corrupt the underlying HTML code of your web page.
  - Your page may not function properly
  - The corrupt page may also cause other web pages in your Web site to fail, and take down your site.
  - In addition, bullets, numbering and other formatting copied from Word will not work as intended. Even if you can’t see the problem, there will be users with other browsers who may see your page as a mess.

3. The copy will appear on the page. If there were any hypertext links on your page, they will not be lost—you’ll see them reappear in the text editor. Be sure you check those links before you release your page to workflow.

4. If there were bullets of numbered lists in your original page, they will appear in the Text Editor as characters, not formatting. You should always correct this: Failure to do so will cause your page to display improperly.

5. To learn how to recreate and format bullets and numbered lists—and how to format the rest of your text—go to Part Three: Formatting Text with the Text Editor.

6. To Spell-Check your text, select this icon on the Text Editor Tool Bar. After you’ve run the spell checker, you should proofread your text.
How to enter copy from a Web page

1. With your Red Dot Text Editor window open, open another web browser window.

   **Hint:** You can open more than one instance of Internet Explorer at a time, and view a different web site in each. In Firefox you can use the Tab feature to open additional windows.

2. On the Web page, highlight the text you want to copy to your new page. If a picture is included in the highlighted area, that’s ok.

3. Select Edit>Copy. Minimize the Internet Explorer page you are using as your source (or, in Firefox, select the tab for the Red Dot Window) so you can see your Red Dot page.

   **Hint:** You might not want to close the source window completely. You’ll probably find it useful as a reference when you format your page in the Red Dot Text Editor.

4. On the top menu, click on the button for pasting unformatted text. The copy will appear on the page.
   a. Pictures or images you may have copied will not appear on your new page.
   b. In places where there were paragraph breaks on the web page, extra space will appear between paragraphs in the text editor. Red Dot has read each paragraph break as two. Delete the extras using your backspace or delete keys.
   c. Bullets, numbered lists, and some other formatting will be lost, and you will have to recreate them in the Text Editor.
   d. Note that some links will not copy from the original Web page, so you’ll need to rebuild them in the Text Editor.

**Warning:**

- *Never* use this button (Paste formatted Text) to put anything in the Text Editor.
- *Never* use any shortcuts, such as Control+V to paste text into the text editor. This will import formatting that may corrupt the underlying HTML code of your web page.
  - Your page may not function properly
  - The corrupt page may also cause other web pages in your Web site to fail, and take down your site.

In addition, bullets, numbering and other formatting copied from Word will not work as intended. Even if you can’t see the problem, there will be users with other browsers who will see your page as a mess.
7. To Spell-Check your text, select this icon on the Text Editor Tool Bar: [Spell-Check Icon]. After you’ve run the spell checker, you should proofread your text.

8. To format the rest of your text, go to Part Three: Formatting Text with the Text Editor, to learn about formatting in the Red Dot CMS System.

Entering Content: The FAQ Jump-Style Page

An FAQ-Style Jump Style Page is useful for long lists of frequently asked questions. This type of page allows you to put all the questions in a list at the top of the page, where visitors are most likely to find them, and then jumps them down the page to answer.

If you’ve never used a FAQ page before, find one on the Suffolk Web site to get a sense of how it works.

The primary use of a FAQ page is to answer questions that are frequently asked of your department. If the visitor can find the answers on the Web, it makes their search for information that much easier.

At the same time, if you just use the FAQ page to repeat material that’s already on your site, you’re creating a potential problem for your department—one that could, in some cases, result in legal liability. If you change the information on the regular web page, but forget to change it on the FAQ page, you will be posting contradictory and incorrect information. If you have a question that is already on your site, give a short general answer that contains a link to the page where the original information resides.

1. On the foundation page where your FAQ will reside, click [Manage body component(s)].

2. Select “Create and Connect Page” from the Edit Link Element Menu.

3. On the List of Content Classes Menu that appears, select “FAQ-style jump list”.
Adding and Editing Text Content

4. Enter a headline in the menu box that appears.

5. Click OK. Two red dots will appear on your page. The first red dot allows you to enter body text using the text editor (Notice that the tool bar offers limited options.).

6. Click on the first dot to add introductory text if you want to, then return to the page and select the second red dot:

7. Select “Create and Connect Page” again.

8. Enter a Headline on the screen that appears. This headline should be the question, as you want it to appear on the page. You will be able to edit it later if you wish. Click OK.

You will now see this on your page:

The top line, in the shaded area, is the question as it will appear, followed by other questions, at the top of the page.

The material in the red box is the question (in bold) and the answer, in regular text, as they will appear further down the page.
Adding and Editing Text Content

9. Edit the question if you want to change it, and then edit the text content—the answer. You’ll use the Text Editor for both, but your formatting options will be limited. You shouldn’t need to do any formatting at all—it’s automatic.

10. To begin adding more questions, click on [Open and edit this content] and then select [Manage content nuggets] follow the same procedure to create your next question and answer.

11. In addition to creating or adding questions to your page, you can also change the order of the questions.
   a. From the left hand menu, select [Manage content nuggets] again
   b. At the “Edit Link” menu, select “Edit Page Order.” This will open a list of the pages sub-nav.
   c. Select a page to highlight it, then use the up or down arrows to change the page order.
   d. When you’re satisfied with the order, click OK.

12. When you finish creating and ordering your questions, you’ll see numerous pages in your Task menu. Don’t forget to submit all of them to workflow. You’ll find instructions for submitting pages to Workflow in Part 7.
How to manage the right-hand column

Information may be entered in the right hand column, the light gray area that appears on most pages, in much the same manner as entering body copy.

With the page open, select [Open and edit foundation page].

Now Select [Manage right column]. A menu will offer a variety of right-hand menu options. Select the one that’s appropriate for your use.

A menu or series of menus will open, allowing you to create content. It will be automatically formatted to fit the column, but be sure to check that the formatting is what you intended.

Select a module that is appropriate to your specific use. Here are a few that are commonly used.

See Also gives you the opportunity to link to one or more pages that may be of interest, but are outside the site you’re working in.

Hint: If you’re in department x, you can’t create a link to department Y in the left hand menu. This feature allows you to do that in the right-hand menu.)

Contact Us allows you to enter contact information such as a phone number.

Free Text allows you to enter text into the right hand column. You should only use a few words here—not more than a brief sentence at the most. If your entry goes more than four lines when you look at it on the Foundation page, it doesn’t belong there—either shorten it or find a way to include it in your body copy.
Part Three: Formatting Text

The Importance of Proper Formatting

Each page of the Suffolk Web Site is based on a carefully crafted design that has been reviewed and approved by a committee of administrators from across the University. These page designs serve a number of important functions including

- Being visually attractive
- Being easy to navigate
- Being accessible to visitors who may face significant challenges in using the Web
- Ensuring that your page appears properly in different web browsers, and on different computers.

These designs help present Suffolk to the world outside, and to our colleagues within. And they ensure that future changes to our site can be implemented efficiently and effectively.

When you create and edit pages using the RedDot Content Management System, you can make some choices in the way you format your content. But there are a number of elements of the format and design that are pre-selected for you. The tool that is used to establish all of these, and other characteristics of the web page, is called Cascading Style Sheets (CSS), a programming language that applies styles, or formatting, to the content on our site.

Some of the formatting that is applied to your content is automatic. It is predetermined by a system called Cascading Style Sheets, or CSS. Fonts, font sizes, and text placement, among other things, will be controlled by the CSS. You will still have a variety of options as to how you set up your page. This formatting is based on your selection of “styles”, such as headers and subheads (H2, H3, and H4), bullets, and tables, or limited-use formatting options such as bold or italic.

If you modify your text other than by using the prescribed styles or formats, as identified and defined in this manual, you defeat the efforts of your colleagues across the University in establishing a unique, attractive, unified Web presence for the University. You also make it extremely difficult to update the design of our site in the future. In addition, you risk that your pages will malfunction for some of our visitors. Different web browsers and computer platforms see web pages differently, and, although you may not see a problem, your page could break down for someone else or, at a minimum, not be viewed the same way you see it.

The following formatting information represents conventions that have been reviewed and accepted by Web Services (for the University), the College, and the Sawyer Business School. Please do not deviate from these practices.

You should become familiar with these conventions to help you better understand your role as a Content Author, Editor, or Publisher, in formatting text. The only formatting you should apply to your content is explained in this section of your Guide.

Attention: All approved formatting is explained in this manual. So a good rule of thumb is that, if you don’t see it in this manual, don’t do it. If you have a question about formatting, contact your Web Administrator, listed in the Addendum.
Formatting Your Text

The various formatting options are available by using the tool bar at the top of the text editor. An addendum at the end of this document shows what the buttons do. It also indicates that there are certain buttons you should never use.

To make formatting easier, you may want to keep the Word or Web page you copied from available in another window.

**Note:** You should always spell-check and proofread your text before you format it. This will avoid having to make changes that may disrupt the formatting after you’ve spent the time to make your page look good.

After you’ve formatted your text, you should spell-check and proofread again. Errors can creep in at any stage of the process, but if they sneak through to the final page when it’s posted on the web site, they can be embarrassing to you and your department.

Body Text

Any text that is not a header or subhead is body text. Its font, size, color, and alignment are determined by the CSS. The font should never be modified, except for the application of headers and subheads, or the very rare use of bold or italics. Note that bold and italics should only be used limitedly, in the manner described later in this section.

Fonts are controlled by the CSS. You should never change the font, font size, alignment or color of any text.

All text is left-aligned. It is never centered or justified. There are no hanging indents: the first line of a paragraph is aligned with the following lines. And the indent of bullets is automatically determined.

If some of your body text is accidentally converted to a header or subhead, look at the top tool bar, and click on the header button that is highlighted. This will toggle it off, and your text will return to normal.
Headers and subheads

Remember: Headers, subheads, and body text are pre-formatted by the system. You can designate copy as a header, subhead or body text, but you cannot change the font, size, or color of the text on your page. This formatting has been agreed upon by the University, the College, and the Sawyer School, and is controlled by the Web site’s Cascading Style Sheets (CSS), a part of our web software.

You may not want to create a header, even if one appears in the text you copied to the page. By the time you get to this step, there is already a name, or title, at the top of your page.

There are four types of headers and subheads, as shown on the Sample Web Page in the Addendum. In the Text Editor, they are labeled H1, H2, H3, and H4. Each has a specific application that you should understand.

You assign headers using the Header buttons on the Text Editor tool bar.

Note: Each button is a toggle. So let’s say you highlight a line of text and make it an H2 header by clicking on the H2 Button. Later, you realize that you don’t want it to be a header after all. Just highlight the text again, click H2, and the H2 formatting is removed. If you’re not sure what Header level you’ve assigned to some copy, you can just click on the copy, and the appropriate button will be highlighted.

Another way to Unformat your text is to use the A that appears in the row above the H4 button.

The H1 Header

The text designated on the sample Web Page as the H1 header is the name of the page, as it appears on the menu link. So the link to a page indicated in the left-hand navigation as “Contact Us” can only have “Contact Us” as its H1 Header. It is created automatically, and its format is determined by the CSS.

Important Note: The H1 header is the only place on the Suffolk Web site where ALL CAPS is acceptable.

The H2 Header
Although many pages don’t require them, you may also want a secondary header (H2) for your page. (If you do, it should not replicate the H1 header that is already there.) Remember, a page does not need a secondary header—it can just as effectively begin with a paragraph of body text—and many pages will not have one.

When you create a Secondary Header, the alignment, font, size, and color of the text are determined by the CSS, and should never be changed.

These are the requirements for the H2 Header:

- The H2 secondary header may appear only once at the top of a page. In the Text Editor, it will appear at the very top, with no content or line spacing above it.
- An H2 Header should use first-letter caps but never all caps, like this:
  
  This Is A Good Secondary Header
  
- It must appear at the very beginning of the text.
- It should only appear if it applies to all content on the page
- It should be worded differently from the Header, and must apply to the entire page. For example, a page named About Us would not have “About Us” as a secondary header. The secondary header might say something like “We’re Here To Help.”

On the sample page in the Addendum of this Guide, notice that the H2 header is at the top of the body copy area. It appears before any text.

To make a secondary header, be sure the text you want to convert is on its own line. Then highlight the text in the Text Editor and Click on the H2 button on the tool bar.

Hint: While the secondary header applies to the entire page, not just a part of the page, you can use the next level down, the H3 subhead, even if you haven’t used an H2 header. So if you have two or more blocks of content on a page, and each needs its own header, use a subhead, the H3 Header, for each.

The H3 Header

To make a subhead as indicated by H3 on the Sample Web page, make sure that the text is on its own line, highlight the text, and click H3. When you create a Subhead, the font, size, and color of the text is determined by the CSS, and should never be changed.

In a subhead, only the first letter of the subhead is capitalized, like this:

  This is a good subhead

You can use the H3 subhead on a page even when there is no H2 secondary header. You can even begin a page with an H3 subhead, but only if it is one of at least two that appear on the page.

The H4 Header
On rare occasions, you may need to use a secondary subhead, as indicated by the H4 designation on the Sample Web Page. A secondary subhead is used to separate or break information that appears under a subhead into a number of easily scannable chunks of text.

In some cases (although not on the Sample Web Page in the addendum), the need for these secondary subheads may indicate that you’ve put too much information on a single page.

When you create a Sub-Subhead, the font, size, and color of the text is determined by the CSS, and should never be changed.

Bullets and numbering

Bullets and numbered lists will have their formatting removed when you copy them to the page as unformatted text, as we saw in Part Two: Adding Text to a Content Page.

Here’s how a bulleted list would look after being copied from Word and pasted (unformatted, of course) into the Text Editor:

Notice that there appear to be bullets and numbers. If you had copied from a Web page, the bullets might appear as asterisks (*). But in reality, there’s no real formatting here. You’re seeing characters, not list-formatted numbers or bullets, and they won’t work the way you want them to on your web page.

Before you try to make these into properly formatted lists again, you’ll need to delete the numbers or bullets:

1. Place your cursor in front of the first letter of the first bullet or number. For example, the letter T in item 1.
2. Using the backspace button, delete everything until you get to the next character—in this case it would be the period at the end of the first paragraph. Your text would appear to run together like this:

   They are just characters. This is an item on a numbered list.
3. With the cursor now between the period and the cap T, create a paragraph return using the Enter key.

4. Repeat the process until you get to the end of the list (It’s a good idea to go further, actually—so you’re sure there’s a return between the last bullet and any text that follows.

Now, simply click on the Bullet Button on the Tool Bar. You will be given a variety of options.

1. For bullets, you should only use the default option. Other options may cause your page to appear improperly on some browsers.

2. After you make the first bullet, you will be able to create more bullets by using the return (Enter) key on your keyboard.

Note: If you need to make sub-bullets, position your cursor at the end of the bullet line above where it will appear, and select the bullet button again.

3. When you’ve finished formatting the page, click OK.

**Bold, capital letters, underlining and italics**

**Bold Text**

When readers view a web page, they scan, using headers, subheads, and, most often, the first sentence of a paragraph to tell them whether they are interested in reading that content or not. Bold text breaks that flow for the reader. Do not use bold text within the body text (such as a paragraph).

If you want to emphasize a sentence, a far more effective practice is to simply set it off as a separate paragraph.

Here are two appropriate uses of bold text in lists—when bulleted may not be your best option:

The compatibility of degrees from different countries may vary:

**Asian Countries**: A university degree requiring at least four years of study.
**Australia**: A four-year Bachelor’s degree or Honors Bachelor’s degree.
**Brazil**: A Bacharel, Licenciado or Titulo representing four or more years of full-time study.
**Canada**: A four-year Bachelor’s degree or a Bachelor’s degree requiring three years beyond grade thirteen.
**Central and Latin America, Mexico, Portugal and Spain**: A Licenciado or Titulo representing four or more years of full-time study.

Or this:

John Smith
Professor of Archaeology

Sarah Menendez
Professor of Anthropology
Using Capital Letters

Use capital letters appropriately. Never write a word or a full sentence in all caps.

Underlining

Never use underlining on a Web page. The convention of the Web is that underlining is reserved for links.

Italics

Italics are difficult for many people to read on a web page. Do not use italics for emphasis. If you want something emphasized, set it off as a separate paragraph.

Note: Italics should only be used for the titles of publications, following the conventions stated in the Chicago Manual of Style. It is available online at http://www.chicagomanualofstyle.org/home.html.

Links to Email Addresses

1. Highlight the name of the individual or organization (or the email address, such as webadmin@suffolk.edu) that will be your link, and click on the Insert/Edit Link button on the Text Editor Toolbar.

2. The Insert/Edit Link screen will pop up. In the href text field type mailto: followed by the email address. For Web Services, the email address would read as mailto:webadmin@suffolk.edu.

3. Note that there is no space between mailto: and the address.

Hyperlinks to pages within the Suffolk Web site

1. Highlight the word or words that will be your link, and click on the Insert/Edit Link button on the Text Editor Toolbar.

2. The Insert/Edit Link screen will pop up. To find the page you want to link to, click on the page icon that follows the href bar.
The search menu will open.

3. If you know the name of the page, enter that in the Headline box. You may also search for a word or group of words in the text, or the page ID. To search for the page ID or other searchable features, click on the down arrow in the Search Criteria field, select the criteria you want to use with the green plus sign, and enter the criteria in the new field that will appear. Note that some fields will have optional delimiters, such as Equal To, Greater Than, or Less Than to help you narrow your search. If you use the page ID, be sure the Headline and Search Text boxes are empty, or you may not find the page you want.
Formatting Text

**Hint:** Each Web page has a Page ID—a number that appears in the address window of your tool bar when you look at the page in a browser. (It’s actually the number of the foundation page, but that doesn’t matter here.) Since this is the easiest and fastest way to locate a specific page; you might want to find that number by opening another browser window.

**Notice:** Do not link to a page in the Suffolk web site with http://www.suffolk.edu/etc or create links to the old web site. A link you create to www.suffolk.edu is what we call an absolute link: once it’s clicked, the web browser leaves the page, searches the World Wide Web, and comes back into our site. If you create a link to an existing page using Red Dot as outlined above, the link will lead directly to the page within our site, saving time for our visitors.

Links to outside the Suffolk site

Highlight the word or words that will be your link, and click on the Insert/Edit Link button on the Text Editor Toolbar.

For links to pages outside the University site, you should enter the full web address into the href bar of the Insert/Edit Links menu. Include all information, as shown here:

http://www.google.com/

The best way to do this is to open that page in another browser window, copy it from the address bar at the top of the browser window, and paste it into place. A simple typo like the extra “o” in Google in the example above, or even incorrect capitalization (thispage.com, when it’s really ThisPage.com) will make the link inoperable, and frustrate your user.

**Note:** When you link to an outside site, the visitor is taken away from our site and, if they explore the target site for a while, may not be able to get back to our site. To avoid this problem, always enter “_blank” in the target window. (Don’t forget the underscore before the word blank, or it won’t work.)
Before you leave the page you’re working on, be sure you test all the links.

**Tables**

Sometimes, it’s best to put information into tables.

You may find that your table is too wide to fit comfortably on a page that has a right-hand column. You can create a content page with no right hand column by selecting **Main Foundation w/ Left Nav w/ No Right Column** when you create the page.

**Note:** If you are adding a table to a page that already exists with a right hand margin, you will request that your administrator delete that page and replace it with a new one. Do not try to delete a page yourself, as you could inadvertently destroy the navigation for your site.

The format for tables is pre-determined, so when you create a table, certain characteristics appear by default. You should not change the color or width of the table borders, and you should not add background colors to your tables.

The one exception is when you want to create a borderless table—one without the boxes that outline each cell. You can create this type of table by selecting 0 (zero) for the table border... but it’s best to do this after you’ve filled in all the content, so you can see the table clearly while you’re working. When you preview this page, you’ll see a gray line between rows. This is controlled by the CSS.
When you copy a table from either a Word document or a web page, it will appear as text. On the toolbar, click the table button on the left side of the toolbar. A screen will pop up asking you how many rows, how many columns, and other information about the table. The only other information you need to fill in at this time is the width column, which you will probably want to appear at 100%.

You can use the following tools on the toolbar to adjust your table:

1. Insert a Table
2. Format a Table (In almost every instance, you should use the defaults.)
3. Insert a row above or below
4. Delete a row
5. Insert a cell to the left or right
6. To delete a cell

These tools are identified on the Text Editor Tool Bar that appears in the addendum.

Once you have created the table, you will need to drag and drop the text into the appropriate cells, one cell at a time.

Tables appear with a standardized format.

**Other Text formatting**

The RedDot CMS system is a versatile tool that offers a variety of formatting options. Some of the choices offered by the system are not compatible with the styles or formatting that have been agreed upon by the University, College, and Business School administrators. If you want to use formatting other than what you see on these pages, consult with your Web Administrator, listed in the Addendum.
Part Four: PDFs, Pictures, and the Asset Manager

The CMS system stores images and PDF files in a separate area from pages: The Asset Manager.

Linking to a PDF

If you want to put an image on your page, or link to a PDF file, go to the Asset Manager.

Note: Images have very specific requirements, and are treated in Part Five.

1. In Text Editor, highlight the text that you want to use as your link.

2. Click on the Insert/Edit Link symbol, on the toolbar. The Insert/Edit Link menu will open.

3. Click on the “Insert File Link” icon.

4. From the next menu, select files from server, and click OK. Do not select a file from “Local File System.” If you do, it will go into the wrong folder, and it will be deleted.
5. In the next menu, below, select Files.

   ![Image of a menu with files]

   This will bring you to a large menu.

6. In the upper portion of that menu, select Switch Folder

   ![Image of a Media Asset Management Screen]

   A list of folders will open in a new Media Asset Management Screen.

7. Select your folder from the list.
8. When you open your folder, you will see a number of images, each with a name, on the left side of the screen. On the right you will see instructions for previewing or selecting a particular file.

9. When you select the file by name, you will see all the information available about the file. If it is the one you want, Click OK.

10. The name of the file will appear in your “Insert/Edit Link Menu. Click OK. When you return to the text editor, you should see the link. As with all links, test it before you submit the page to workflow.

Note: It is possible to load PDF files from source other than your folder on the server. We ask for a number of technical reasons, that you do not load from anywhere other than your department’s Asset Manager Folder. If a file is not in your folder, please contact the appropriate administrator, as listed in the Addendum, for assistance.
Using Images on the Suffolk Web Site

Images can be a valuable way to convey information on a Web site. Like PDFs, they reside in the Asset Manager. Because images have a powerful impact on the reader, they require special consideration.

On the home pages of the University and the various schools, a large image gives an impression: It presents a face of Suffolk we want others to see. And on the blue bar in the header, a more subtle image helps convey a sense of Boston. These images rotate: They change each time a visitor comes to that page.

Other pictures on our site do more than communicate the image of Suffolk. They also provide a visual cue that aids navigation.

When we drop down to second level pages—those that visitors link to from the top menu bar of the home page, many have a long, narrow image at the top that helps define that section of the web site. (Some second level pages use a small picture, in the upper portion of the left-hand menu.)

Most third level pages have a small picture, in the upper portion of the left-hand menu, which is usually a cropped portion of the longer second level picture. By remaining consistent as we navigate deeper into the site, the picture helps visitors know they are still in the same area...such as Academics, Undergraduate Programs, or Faculty.

All of these pictures have been taken by professional photographers, and the University has specific permission to use them from the individuals shown in photographs.

These images may only be changed with the approval of the University’s Web Steering Committee. To make a request, contact webadmin@suffolk.edu, and your request will be presented to the Committee.

In addition to these images that appear on our Web site, it’s also possible to add images to individual web pages, within the body or content area of the page.

Permissions and Copyright

Like the images discussed above, it’s always a good idea to get written permission from anyone who appears in a photo on the Web. The Suffolk University Release Form can be downloaded on the University Web site under Offices & Services > Media Services > UMS Forms.

It may not always be practical to get a written release. Pictures posted from an athletic event, or a club or alumni outing, showing people affiliated with Suffolk, for example, may often be posted without a release form. It’s up to you to use your judgment in publishing a photo of a person. And whenever it's possible, let people know that the photos you’re taking may be used on your web site.

Another important issue in publishing any photo to a Suffolk University Web site is copyright.

Any photograph or other content that appears anywhere is copyrighted. If it’s on the Web, it’s copyrighted. If it’s in a print publication, it’s copyrighted. And it is never permissible to use a copyrighted photograph (or other content) without the express written permission from the holder of that copyright.

Failure to respect copyright is an ethical and legal violation that can result in liability for the University.
PDFs, Pictures, and the Asset Manager

To fully understand copyright, read our copyright policy on the University Web site under About Suffolk > Policies & Procedures.

When a photograph is a good idea, and when it’s not

The Web is a content-driven medium. People come to most Web sites, including ours, for information. They want to find it as quickly, and with as little effort as possible. And nearly all of that information is in the form of words.

Before you place a picture on your page, always ask yourself:

- Does this photograph provide significant information about the material on my page?
- Does it enhance the information in the text on that page?
- Is it for the benefit of the people who visit your site?
- Is it a reasonably good picture?

If the answer to these questions is yes, then it may be a good idea to use a photograph.

**Note:** Many of the qualities that make a good photograph are somewhat technical, and you may not have the software tools, the skills, or the inclination to make your pictures Web-appropriate. Still, you should be familiar with certain basics, which follow here. When you need assistance to adjust an image for posting to your Web site, contact your Web Administrator, as listed in the Addendum, for assistance.

What makes a good picture?

If you were building your own Web site, you’d have lots of latitude to select any pictures you like. Keep in mind, whenever you post a picture to the Suffolk Web site, that your choices reflect on the professionalism and standards of the institution as a whole. And remember, any pictures, just like the text you put on your pages, should have immediate value to our site visitors. You may like a picture, or think that it makes your page look better, but remember that, in order to be appropriate for the web, it needs to convey useful, obvious, easily-understood information

**Overall Quality**

Some things are pretty obvious. A good picture is in focus. It’s reasonably well-lighted, so there are no deep shadows, and everything is clear and easy to see.

**Composition**

The Web is a medium of quick impressions. People won’t stop to puzzle out what your picture is about. In fact, if they can’t see what it’s about right away, they may find it annoying. Make sure your subject is the center of attention. And remember that a photo on the Web is usually small. So it’s best to keep your pictures simple.

**File Size**
A picture may look great on your Web page, but if it takes even a few seconds to load, most people won’t ever see it. In fact, pictures that take too long to load are one of the primary reasons that visitors leave a site.

If you have the right tools, you can make the file size of your picture small enough to load quickly, even when the visitor is viewing the site from via a slow dial-up connection.

Here are some of the factors that affect file size:

- The height and width of the picture. The smaller the picture, the faster it loads.
- The number of pixels per inch: A picture on the Web should never be more (or less) than 72 pixels per inch—or 72 dpi (Dots per inch).
- Optimization: A process of condensing the file size for the Web. The level of optimization relates in part to the subject matter and other characteristics of the picture. Optimize a picture too little, and the file will be too big. Optimize too much, and the quality will be compromised.

File Format

There are many different image formats. The only image format suitable for a photograph on the Suffolk Web site is the JPEG format, which is indicated by a suffix of .jpg in the file name. Some graphic images, such as logos, may appear in the GIF format, indicated by .gif in the file name.

Can it be fixed?

Some pictures can’t be helped. They just don’t work because they’re out of focus, or for some other reason. Others can be helped considerably. In many cases, cropping can improve the composition of a photo by removing extraneous material. Sometimes, pictures can be darkened or lightened. Color balance can sometimes be adjusted (is it a little green?) and the contrast can be adjusted. Of course, not everything can be fixed so if you have the option to use a better picture, that’s always preferable.

Clip Art

Years ago, it seemed that everyone was using clip art on the web. Today, clip art is seen as an annoyance. If you’re thinking of using clip art on a page, there’s a better, more professional way to accomplish what you’re trying to achieve. Your Web Administrator may be able to make a suggestion.

Putting a single picture on your page

When you open most content pages, you’ll see a ready-made container for an optional image. It will always appear in the upper left-hand corner of the content area. Most often, this is the only place you’ll be adding an image to your page. If you want to add more than one image, see the section below on the use of the Generic Text Content with Images page.

The window for this image is 172 pixels wide and 136 pixels high... and that is the size of the image you should be putting in this location. If you don’t know how to size your picture, contact your Web Administrator, listed in the Addendum, for assistance.
1. To insert an image, click on [Optional Image]. The Asset Manager will open to the Content Images folder.

2. The image you're looking for should not be in the Content Images main folder. If it is there, it should be moved to your folder, or it may be deleted by a Web Administrator. Select Switch Folder to open a list of folders.

3. Navigate the folder for your area or department. If you do not have a folder, contact your Web Administrator, listed in the Addendum, to have one created. Images can't be uploaded to the Asset Manager, and then to your Web page, unless you have a folder.

4. If you want to preview a picture you see in your folder, click on the thumbnail (the small picture), and a preview window will open. You'll see the full-sized image. When you finish looking at the image, close the preview window.

All parties who post material or authorize the posting of material to any Suffolk University Web server should be aware the policies and procedures that govern our web presence.

These include, but are not limited to:

- Suffolk University Web Policy
- Suffolk University Copyright Policy
- Suffolk University Privacy Policy

In addition, all pages on all Suffolk University Web sites and servers are subject to the Suffolk University Web Site Disclaimer.
5. Once you're sure you have the right picture, click on the name of the picture. This will open an area on the right side of the asset manager window with all the information about the picture or image.

You'll see file information including the size of the picture, the name of the person who first loaded the picture, and the date it was loaded, and the most recent edit history.

Below, you'll see a number of tools. For now, we'll just focus on one, and save the rest for later.

If you want to see where the picture is being used, click on Show Usage. This will tell you of any instance where the picture appears on the Web. If an image is already being used somewhere within your site, and you may want to consider selecting another image.
6. Click OK. The Edit Image Element window will open.

7. The name of the image will appear in the first field. If you want to remove the image (It will stay in the Asset Manager.) click the red “x.” If you want to select a different image, select the pencil and it will take you back to the Asset Manager.

8. Enter a caption that describes your picture in the Alt attribute field. Remember to keep it brief, or the caption may overshadow your picture. All images should have an Alt attribute.
9. Click OK and you will return to your page.

Putting more than one picture on a page

Most of the time, it is not good Web practice to put more than one picture on a page. Remember, visitors came to your page for the text content, and an abundance of pictures are distracting. They’ll also tend to take up space that pushes your important text content further down the page, out of view of the visitor—where it might not even be seen.

There are occasions, however, where additional pictures add real value to your page. Here’s an example of such a page:

![Page Example]

Note that these pictures have been placed in a table. Since the CMS automatically aligns Web pages flush left, multiple-image pages may be difficult to format without a table.
To put more than one picture on a page, you’ll use a special Content Class... Generic Text Content with Image. If you want to add pictures to a page that already has content, using a different Content Class, such as Generic Text Content, you’ll need to contact your Web Administrator, listed in the addendum, to make the change.

1. When creating your page, select the content class labeled Generic Text Content with Image. It’s the same as a Generic Text Content page in every respect but one: It has an Insert/Edit Image button on the tool bar.

2. In the Text Editor, position your cursor where you want the picture to appear. Click on the insert/Edit Image button. This window will open:

3. Choose “Select Image from server” and click OK. This will bring you to the Asset Manager. Follow the same procedures you use to insert a single picture on a page.

4. Be sure to preview your page carefully before submitting it to workflow to be certain that everything is aligned and formatted as you intended it.

**Image Gallery**

There may be times when you want to put a number of related images on your Web site. Our CMS offers a function that automates the creation of an image gallery. The image gallery begins with an image gallery index that shows thumbnails—small versions of your pictures. Each picture can have a brief caption, and each links to a gallery page created exclusively for that picture.

While most of this process is automated, our CMS does not currently enable content providers to create galleries. If you want to put a gallery on your site, contact Web Services at webadmin@suffolk.edu for assistance.

Here are a few things you should keep in mind when considering an image gallery.

1. Will they have real relevance to a visitor to your site? It doesn’t need to have universal significance, but it has to be more than just entertainment. It should inform. It should help the site visitor develop a better understanding—and form a positive impression of your department or area.

2. The pictures should be of suitable quality. The same principles that apply to other images also apply to an image gallery. In fact, image galleries, because they show a larger image than we usually see on other web pages, should be of a high quality.
Here is a sample image gallery page, and an image page you would see when you click on the appropriate thumbnail:

Here’s what you’ll see when you click on the first picture.
When you request an image gallery, Web Services will give you specific instructions about how to provide your images. Note that each picture has a brief caption that appears on the gallery index and the image page, so be sure to include captions for each.
Part Five:
Creating a new page

Things you need to know about “pages”

In Red Dot, a page is not what we normally think of as a Web page.

A Web page, as we normally think of it, is everything we see on our computer screen—the headers, footers, images, menus and text. But in Red Dot, a Web Page is made up of many “pages.”

The foundation page is the Web Page without content. It has a left hand menu, the header, and the footer we see on any web page.

The body content is another kind of page, and it fits inside the foundation page. And some pages, as we’ll explain later, have many pages within what we think of as the body content area.

Another kind of page is sub-nav (more about that later). It is a container for links to other pages, and it’s actually invisible—nobody ever sees it, although it is a necessary part of navigation.

And since most of our Web Pages have a right hand column, there are various elements of content we can put in there... and those are content also pages.

So there may be many CMS pages in a single Web Page. When you see the term “page” in the CMS, it always refers to one of the components—not the complete Web page.

How pages are created

To create a new Web Page, begin with the left hand menu of an existing Web page.

In the CMS, Web pages, and the left-hand menus that link to them, are generated automatically. When you add a page title to the left-hand menu, the system creates a new Web page. It also updates the menu on any Web page where it belongs.

Before you start, you should understand that all the Web pages on a Web site are on “levels.” If you’re working on the Web pages in a department, then the department home page is the top level. All the Web pages that appear on the left-hand menu of the home page make up the second level, and Web pages that appear indented from the page name on the menu of a second level page are third level pages, and so on.

It works like this:

```
Level 1
  Level 2  Our Department
  Level 2  Who We Are
  Level 2  What We Do
        Level 3  Special Projects
        Level 4  Other Activities
  Level 2  Contact Us
```
Creating a New Page

So if you want to create a new level 2 Web page, you begin on the level 1 Web page. To create a level 3 Web page, begin on the level 2 Web page above.

Creating a new foundation page

The first step in creating a new Web page is the creation of a foundation page.

1. Navigate to a page that is one level up from the page you want to create. Under the name of that page in the left hand menu you should see this:

   ![Manage sub-nav]

   Hint: When you see a red dot with text like this, click on the red dot, not the text.

2. Click on the red dot with the arrow inside. The page will refresh, and in place of the previous directive, you’ll see one of these two choices:

   ![Add Sub Nav]  ![Close]  ![Edit List]

3. If you see Add Sub Nav, you’ll know that this is the first Web page being created as sub-nav, so before you can create the new Web page, you’ll need to create a sub-nav container to hold that page.
   a. Click on that red dot. That will refresh the window, and you’ll see:

      ![Close]  ![Create sub-nav]

   b. Click on the red dot to select ![Create sub-nav], and skip to step 5.

4. If you see “Edit List,” this is an addition to a list of existing sub-nav pages, and the container already exists. Click on the red dot for ![Edit List]. The “Edit Link Element” window will open. Skip ahead to Step 6.

5. To create your subnav (![Create sub-nav]): Select “Create and Connect Page.”
   a. The “Edit Headline” window will open.
   b. Follow these instructions that appear on the page when you create a name:
      “Give this component a name, e.g. ‘Sub-nav for Page XYZ’”
      If the page you started from is named “What We Do,” you will enter this as “Sub-nav for What We Do.” If you name it any other way, you’ll have trouble finding it later, when you want to make changes.

   Note: The CMS will always show a default name when you create a sub-nav or a page. Don’t use the default—replace the default name as explained here.
Creating a New Page

c. Click OK at the bottom of the screen. The page will refresh and you will see the [Edit List] red dot.

6. Select “Create and Connect Page.”
   a. The “List of Content Classes” will open. Select the appropriate page type. In almost every instance, you will select “Main Foundation w/Left Nav.”

   Hint: If you are planning to use a table on the page you are creating, you can select “Main Foundation w/ Left Nav w/ No Right Column,” but don’t make this choice unless you know how to use a table in the CMS. You may also need to select a page that is specifically designated as Centennial, Athletics, or Sawyer. Ask if you’re not confident that’s the right choice for what you’re doing.

   b. The “Edit Headline” window will open.
   c. In the “Enter the Headline” text box, you will see a default page name. Disregard the default headline that the system provides, and enter the name of the Web page as it will appear in the menu, and at the top of the page, so be sure it’s clear, and concise. Remember, it has to fit into a relatively narrow space, and it’s usually better (but not always possible) to fit it onto one line.

   Hint: You’ll probably want to limit yourself to about 45 characters (including spaces).

   d. Click OK. This will take you back to the page where you began, and you will see the name of your new page in the left-hand menu.
   e. Go back to the page where you started, and select the page you’ve just created from the left hand menu. The page will open, but it won’t have any body content.

Editing Page Order

In addition to creating a sub-nav and adding pages, you can also change the order of pages. This is often necessary after you add a new page.

1. From the left hand menu, select [Edit List] again
2. At the “Edit Link” menu, select “Edit Page Order.” This will open a list of the pages sub-nav.
3. Select a page to highlight it, then use the up or down arrows to change the page order.
4. When you’re satisfied with the order, click OK.

Creating a new Content Page

In order to add content to your Web page, you will need to insert a Content Page into your Foundation Page. Remember, the Foundation page acts as a container for the Content Page.
1. On the new page you’ve just created, click on this red dot: [Open and edit foundation page].

2. This will make a second red dot appear: [Manage body component(s)]. Click on the dot.

3. A menu screen will appear. Select **Create and Connect Page**.

   **Note:** You saw this page when you created your foundation page, but now you will use it to create the content page, which contains your text and images.

A new page with two menus will appear. Content Components is pre-selected in the top menu.
Creating a New Page

4. On the second (lower) menu, select Generic Text Content, unless you are specifically aware that you need one of the different page formats listed here.

**Types of Content Page**

- **Generic Text Content Page**
  a. This is a standard text page. Although it allows you to insert one picture of a specific size into the upper left-hand corner of the body text, you generally will not be inserting a picture on these pages.

- **Generic Text Content With Image Page**
  b. This is a text content page that allows you to insert multiple pictures into the page. This type of page is rarely used.

- **FAQ Page**
  c. FAQ (Frequently Asked Questions) pages can get very long, so the questions usually appear at the top of the page, and act as links (anchor tags) to the answers that appear below. After each answer, a link enables the reader to jump back to the top of the page.
Creating a New Page

Note: There may be other pages that have many content elements which are better accessed by using this “jump list” format, but in nearly all of these pages, it’s far better to break your content into multiple pages, and let the visitor navigate via the left-hand menu. As a general rule, overly long web pages irritate site visitors, and we suggest that you consult with your Web Administrator before using this format.

• One class of specialized pages, News and Events, has specific requirements that are explained in Part Seven of this manual.

• There are other specialized types, or classes of content pages, some of which are described below. For more specific information about a content class, see the glossary, or contact your Web Administrator.

Warning:
Never select an option unless you know exactly what it does. For example, if you select the Image Wrapper option, you could cause the headers at the top of pages throughout the Web site (not just in your department) to malfunction. The most commonly used types of pages are listed below (although you may be authorized to use others that are specific to your department, area, or school). All of these page types are defined briefly in the Glossary.

Selecting the right content class

Most content pages are similar in that they consist of a single area within the body area of the page—the white area between the left hand navigation and the right-hand column.

The Generic Content Pages, and a number of others, are created and edited using the same procedures. The creation of a FAQ page requires a different but related set of procedures, and is explained following the Generic Page section, below.

Other pages, such as the various link, list, and two column pages, are only available as specifically designated by a Web Administrator (see Addendum).

Creating a Generic Content Class Page

From the List of Content Classes shown in the illustration above, select Generic Text Content—unless you are specifically aware that you need one of the different classes listed here.

1. You will be asked to name the content page you are creating. The name of the content page does not appear on the Web Page.

Note: Because the CMS does not catalog content pages differently from foundation pages, you should always name your page as Content. So if the foundation page is named “Who We Are,” the content page would be “Who We Are Content.” For common page names like FAQs or Contact Us, “Department Name Contact Us Content.” Will make it easier for you to find page will be when you need to edit it in the future.
Creating a New Page

1. Your new page will open again, and you will see a new red dot:

Now you are ready to enter content. For information about adding and editing content, and about formatting your content, see Parts Two and Three of this manual.

Creating a FAQ Content Page

An FAQ-Style Jump Style Page is useful for long lists of frequently asked questions. This type of page allows you to put all the questions in a list at the top of the page, where visitors are most likely to find them, and then jumps them down the page to answer.

If you’ve never used a FAQ page before, find one on the Suffolk Web site to get a sense of how it works.

The primary use of a FAQ page is to answer questions that are frequently asked of your department. If the visitor can find the answers on the Web, it makes their search for information that much easier.

At the same time, if you just use the FAQ page to repeat material that’s already on your site, you’re creating a potential problem for your department—one that could, in some cases, result in legal liability. If you change the information on the regular web page, but forget to change it on the FAQ page, you will be posting contradictory and incorrect information. If you have a question that is already on your site, give a short general answer that contains a link to the page where the original information resides.

1. On the foundation page where your FAQ will reside, click [Manage body component(s)].
2. Select “Create and Connect Page” from the Edit links Menu.

3. On the List of Content Classes Menu that appears, select “FAQ-style jump list”.

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4. Enter a headline, such as “FAQ style jump list for mydepartment.”
5. Open again. Select [Open and edit this content].
6. The page will refresh, and you will see this:

   [Close]


   [Manage content nuggets]

7. To add your first question, click on [Manage content nuggets].
8. The familiar “Link Element” menu will pop up. Select “Create and Connect Page.”
9. You will be prompted to create a headline for your question. This headline is actually the question, as you want it to appear on the page.
10. To add additional questions, click on [Open and edit this content] and then select follow the same procedure to create your next question and answer.

11. In addition to creating adding questions to your page, you can also change the order of the questions.
   a. Select [Manage content nuggets] again
   b. At the “Edit Link” menu, select “Edit Page Order.” This will open a list of the pages sub-nav.
   c. Select a page to highlight it, then use the up or down arrows to change the page order.
   d. When you’re satisfied with the order, click OK.

12. You can edit your questions, changing the question itself, and adding the answer that will appear with it, at any time during this process: for each question as you create it, or for all of your questions at one time. To learn how to add content to your questions or edit them, see Part Two: edit your Content.

13. When you finish creating, editing, and ordering your questions, you’ll see numerous pages in your Task menu. Don’t forget to submit all of them to workflow. You’ll find instructions for submitting pages to Workflow in Part Eight.
Part Six:
Entering or Editing News and Events

News and events require special formatting on pages that are designed specifically for news and event items. You should already know how to create a Web Page (Parts Two, Three and Four of this manual) before you begin.

Before creating any News or Event page, contact your area News Manager. These must be approved before they can be posted. News Managers are listed in the Addendum to this manual.

Note: You can only post a news or calendar event if your department has a news or events page. These must be created specifically for your department, and their functionality is different from other news pages. If your department wants its own news or events page, contact your news manager as listed in the addendum.

If you do not have such a page, and simply want an item posted to one of the news or events pages listed above, contact the appropriate news manager.

Since the process for entering a news or event item is almost identical, we will demonstrate a news item here, and indicate where there is a difference when entering an event.

1. Go to your department’s news or events page.
2. On the news page, select [Open News]
3. Select the red dot that appears for [Manage News List].
4. On the edit link element menu, select Create and Connect Page.

![Edit Link Element](image-url)
5. On the Enter Headline Menu, enter the Headline for your News story. For the sake of appearance, it’s best to keep the headline as short as possible, so that it only takes up one line on the news page tab, as we will see shortly.

6. On your News home page, you will now see the headline for your story. Note that it is a link. Click on the headline. This opens the page for your news story. The headline you created will appears as the H1 page header.

7. Note: If your headline runs onto a second line, you’ll see that it interferes with the formatting of the page. Revise it to fit the header. News and Calendar events have teasers that appear on the news and events pages, and if the item appears on a home page. You can use more text there.

8. Now Click on [Open and edit foundation page].

8. Add the required content by clicking on the red dots with the exclamation points. These are required items.

   - [Edit Headline]
   - [Assign Promotion Keywords]
   - [Optional Image]
   - [Edit Date]
   - [Edit News Location]
   - [Edit Teaser Text for home page]
   - [Edit Body Text]

   Back to News »

Note: Before you enter any body text, you must understand the specific procedures required to make your page appear correctly. If you’re not comfortable with text insertion or editing, stop for a moment to review sections three and four of this document.

Once you have created your news story or event page, it will automatically be added to the list page from which you created it, and to the University News Page.

If you want it to appear somewhere else, like on a school news page, or on a school or the University’s home page, you will need to contact your News Manager, as listed in the Addendum.

Warning: Never promote a story to a school news or events page, or any home page without the approval of the appropriate news manager as listed in the Addendum.

1. To indicate where your item will appear (other than on your department news or events page), select [Assign Promotion Keywords].
2. In the Assign Keywords menu that appears, select Add. The Select Keyword menu will appear.

3. The Category Menu is set for “Calendar” when it opens. You can use the arrow to change to “News.” If you select the wrong category, your story will post in the wrong place.

4. As you can see, there are many places where you can post your story. Be sure you only select the area for which your story has been approved.

5. Select a news (or calendar) page to which you will add your story. This is where the headline and teaser text will appear (just as it does on your department page), linking to the actual story.

6. If your story will appear in more than one news listing, select Add, and repeat the process.

**Warning:** Never “Promote” your story to a Home Page. Only a news manager is authorized to make these postings.

7. If your page is ready to be posted, and does not have a time limitation, submit your page to workflow as outlined in the next section. If you would like to specify what day your page is posted, in a particular location, or when it should be removed, follow the instructions for Scheduling your Story below.
Scheduling the Appearance or Removal of Your Page

Sometimes you may want to either delay the posting of your page to the Web site, or you may wish to have it come off the Web site at a specific time in the future. You can do this manually, by controlling the day you post the page, or by removing it from the site. (If you do not have authorization to delete a page, contact your Web Administrator for assistance.)

1. If you are not on the page where your news story resides, navigate to that page and select [Open and edit foundation page]
2. When the Action menu appears at the top of your screen, select Linking.
3. A new menu will appear:
4. You will see a link for each keyword you selected to promote your news story. In this illustration, you can see the Suffolk University News List, which is the default, and two that were added using keywords: Madrid News Content and Madrid Home page.

**Warning:** you may add a Start date to a story anywhere, but you should never add an end date to an appearance on a News List. These are archives and are managed accordingly.

5. For this illustration, let’s assume that you want the appearance on the Madrid home page to go up three days from now, and to come down two days later. Click on the appearance icon following the Madrid Home Page to access the scheduling screen.

6. Select the Starting date and or the ending date, as needed.

7. If you are entering a start date, select Start date (time). If you are not selecting a start date, which will allow the story to publish in the next publishing cycle (after approval), leave the default No start date selected. If you are entering an end date, select End date (time). If you are not selecting an end date, which will allow the story to remain visible indefinitely, leave the default No end date selected.

8. Enter the year, month and date you want the item to appear, or disappear from the Madrid Home page.

9. Select OK in the window of this menu. You will be returned to the Edit Linking Appearance schedule, and you will see your appearance schedule.
As you can see below, your appearance schedule has been added. Be sure to click OK at the bottom of this window to save the change.
Part Seven:
Submitting and Reviewing Pages in Workflow

Before a brochure or any other document the University sends out to the public is printed, it gets reviewed to make sure there are no errors. In fact, it may be checked several times by different people.

- Is it factual?
- Does it represent the University in an appropriate manner?
- If there are pictures, or other copyrighted materials, has permission been obtained to use them?
- Is everything spelled properly, and is it free of grammatical errors?
- Is everything aligned as it should be, and is all the spacing correct?
- Do the typeface, headers, and other formatting follow University guidelines?

These are just a few of the questions that must be addressed before any document is published.

In the same way, anything that is posted to the Suffolk Web site must be reviewed. In addition to these questions, we need to ask ourselves

- Does the page function properly?
- Is the copy concise, and broken into small blocks or “chunks” to help the reader find information?
- Are all the links working as they should?

Whenever, a new page is created or when an existing page is modified, it must meet all of these criteria before it can be published to your website. The approval process takes place within the workflow established for your area or department. Within that workflow, various individuals are assigned roles to assure the success of this process.

Workflow Roles

Each individual who has access to RedDot is assigned one of four specific roles. Each role has specific responsibilities. These roles are Author, Editor, and Publisher. In each department, one or more individuals may be assigned to a role, and, with rare exceptions, each individual will fill only one role. An additional role—that of Visitor—stands outside the workflow.

Note: In addition to understanding how to perform your role in the workflow, you should be familiar with the roles and procedures of others. An Editor or Publisher may need to function as Author on some occasions—and a broader understanding of the roles can help your workflow function more effectively.
Submitting and Reviewing Pages in Workflow

Author

An Author enters content into the Red Dot system. In many cases, the Author isn’t the person who wrote the content. The Author may simply be cutting and pasting content (or creating new pages) at the request of someone else in the department.

Editor

An editor reviews the page after it is authored. If the page needs corrections, the Editor can return the page to the Author to have those corrections made. Generally, the Editor does not actually make the corrections on the page. If the editor does make corrections on the page, he becomes the author of record and cannot send the page back to the original author for revision.

If the Editor finds that the page is correct, he or she sends the page on to the Publisher.

Publisher

The Publisher reviews the page again. If changes need to be made, the page goes back to the Author, and starts the cycle again. If the publisher makes corrections on the page, he becomes the author of record and cannot publish the page or send the page back to the original author for revision.

If the page is ready to go live, the Publisher releases the page and it is published with the next publishing cycle, at 5am on weekdays. This schedule may change at any time.

Visitor

A visitor has access to view pages in the RedDot Content Management System, but he has no access to the red dots that enable adding or editing content. Sometimes, the person who originally wrote the content may not be part of the workflow, so Visitor status allows that individual to see the page and comment outside the workflow.

Standard Criteria for Reviewing a Web Page

Everyone who looks at the page—the Author who created it, as well as the Editor and Publisher—should review the content on each page before it is published. Of course, common sense will tell you a lot about whether a page is ready to be published, but, at a minimum, always keep these criteria in mind.

- Accuracy of information
- Spelling
- Grammar and punctuation
- Text formatting—All headers, subheads, body text, bullets and tables conform to Section Three of this Guide
• Respect for copyright—never use copyrighted material without explicit written permission. Remember, everything you find on the Web, including pictures, is protected by copyright.

• Pictures—are they of the appropriate image quality and size for the Web? Are they optimized so that they download quickly?

• Does everything align as it should on the Web page?

• Are sentences short and easy to read? Are paragraphs broken into easily scanned chunks? A paragraph that’s more than five lines long on the page is getting difficult to read.

• Are headers and subheads used to help visitors scan the text and find what they’re looking for?

• Is the page too long? A great page shows all its content without scrolling. If a page is longer than twice that, consider breaking it into two pages.

If all of these criteria have been met, and you feel that the page is ready to be posted to the web site, you can move it along to the next step in the workflow.

Note: If anything needs to be corrected the Editor or Publisher should send it back to the Author for correction. Note that, as an editor or publisher, you can edit a page, but the system will make you the author for that page.

Submitting and Reviewing pages

When a page is created, it is only available (visible) in the account of the person who is working on that document. By submitting your files into the workflow, you make them available to all RedDot users. Until a page is submitted, it cannot be reviewed or published to the live web site.

1. When you have one or more pages to submit to workflow, or you want to review pages as an Editor or Publisher, click on the Task button of the Red Dot left hand menu.
This will take you to the Selected Tasks window. Click on Edit Pages to open the Pages Saved as a Draft. Depending on your role, you may see different options in the Selected Tasks Window.

Each Author, Editor, and Publisher needs to monitor the Tasks to make sure that created and modified pages move appropriately through the workflow to be approved and published.

The Author’s Role: Submitting and Correcting Pages

As an author, you can submit pages you have created or edited. You can also correct and resubmit any pages that have been returned to you by the Editor or Publisher for your department or area.

If you want to submit a page, go to the Selected Tasks Window. Pages saved as draft are pages that you have authored, or that you have edited, in which case you will now be listed as the Author.
1. Click on the text circled above to open the list of pages waiting to be submitted. A list of all pages that have been saved as draft will open. You can change the display and sort options for this screen by clicking on the links at the top of the menu.

**Note:** When you create or modify a page, it will appear in your Selected Tasks menu as a draft page. This means that the page is still in your workspace, until you decide that you are finished making changes, and you are ready to submit it.

2. If a page is new, you can preview the page (click on the binocular icon), and if it’s revised, you can also look at the changes in redlining mode. (r icon).
3. To go back and change the page, click on the page name, and it will open.

4. To submit your page(s) to Workflow, either click on the check box to the right of each page you want to upload (left circle) or, if you want to submit all the pages on your list, click the “Select all entries of this results page” checkbox below.

You can also submit individual pages using the green checkmark icon to the left of the page name, or, if you have made a change that you don’t want to submit, you can cancel the change using the red “x” icon (Undo Changes).

Note: Remember that, even if you’ve only added one new Web page to your site, you may have several “pages” to submit. For example, you may have pages named “Pagename,” “Pagename Sub Nav,” “Pagename Content,” and “See Also for Pagename” (a right hand navigation element). Together, all of them make up the actual web page, and all of them should be submitted to workflow.

5. Then select Submit Selected Pages to Workflow.

If a page has been returned for revisions, you can open it from the “Select Tasks” window. A Rejection window will open, explaining why the page has been sent back for corrections.

1. To correct the page, click on the page name to open it. After you have made all the requested corrections, you can submit this page to workflow again.

The Editor’s Role: Reviewing Pages for Content and Formatting

The Editor reviews pages submitted to Workflow by an Author in his or her department or area.

Note: It is recommended that Editors do not circumvent the editorial process by making corrections to pages, as this will change the Editor to an Author within the RedDot system. The original Author will no longer be able to see the corrections, or to make further corrections until after the page is published.

An editor should review each page based on
• Correct formatting of the Foundation page and menus
• The accuracy of content
• The effectiveness of the copy
• Spelling, punctuation, and grammar
• Correct functioning of all hypertext and right hand column links
• The quality and appropriate sizing of images (if present)
• Its appropriateness for the Web
• Content formatting as specified in the Content Provider’s Guide Section Three

To begin reviewing pages, select Tasks in the left hand menu of the RedDot screen. The Select Tasks window will open. If there are pages waiting for release, they will be indicated in this window as well as any pages you have submitted for review, and pages you may need to correct.

**Note:** When you create or modify a page, it will appear in your Selected Tasks menu as a draft page. This means that the page is still in your workspace, until you decide that you are finished making changes, and you are ready to submit it. Until you submit the page to workflow, it’s only visible through your login account—you’re the only person who can see it. It will remain Saved as Draft until it is submitted to Workflow and released, which will make it visible to anyone who logs in to RedDot.

1. Select the Edit Pages text under “Pages waiting for release.”
A new window will open with a list of pages waiting for edit. In this example, the second page has been revised, while the remaining pages are new. In addition to a symbol in the left-hand page icon the redlining symbol appears on the right side.
To review a revised page, you can click on the binoculars to see the finished result, or the “r” icon to see the changes in redlining mode.

In some instances, you may need to look at the page in RedDot mode, to determine just what’s wrong with certain formatting errors. You can open the page by clicking on the name of the page, and then open the text editor. But be careful to click Cancel, not Save or OK to close out the text editor, or you will become the Author of the page, and you won’t be able to send it back for correction.

2. If a page needs changes, click on the red x icon for that page. A text window will open for your comments. Type in whatever instructions are necessary to help the Author make the required changes. If more than one person might have reviewed a page, it’s a good idea to identify yourself by name in closing.

3. When all of your changes are documented, click the OK at the bottom of the window, and the page will be sent back to the Author, who can then make the changes and resubmit the page.

4. If, after you’ve examined a page, it meets all the criteria for a good Web page, you can release the page to the Publisher, who will do a final check and then release the page for publication.

The Publisher’s Role: Reviewing and releasing for publication

The Publisher’s role is, in large part, like that of the Editor. A publisher reviews a page to make certain all of the criteria for the page are met.
A Publisher should review each page based on

- Correct formatting of the Foundation page and menus
- The accuracy of content
- The effectiveness of the copy
- Spelling, punctuation, and grammar
- Correct functioning of all hypertext and right hand column links
- The quality and appropriate sizing of images (if present)
- Its appropriateness for the Web
- Content formatting as specified in the Content Provider's Guide Section Three

To begin reviewing pages, select the Task button in the left hand menu of the RedDot screen. The Select Tasks window will open. If there are pages waiting for release, they will be indicated in this window.

1. Select the Edit Pages text.

A new window will open with a list of pages waiting for review. In this example, the top page has been revised, while the remaining pages are new.
2. To review a revised page, you can click on the binoculars to see the finished result, or the “r” icon to see the changes in redlining mode.

In some instances, you may need to look at the page in RedDot mode, to determine just what’s wrong with certain formatting errors. You can open the page by clicking on the name of the page, and then open the text editor. But be careful to click Cancel, not Save or OK to close out the text editor, or you will become the Author of the page, and you won’t be able to send it back for correction.

3. If a page needs changes, click on the red x icon for that page. A text window will open for your comments. Type in whatever instructions are necessary to help the Author make the required changes.
1. If, after you’ve examined a page, it meets all the criteria for a good Web page, you can release the page for publication, and the page will publish to the live server in accordance with the publishing schedule.
Part Eight:
Additional Features of Red Dot CMS

In addition to the many capabilities described throughout this manual, the Red Dot Content Management System offers additional functionality via the top menu. While you’ve already used a number of features supported by this menu, this chapter will help you access that additional functionality.

When you open any part of a page, such as the foundation page or the content, a menu appears at the top of your RedDot Screen. At the top, it tells you which page you’re editing, identifying your page by its name and page ID.

The tools you may have occasion to use are listed under Properties, Actions, and Page Information. The other functions, Linking, Keywords, and Notes, are used for specific purposes that are covered in other areas of this manual, and should not be used except in the context of those purposes.

Properties

The properties function is very simple. It allows you to change the name of a page. If you click on the properties button, a drop-down menu will open.

To change the name of the page, simply type in a new headline and click OK. Note that, when you change the name of a Foundation Page, it will change the page header and any left-hand menus where the page appears.
**Warning:** Never enter anything in the File Name text box. RedDot uses a very specific file naming system, and changes could have unintended impacts. There may be rare instances where it is acceptable to change a file name. If you believe a file name should be changed, contact your Web Administrator in listed in the Addendum of this manual.

### Actions

Click on Actions to open the page actions menu. This offers a number of capabilities, although, depending on your level of authorization, not all of them may be available to you.
You should only use the Show Versions, Page Preview, and Permanent Page Preview actions.

Some of the functions listed here won’t work at all, and some, such as Delete page, could cause your page, or even your entire Web site to malfunction. Some of the other functionalities are better accessed from other areas of Red Dot. The spell check function, for example, should be accessed from the Text Editor.

**Show Versions**

Versions can be a useful tool if you want to step backward in time. For example, you may find, after it’s posted, that a change you’ve made to a page isn’t working. Using versions, you can go back to a previous version of the page and re-publish that.

The most common use of Versions is when you have information that is valid on a recurring basis, but only for a period of time. Because the CMS saves past versions, you swap two or more versions of the same content page as needed.

In the example below, there have been three versions of the page. You can select a start date by selecting the clock symbol, if you know about when the version you want was created. You can preview these past pages, using the binoculars, compare versions, and, when you find the page you want to restore, you can click on the restore icon. The change will appear after the next publishing cycle.
Additional Features of Red Dot CMS

Page Preview
As you’ve seen when creating or editing pages, the page preview action allows you to review the page as it would appear on the web site after publication.

The Page Preview function is also useful when you check your hypertext links. If you are linking to an outside site, it should always open in a separate window (See the Target function in the Links to outside the Suffolk Site portion of Part Three in this manual.) You can only test for the target window in Page Preview mode.

Page Information
This function will tell you everything about a page... The most useful information for most users will include

- The Headline (name) of the page
- The page ID number
- The content class
- The status of the page.

In this case, the page was last released by MSCHNEIDER on 8/23/2006, was being edited by SBECKER on 3/27/2007, and is locked because that final edit is still in edit mode and has not been released. It also tells when the page was created, and by whom.
### Additional Features of Red Dot CMS

**General Page Information:**

- **Headline:** Arts and Entertainment
- **Page ID:** 981
- **Page GUID:** 10b250546e144655e98e614672a8ee4d
- **Content class:** Content Components/Generic Text/Content
- **Main link:** con_Body

**Page Status and Workflow:**

- **Workflow:** Saved as draft
- **Release level:** Campus Life
- **Last release by:** MECHNEIDER 8/23/2006 5:13:51 PM

**Page Lock:**

- **Edited by:** sbarker
- **Edited since:** 3/27/2007 12:45:15 PM

**Created and Changed:**

- **Created by:** kpowers
- **Last changed by:** sbarker
- **Created on:** 6/30/2006 10:09:20 AM
- **Last changed on:** 3/27/2007 11:14:27 AM

**Authorization Information:**

- **Authorization package:** -
- **Detailed Authorization Package:** -

**Project Variants and Assigned Templates:**

- **HTML (Selected)**
- **HTML** Will be published

**Language Variants and Character Sets:**

- **English (Selected)** Server (Server)

**Publication Settings of Main Link:**
Part Nine: Troubleshooting
Bugs and Issues

Occasionally, you may find what appears to be a bug—a functional issue—where something doesn’t work the way you expect. It may just be a bug, or it may be that you just don’t know how to perform a specific task—that happens to all of us from time to time.

Review the instructions below to see if you can correct the problem. If the issue isn’t listed here, or if you need to do something that isn’t covered in this manual, contact the appropriate Web Administrator, as listed in the Addendum.

Pop-up Windows Don’t Open

If you’re working on a PC, you may find that one or more of the Red Dot pop-up windows won’t open. Most often, this will happen when you are using the Asset Manager. If it happens to you, check your Internet Explorer pop-up blocker preferences. The preferences must allow pop-up blockers in IE, and in Google or Yahoo if either of these toolbars are showing.

Changing IE Pop-up Preferences

1. Open Internet Explorer.

2. On the tools menu point select Pop-up Blocker.

   If Pop-up Blocker Settings is grayed out, then the IE pop-up blocker isn’t causing your problem. If Pop-up Blocker Settings is available, select it to open the dialog box.

3. Under Address of Web site to allow, type: https://red.mtholyoke.edu/cms/ and select Add.

4. Under Notifications and Filter Level, check both boxes.

5. Under the Filter Level pull down menu, select Low: Allow pop-ups from secure sites. Your dialog box should look like is:
6. Close the Dialog box.

**Changing Google Pop-up Preferences**

The Google toolbar is configured to prevent pop-up windows. When a pop-up is blocked, you’ll see this icon in the toolbar:

1. Click on the “blocked” button and it will change to “Pop-ups okay.”

**The System Is Slow or Nothing Happens**

Sometimes, system maintenance may slow things down. And depending on how many users are on the system, it might take a few moments for the system to respond. If you become impatient and click on the link again, it will start again from the beginning, and may take longer.

**I’ve Been Logged Off**

Sometimes, technical issues may require that system administrators log everyone off the system. If this happens, you can log in again at a later time (sometimes, you can log back in right away.)
Addendum

Web Administrators .......................................................................................... II
News Administrators ....................................................................................... II
The Red Dot Text Editor Tool Bar .................................................................... III
For Mac Users: The FCKeditor Tool Bar ....................................................... IV
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Suffolk University Quick Reference Guide: Content Formatting for the Web... XII
Web Administrators

The following are the Web Administrators for Suffolk University. If you have a question or request regarding Web pages for which you are responsible, please contact the Web Administrator appropriate to your area or department, as listed here.

- University Departments: Web Services  webadmin@suffolk.edu
- College of Arts & Sciences: Mark Rotondo, Sherri Miles, Mikhail Spivak
- Sawyer Business School: Teri Malionek, Nick Silva
- Suffolk University Madrid: Raul de la Fuentes Marcos
- Suffolk University Dakar: D. Dunham Rowley

News Administrators

If you would like to post a story or event on a News or Calendar page outside your department, or have your story featured on the University’s or your school’s home page, please contact the News Administrator for your area or department.

- University Departments: Office of Public Affairs
- College of Arts & Sciences: Sherri Miles
- New England School of Art & Design: TBA
- Sawyer Business School: Theresa Malionek
- Law School: Kara Peterson, Gail Ellis
- Suffolk University Madrid: Raul de la Fuentes Marcos
- Suffolk University Dakar: D. Dunham Rowley
- Alumni: Jim Wolken
- Athletics: Brenda Laymance
- Adams Gallery: Nancy Kelleher
- Centennial: Nancy Kelleher
- Beacon Hill Institute: Frank Conte
- Political Research Center: Mariellen Norris & Dave Paleologos
- Performing Arts: TBA
- Student Activities: TBA
The Red Dot Text Editor Tool Bar

The tools on the text editor are similar to those you’ll find in Word, but there are important differences. The correct use of these tools is described in Section 4.

Note: Depending on your specific authorization and the specific type of content you’re editing, you may not see or be able to use all the tools you see here.

1. Open file options (Do not use)
2. Print
3. Cut and Copy
4. Paste (Never use this tool)
5. Paste Unformatted Text (Use this tool only when pasting)
6. Undo and Redo
7. Spell Check
8. Insert Symbols (Use sparingly)
9. Switch Text Direction (Do not use)
10. Unformat text (Removes bold, italic, or underline)
11. Bold, Italic, and Underline (See the rules for using these in Section 4)
12. Superscript and Subscript (Use only when absolutely necessary)
13. Font Re-size (Never use this tool)
14. BLOCKQUOTE (Indent a paragraph)
15. Bullets and Numbering
16. Table Tools
17. Text Head and Subhead Tools
18. Do Not Wrap Text (Do not use)
19. Remove/Add Hyperlinks
For Mac Users: The FCKeditor Tool Bar

The tools on the text editor appear to be similar to those you’ll find in Word, but there are important differences.

**Note:** Depending on your specific authorization and the specific type of content you’re editing, you may not see or be able to use all the tools you see here.

DO NOT FORMAT TEXT USING TEXT COLOR OR SIZE COMMANDS, AS THESE WILL NOT MAINTAIN THE INTENDED DESIGN OF THE SITE.

1. View Source Code (The text editor creates its own HTML coding. Modifying this manually could potentially interfere with formatting when the page is viewed in another browser configuration. Use this option only if you are HTML-proficient, and be sure your code is accurate.)
2. Save (Closes Text Editor and transfers edited contents to Web Content Page.)
3. New Page (Do not Use.)
4. Preview
5. Cut
6. Copy
7. Paste, Paste as (unformatted) Text, Paste from Word
8. Print (Since text in the editor won’t show final formatting, this is not very useful.)
9. Undo - Redo
10. Find
11. Find and Replace
12. Select All
13. Unformat Text
15. Numbered and Bulleted Lists
16. Reverse Indent and Indent
17. Align Paragraph: Left, Center, Right, Justified
18. Create and Remove Text Link (Hyperlink)
19. Insert Picture
20. Insert Table
21. Insert Horizontal Line
22. Insert Symbol
23. Foreign Language Keyboard
24. Text Formatting: Body Text, Headers, etc.
25. Font (Using this will interfere with proper formatting of text in this system)
26. Font Size (Using this will interfere with proper formatting of text in this system)
27. Text Color (Do Not Use)
28. Background Color (Do Not Use)
29. Help
Creating a Faculty Page

Faculty pages are designed to be uniformly accessible from a variety of directory pages or link lists. This may include a list of all faculty within a given school, a list of faculty who are experts in a given subject, or a list of faculty within a single department. In addition, you can provide access to an existing faculty page from any other page on the Suffolk site.

To make this possible, the Content Management System uses a special system of linking and creating pages.

Note: Before you try to create a faculty page, you should have some experience creating generic content pages. Since the menus and screens required for this procedure are shown in an earlier section of this manual, “Creating a New Page,” those screens should already be familiar to you, and are not repeated here.

Faculty pages also employ a unique pop-up template. This template allows the faculty page to open in a new window, so that the visitor may easily return to the previous page to visit other faculty pages.

The primary use of these pages is to introduce our faculty to prospective students, although there are many other audiences—even news media looking for experts in a given field.

Although links to a faculty page may appear anywhere, it is important to create the faculty page from the correct starting point.

1. To create a faculty page, navigate to the school level faculty page.

   On the College Web site, this will be
   Home > Faculty > Faculty Biographies.

   Find the department under which the faculty member will be listed.

2. Click on the red dot associated with that location.

   [Open and edit this list]

   The list will expand, and above each name you will see a [Manage Links].

3. Select the red dot immediately above or below the position where you want the new name to appear, and click on the Manage Links red dot for that name. From the list that appears, select Expand Dynamic Link.

4. In the Expand Dynamic Link pop-up box, select the number of links you want to add (In this example, we’ll add one). Choose whether you want to add the new link above or below the selected link. Select New Link Name, and type the new name in the text window.
5. You will be returned to the main list, where you will see the name of the new link. Don’t click on the name of the link—select the Manage Links red dot above the name. The Edit Link Element window will open again, but this time you’ll select Create and Connect Page.

6. In the top part of the menu, Content Class Groups, make sure that the Foundations category is selected.

7. In the lower part of the menu, List of Content Classes, select the appropriate Pop-Up page class.

   For the College, select CAS Generic PopUp.

   **Note:** Make your selection carefully. There are many other types of pop up classes, and if you select the wrong one, your page will not look right, and it won’t function properly.

8. A Window will open, allowing you to enter a headline. Type the headline exactly as you want to see it appear on the page. This will be the page name—the name and title of the faculty member: Rene Descartes, Assistant Professor.

9. Click OK and the original list page will open again. This time, you can click on the name of the page. You’ll see that this is a different kind of foundation page than you’ve seen before: there is no content in the left hand menu, and there are no links at the top or the bottom of the page.

10. Click the Manage body component(s) red dot at the top of the page. When the Edit Link window opens, select Create and Connect Page.

11. In the Content Class Groups list at the top of the page, be sure that Content Components is selected. In the List of Content Classes below, select Generic Text Content for PopUp. Name it as you would any content page. In this case, the name would be Rene Descartes, Assistant Professor Content.

12. Enter your content, either by typing, or by using the Paste Unformatted tool. Note that in addition to the formatting conventions outlined in Section Three of this manual, there are specific guidelines for the formatting of faculty pages. These guidelines have been established to help prospective students and other visitors to our site review our faculty pages with a reasonable measure of consistency.

   Please use the sample page below, and the descriptions that follow, as your guide to proper formatting.
Formatting a Faculty Page

1. The name of the page should include the faculty members name and title.

2. The photograph should be 89 pixels wide and 135 pixels tall. If your photo needs formatting, contact your Web administrator for assistance.

3. Name and degree designation (it is not necessary to repeat the title), followed by department name and location.

4. Contact information. The subtitle is H3. The address is in body text, as shown. Note that phone numbers are formatted U.S. style (617) 305-XXXX.

5. Research Interests subtitle is H3. Use default bullets to create list.

6. Education subtitle is H3. Items marked with * are optional. This is a summary, not a full CV, so you may wish to keep it brief: Degree, Discipline, and Institution. If you choose to include more information, as shown in these examples, You may wish to use bullets to separate provide visual separation between degrees.

7. Note the consistent use of H3 subheads and body text for the remainder of the page. Under publications, the sub-subheads, “Books” and Periodicals,” are H4.

Creating New Links to a Faculty Page

Once you’ve created a faculty page, you can link to it from various locations. By linking to the page you’ve already created, you can avoid having multiple pages with the same content.

Note: One of the most important tenets of good Web practice is that any piece of information should appear only once: Duplication of information on different pages can lead to contradictions when one of those pages is modified.

Fortunately, with CMS, you’ll be able to access the same page of information, your faculty page, from any web content page, using a hypertext link.

See Hyperlinks to pages within the Suffolk Web site on Part Three of this manual for linking instructions. Be sure to set a target page of “_blank” as described in that section so that it opens as a pop-up window, or your visitor will have no way to navigate back to the Suffolk site after viewing your faculty page.
Glossary

Asset Manager
The server that holds files such as images and PDFs for use in the University site.

Body Text
The text that appears in the main part (or body) of a web page. Body text is automatically formatted for font, color, and size by Cascading Style Sheets (CSS), and should not be modified.

Bread Crumbs
The trail of pages from the top level (typically “Home”) to successive sub-levels to which a user has navigated: Home > Campus Life & Boston > Community Service.

Appearing at the top of the body area of every page, they are links that allow the user to step back to a previous page in the site architecture.

Cascading Style Sheet (CSS)
A computer language that provides a simple mechanism for adding styles (e.g. different fonts, colors, etc.) to a web document. The CSS sets styles across the site, such as headers, body text, tables, and bullets. By making a change in the CSS, a particular style can be modified instantaneously across the entire Suffolk Web site. The Suffolk style sheets are managed by Web Services/UMS, and unauthorized users should not try to edit them.

Content Classes and Components
Content is held in a variety of “containers,” called Pages in the Red Dot Content Management System (CMS). Components are groups of different types, or Classes, of content holders. These are the various Content Classes you may find when you create a content page. Most Content pages use the generic or FAQ-style classes.

2-column adapter
Creates a two-column layout sometimes used for high-level heavy links pages. This content class should be used very sparingly and only by authorized users.

2-column adapter for Tools pages
A two-column layout similar to the two-column adapter. This content class should be used very sparingly and only by authorized users.

Body Link List
Creates a link list meant to be the body of the content. This content class should be used very sparingly and only by authorized users.

Note: The Centennial Content Classes are for use only by authorized Centennial Contributors.

Centennial-FAQ-style jump list
Creates an FAQ-style list of anchor links to “content nuggets”, which also have “back to top” links. This content class is only used on the Centennial site.

Centennial-Generic Text Content
Plain text for the Centennial Celebration site. This content class is only used on the Centennial site.
**Centennial landing page body**
Used only for the Centennial Celebration landing page, it contains introductory text, as well as lists of news items and events related to the Centennial Celebration.

**Centennial Rounded Box**
Used only in the Centennial Celebration section, this box is meant to hold quotations.

**Events List**
Creates a formatted list of events that can appear in multiple locations, it is used only for specifically designated Calendar pages. If your department wants to create a calendar page for your department or area, or to post an event on another calendar, contact your News Administrator (See addendum.).

**FAQ-style jump list**
Creates an FAQ-style list of anchor links to “content nuggets”, which also have “back to top” links. This is used for pages that have large amounts of content that is easily divided into segments, such as Q&A. If you want to use this Content Class for a use other than an FAQ page, it’s best to discuss the idea first with your Web Administrator (See addendum.).

**Generic Text Content**
A block of generic text for use on most pages. This page allows the insertion of an image, such as a photograph, in the top left corner.

**Generic Text Content w/Image**
Like the Generic Text Content (above), but this class allows a number of images to be added throughout the text. Specific formatting of these images is required. Contact your Web Administrator for details.

**Image Wrapper**
Used only for images in an image list. Use of this class is restricted to Web Administrators.

**News List**
Creates a formatted list of news stories that can appear in multiple locations, it is used only for specifically designated News pages. If your department wants to create a news page for your department or area, or to post a story on another news page, contact your News Administrator (See addendum.).

**Content Management System (CMS)**
A software system, usually web based, by which web sites are organized. A CMS system separates the visual presentation and content, allowing for consistent site-wide presentation through the use of templates CMS systems allow content providers to participate in the collaborative creation and editing of content through a WYSIWYG content editing process.

**Header**
One or more lines of text that appears at the top of each page of a web site.

**H1**
The top level header on a page. This is the name of the page as it appears both in the menu and at the top of the page, usually in a tab, in all capital letters.

**H2**
The second level header on a page. This is used only at the top of the body copy, and describes or refers to the entire content of the page. It uses first letter caps.

**H3**
The subhead, this refers to a block of text, including one or more paragraphs, to separate and identify different ideas or thoughts on the page.
H4
The sub-subhead, used to further divide thoughts within the context of a single subhead.

HTML
Formatting language or code that is read by the browser to determine how a web page will appear. The HTML is invisible to anyone viewing the page.

Hypertext
A link within the body text of a page to another web page or document.

Keyword
In Red Dot, the method of assigning a news or event item to a specific calendar or news page.

Left-hand Menu
The section of a web page that holds the main navigation links, allowing a user to find and move to other, usually related, web pages.

Navigation
1. Structure of a Web Site, as indicated by links, in one or more dedicated areas of the Web page. Suffolk University uses left hand navigation, with high-level navigation links in the header, and standardized links in the footer. Hypertext and right-hand column links may provide supplemental navigation. Ideally navigation is intuitive or obvious to the site visitor.
2. The act of navigating from one page to the next in a web site. Most visitors navigate through a web site looking for specific information, or a specific category of information.

Page
Generally, a page is a Web page—the combination of images, text content and navigation that appears when you click on a link. All web pages are identifiable by a unique address, or URL (Uniform Resource Locator).

In RedDot, a page is an editable element of the completed Web Page. There are several types of pages that can be used to create a Web Page.

Content Page
The component into which body text, and, in some instances images, are entered. Different types of pages perform different functions.

Foundation Page
The main component, or shell, of a Web page. The foundation page is the container for all other elements (pages) and generally includes the left-hand menu, header, and footer. A foundation page is always based on a pre-determined template. The address of the foundation page is the address of the Web page.

Reference Link
A link within the website that connects to a pre-existing page. For example, two different Web pages may use the same Content page. Rather than create a duplicate of the content page, a reference link allows page editor to simply reference the content so that it appears on the second Web page being created.

Sub-head
See Header, H3 and H4.
Text
A broad term for the words that appear on the Web Page.

Formatted Text
Text that contains styles such as bold, italic, links, indentation, bullets, etc. Text copied from a Word or other word-processor document contains formatting specific to that software. Text copied from a web page contains formatting specific to that web page. In either case, that formatting will conflict with the Red Dot formatting and cause the page to appear improperly in some browsers, or to fail.

Unformatted Text
Text that does not contain styles. Generally this text is stripped out of a copied document by copying it into the Red Dot Text Editor using the Unformatted Text button.

Web Browser
Software that interprets the markup of files in HTML, formats them into Web pages, and displays them to the user. Internet Explorer, Firefox, Netscape, and Opera are all browsers.

Workflow
A process that requires one or more levels of approval; in RedDot, draft pages are submitted to a workflow with predetermined levels by department: editor, author, and approver.
# Suffolk University Quick Reference Guide: Content Formatting for the Web

For a more detailed explanation of text formatting conventions, see the Content Provider’s Guide, Part 3

<table>
<thead>
<tr>
<th>Body Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any text that is not a header or subhead is body text.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>All text is left-aligned. It is never indented, centered, or justified.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font, color, size and alignment are predetermined by Stylesheets, and there is nothing you need to modify.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paragraphs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not create extra line spaces between paragraphs, or between headers or subheads and paragraphs.</td>
</tr>
<tr>
<td>Do not indent the first line of a paragraph (hanging indent).</td>
</tr>
<tr>
<td>Keep paragraphs short. Six lines or less is ideal. Web paragraphs are typically much shorter than print paragraphs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H1 Header</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never use the H1 header. It is reserved for the page title, which is created when you create the Foundation page.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H2 Secondary Header</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional.</td>
</tr>
<tr>
<td>Amplifies—but does not repeat—the H1 Header.</td>
</tr>
<tr>
<td>Appears only once on a page.</td>
</tr>
<tr>
<td>Appears only at the top of the page (the first line in the Text Editor).</td>
</tr>
<tr>
<td>Refers to all content on the page.</td>
</tr>
<tr>
<td>All First Letter Caps: This Is A Good Secondary Header</td>
</tr>
<tr>
<td>A header or subhead is never a link.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H3 Subhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional.</td>
</tr>
<tr>
<td>Refers to a part, but not all of the page.</td>
</tr>
<tr>
<td>Only capitalize the first letter of subhead, except when it is two words, such as Application Instructions. <strong>This is a good subhead</strong></td>
</tr>
<tr>
<td>Does not require an H2 Secondary header above it.</td>
</tr>
<tr>
<td>May appear before any content or block of content.</td>
</tr>
<tr>
<td>A header or subhead is never a link.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>H4 Sub-Subhead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional.</td>
</tr>
<tr>
<td>First letter only is capitalized.</td>
</tr>
<tr>
<td>In most cases the H4 requires an H3 Subhead above it.</td>
</tr>
<tr>
<td>A header or subhead is never a link.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bullets and numbering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always use the Bullet tool in the toolbar to create bullets.</td>
</tr>
<tr>
<td>Never create bulleted or numbered lists manually.</td>
</tr>
<tr>
<td>Use the Default style only for bullets.</td>
</tr>
<tr>
<td>Use 1, 2, 3 for numbered lists.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Text formatting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bold</strong></td>
</tr>
<tr>
<td>Use only to differentiate items in lists where a header or subhead is not appropriate:</td>
</tr>
<tr>
<td>John Smith</td>
</tr>
<tr>
<td>Professor of Archaeology</td>
</tr>
<tr>
<td>Sarah Menendez</td>
</tr>
<tr>
<td>Professor of Anthropology</td>
</tr>
<tr>
<td>Do not use for emphasis in body text.</td>
</tr>
</tbody>
</table>

| **Italic** |
| Use only for the titles of periodicals, published books and plays, according to *Chicago Manual of Style*. |

| **Underline** |
| Never use underline. It is reserved exclusively for links. |

| **Upper and Lower Case** |
| Never use all caps, except for acronyms (MBA, CAGS, etc.) |

<table>
<thead>
<tr>
<th>Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the default setting for tables, table borders, etc.</td>
</tr>
<tr>
<td>For invisible tables, change the Border setting to 0.</td>
</tr>
<tr>
<td>Do not apply colors to tables.</td>
</tr>
</tbody>
</table>