

PROCEDURE:

3.3.4p6. Web Design

Revised: March 17, 2010; March 16, 2011; March 21, 2012; March 19, 2014; March 18, 2015; March 15, 2017

Last Reviewed: April 27, 2009; April 17, 2013; March 19, 2014; March 18, 2015; March 16, 2016; March 15, 2017; March 21, 2018; March 20, 2019; March 18, 2020; March 17, 2021; March 16, 2022

Adopted: May 21, 2008

I. **PURPOSE**

The Ogeechee Technical College website is an information resource and an evolving communications medium for prospective students, current students, faculty, staff, alumni, friends of the College, and the community. All subject matter on the web pages must relate to curriculum, instruction, school-authorized activities, and general information that is appropriate and of interest to faculty, staff, students, and the community.

II. **RELATED AUTHORITY**

TCSG Procedure 3.3.4p. Acceptable Computer & Internet Use

III. **APPLICABILITY**

This procedure applies to anyone utilizing the Ogeechee Technical College Website.

IV. **DEFINITIONS**

None.

V. **ATTACHMENTS**

Ogeechee Technical College Website
World Wide Web Consortium
Web Access Initiative
Sections 504 and 508 of the Rehabilitation Act

VI. **PROCEDURE**

The policies and guidelines offered here are established by the Ogeechee Technical College Division of College Advancement and are reviewed regularly.

Web Design Standards

Guidelines for Ogeechee Technical College web pages that represent the College, a division, department, program, or individual of the College are expected to follow the same professional and graphic standards that apply to official publications in any other medium. Divisions and departments will use the standard templates in order to maintain consistency in design and navigation. Proper grammar and spelling will be used throughout the site. Text fonts for web pages will be established in the templates. To maintain ease of use and navigational consistency in the site, the basic structure of the template will be maintained. Animations (including text) will not be used as they are

generally not compliant with accessibility standards. Images will use jpeg or gif and must be optimized to ensure fast downloads. Web safe colors will be used.

Accessibility Guidelines and Standards

The advantages to employing accessible web design go beyond the need to make information available to people with disabilities and comply with Sections 504 and 508 of the Rehabilitation Act. Accessible web pages ensure that information can reach the broadest audience possible by providing accommodation for physical limitations, language, age, limited technology, and other factors which may affect access to web based information. Utilization of accessible design standards facilitates effective web design and compatibility across more browsers. The College website will strive to meet the standards established by the World Wide Web Consortium (W3C), Web Access Initiative (WAI), and Section 508 of the Rehabilitation Act.

Web Ownership

The Division of College Advancement is responsible for the oversight of the website, and any content posted to the website must relate to the College.

All faculty, staff, and administration of the College are responsible for providing the webmaster with current content for division, department, or program web pages (currently the Art Director serves as the webmaster). The Division of College Advancement is responsible for meeting the College design standards. All faculty, staff, and administration of the College will be responsible for written permissions necessary for use of copyrighted materials and photographs. Copyright permission applies to the use of text, logos, photographs, drawings, video clips, sound clips or other copyrighted visual images. Photographs of minor children will not be used without written permission from a parent or guardian. Photographs of adult students may be used on the website under the guidelines that they are there as part of the public informational or educational activities and events at the College. The College does not support or host student websites or pages.

VII. RECORD RETENTION

N/A