

Website Policy

NSCAD University Website

1a. OneWeb User Policies

Applicable to those trained to update content on the NSCAD website through the OneWeb content management system.

Security:

You have been given a user name and password. DO NOT share this information with anyone. You are responsible for changes to the website made through access granted by your user account.

If you are the only designated content creator for your area, you should designate someone as your backup to cover vacations or unforeseen absences. Computer Services can create a separate user account for your designated backup.

Adding or Updating Content:

The structure, architecture, look, and feel of the site are unalterable. Updates are limited to adding or deleting information on existing pages, or adding pre-designed template pages through the OneWeb content management system in the event that a new page is required.

Although they are not hard-coded into the templates, masthead images (web banners) should not be altered without consulting Computer Services. When creating new pages within a section of the site, the same masthead should be used consistently throughout that section.

No content outside the scope of your training can be altered.

New or updated content will be held in OneWeb's publishing queue for proofing by the Webmaster, who will then publish the content to the live site.

Promoted Content Publishing Timeframe:

Excepting unforeseen circumstances, updated content flagged as "promoted" by content creators will be published to the live site within the same business day (Monday to Friday). All promoted pages are published in a timely manner, however, if an update is deemed a valid emergency, please promote the page and then contact the Webmaster to ensure immediate publishing. Computer Services reserves the right to determine priority.

Style Ruling:

The website follows the Chicago Manual of Style in matters of capitalization, punctuation and usage. **Of particular note is capitalization:** upper case should be reserved for proper names only, thus "NSCAD University" (proper name) but the "the university" (generic).

Course names are capitalized, but not subjects or disciplines. i.e. "Introductory Pottery" is correct, but "This is an Introductory Pottery course" is not.

Written content must adhere to the style ruling. See Section 4 of this policy.

The Webmaster reserves the right to edit, and/or remove inappropriate content placed on the website by others.

Each division/office is responsible for the written content of its respective section of the website. The Director of Computer Services, the Office of University Relations and/or the Webmaster reserve the right to edit/remove content placed on the website by others.

Microsites:

A “microsite” is a website connected to NSCAD and hosted on NSCAD equipment, but that does not follow the look and feel of the main NSCAD website.

Microsites will be limited to special projects, conferences, and commercial ventures, and will be assigned limited disk space based on the requirements of the site. While the cosmetic design of these microsites will often differ from the uniformity of the main NSCAD site, they will still be required to follow some aspects of the university’s Identity Guidelines, especially with regards to use of the NSCAD logo. These microsites must be planned in consultation with the Division of Computer Services.

Microsites are the responsibility of the office or division that produced them. Changes and updates must be done by the respective office or division. Computer Services may provide some assistance with microsites if resources permit, however, Computer Services is not responsible for changes or updates to microsites.

Uploading files to the OneWeb Media Manager:

Very large files (such as uncompressed PDFs, QuickTime movies, Flash, print-resolution images, etc.) should not be uploaded to the OneWeb Media Manager before reducing file sizes for quick web viewing. If you require guidance on this matter, please contact the Webmaster.

Images should not be uploaded to the media manager until they have been formatted to fit the content block where you want them to appear. The correct dimensions for images are as follows:

Homepage:

“Spotlight on” block: maximum 463 pixels wide

“News” block: maximum 224 pixels wide

Inside page template:

Left column content block: maximum 180pixels wide

Right column content block: maximum 228 pixels wide

Main content block: maximum 500 pixels wide

Profile page template:

Main content block: maximum 384 pixels wide

Right column content block: maximum 350 pixels wide

Left column content block: maximum 180 pixels wide

1b. Content Management Responsibilities

Division of Computer Services (Webmaster, reporting to Director of Computer Services):

- Responsible for inputting content not managed by others. Content is supplied to the Webmaster by others in the university. Content is not created by the Webmaster.
- Reviews all content updated by other content managers to check for OneWeb coding problems and to ensure the consistency of information input by others.
- Provides technical support to OneWeb content creators.
- Reviews new content requests with the Director of Computer Services and files unachievable requests for consideration in second-generation development.

Office of the President:

Responsibilities:

- Under *About the University*:
 - *President*
 - *Administration > Office of the President*
 - *Governance*

Office of Academic Affairs and Research:

Responsibilities:

- Under *About the University > Administration > Office of Academic Affairs and Research*
- *Research* section
- *Academic Programs* section (in conjunction with the academic divisions and the Office of Student and Academic Services)

Office of University Relations:

Responsibilities:

- *Homepage*
- *About the University* section: any general content not handled by other offices and divisions.
- *News* section under *About the University*.
- *Alumni & Friends* section (including *VIVID*, *Alumni & Friends* showcases, *Alumni & Friends* profiles and *Endorsements* profiles).
- Shared access to *Events Calendar* under *Galleries and Events* section.
- Periodical review of the site to ensure the consistency and quality of information in accordance with the university's standards.

Office of Finance and Administration (includes Human Resources):

Responsibilities:

- *About the University > Administration > Office of Finance and Administration* page
- *Facilities Management* page
- *Human Resources* section

Office of Student and Academic Services:

Responsibilities:

- *Academic Programs* section, in cooperation with the Office of Academic Affairs and Research and the academic divisions
- *Admissions* section
- *Student Resources* section
- Shared access to *Events Calendar* under *Galleries and Events* section

Division of Extended Studies:

- Responsible for all content in the *Division of Extended Studies* section under *Academic Programs*.
- Shared access to *Events Calendar* under *Galleries and Events* section.

Library:

- Responsible for all content under the *Libraries* section
- Shared access to *Events Calendar* under *Galleries and Events* section.

Galleries:

Responsibilities:

- All gallery related content under *Galleries and Events*
- *Seeds Gallery* under *Galleries & Events* and *Shops & Services*
- Shared access to *Events Calendar* under *Galleries and Events* section.

The Press:

- Responsible for all content under *The Press* section of *Shops & Services*

Academic Divisions:

Under *Academic Programs* section:

- ***Foundation, Undergraduate Studies:*** Maintained by the Division of Foundation; the Office of Academic Affairs and Research, and the Office of Student and Academic Services.
 - ***Foundation faculty profiles and showcases and Foundation class showcases*** are the responsibility of the division and the individual faculty members. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.

- **Graduate Studies:** Maintained by the Division of Graduate Studies; the Office of Academic Affairs and Research, and the Office of Student and Academic Services. The **MDes** section may also require maintenance by the Division of Design.
 - **Graduate showcases and profiles** are the responsibility of the division. Graduate students should approach the division chair to discuss individual or group showcases. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.
- **Fine Arts:** Maintained by the Division of Fine Arts; the Office of Academic Affairs and Research, and the Office of Student and Academic Services.
 - **Fine Arts faculty profiles and showcases and Fine Arts class showcases** are the responsibility of the division and the individual faculty members. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.
- **Craft:** Maintained by the Division of Craft; the Office of Academic Affairs and Research, and the Office of Student and Academic Services.
 - **Craft faculty profiles and showcases and Craft class showcases** are the responsibility of the division and the individual faculty members. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.
- **Design:** Maintained by the Division of Design; the Office of Academic Affairs and Research, and the Office of Student and Academic Services.
 - **Design faculty profiles and showcases and Design class showcases** are the responsibility of the division and the individual faculty members. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.
 - **Design Print Services** page under *Shops and Services*
- **Media Arts:** Maintained by the Division of Media Arts; the Office of Academic Affairs and Research, and the Office of Student and Academic Services.
 - **Media Arts faculty profiles and showcases and Media Arts class showcases** are the responsibility of the division and the individual faculty members. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.
 - **Photographic Services** page under *Shops and Services*
- **Historical & Critical Studies:** Content and corrections to existing content is to be provided by the Division of Historical & Critical Studies in collaboration (when applicable) with the Office of Academic Affairs and Research and the Office of Student and Academic Services.
 - **Historical & Critical Studies faculty profiles:** provision and organization of content is the responsibility of the division and the individual faculty members. For more information, see *Section 2: Showcase Guidelines* and *Section 3: Profiles*.

2. Showcase Guidelines

2a. Undergraduate Students:

Student showcases should profile undergraduate work through specific course projects. Student showcases will be submitted by the faculty member responsible for the course. Participation by a minimum of three students from each course is required to create a student showcase. Individual student work will not be showcased.

2b. Graduate Students:

Graduate work for showcases is to be submitted by the individual student.

Graduate showcases will be organized according to concepts or exhibitions. A minimum of three images are required to create a showcase.

2c. Faculty and Staff:

Faculty and staff showcases will be submitted by the individual faculty or staff member.

Faculty and staff showcases are organized according to concepts, exhibitions, or recent work. Recent work is considered to be work completed in the last three years. A minimum of three images must be submitted in order to create a showcase.

2d. Alumni:

Alumni work will be solicited by the Office of University Relations. Alumni may contact the Office of University Relations to request a showcase. All requests will be considered, however, alumni showcases are not automatically provided. Showcases will be organized according to concepts, exhibitions or recent work. A minimum of three images must be profiled in order to create a showcase. Recent work is considered to be work completed in the past three years.

Procedure for All Showcases:

All submitted images must be clear and well-lit, and must be supplied in digital format.

The respective showcase form must accompany CDs and electronic files. Showcase forms are available in the Appendix of this Website Policy and Procedures Manual.

All completed forms and related images are to be submitted to the appropriate office or division as determined by the academic division under which the faculty member or class falls, or in the case of alumni, to the Office of University Relations. Send duplicate files only.

Each division/office is responsible for the written content of its respective section of the website.

The Director of Computer Services, the Office of University Relations and/or the Webmaster reserve the right to edit/remove content placed on the website by others.

The Director of Computer Services, the Office of University Relations, and/or the Webmaster have final approval of images placed on the website, and have the discretion to determine if an image is of suitable photographic quality.

3. Profiles

Profiles are short biographies or stories about people who have a relationship with NSCAD. They may be students, faculty, staff, board members, community supporters or visitors.

Faculty profiles are the responsibility of the academic divisions.

All other profiles are produced by, and at the discretion of, the Office of University Relations.

Images must accompany profiles and must be clear and competently photographed. Poor resolution, out-of-focus images or poorly lit images are not acceptable.

Each division/office is responsible for the written content of its respective section of the website.

The Director of Computer Services, the Office of University Relations and/or the Webmaster reserve the right to edit/remove content placed on the website by others.

The Director of Computer Services, the Office of University Relations, and/or the Webmaster have final approval of images placed on the website, and have the discretion to determine if an image is of suitable photographic quality.

4. Style Ruling

Written Content:

The website generally follows the Chicago Manual of Style.

Some entities require capitalization, including: NSCAD University, but do not capitalize "university" when it is used in a sentence, even when directly referring to NSCAD. Correct usage: "NSCAD University is a university of the visual arts. There are many areas of specialization at the university, within the visual arts."

Formal names of divisions are capped: i.e. the Craft Division. Areas of study are not: i.e. jewellery, textiles and ceramics (within the Craft Division). Correct usage: "Students have the opportunity to study jewellery at NSCAD."

Degrees: Specific degrees are capped: i.e. Bachelor of Design. General reference is not: i.e. "The candidate must hold a bachelor or master's degree in design."

Formal names of courses are treated as titles and capped: i.e. Foundation Computer.

We ask that you follow these style rules when entering content on the website.

5. Content Ruling

The Division of Computer Services holds responsibility for the NSCAD University website and has the right to add, edit and remove content. Additionally, the Division of Computer Services has the right to add and remove links that connect other sites to the NSCAD website.

Links to Faculty Websites:

Individual faculty can have a direct link to their website through their faculty profile or showcase. Faculty websites are to be hosted by a server separate from the NSCAD University server, and arranged by the faculty member.

Appendices

Undergraduate Class Showcase Form

Graduate Showcase Form

Faculty and Staff Showcase Form

Alumni Showcase Form



UNDERGRADUATE SHOWCASE FORM

The character "" denotes a required field.*

Course name *:

Instructor *:

Assignment name :

Year*:

Assignment description :

Please provide the following information (on separate forms or provided on a comprehensive list generated by you) for each student in this showcase:

Student name *:

Title(s) of student's work(s) *:

Work details * (specifically the medium) :

(OPTIONAL) Description or comments specific to this piece :

****Submitted image files must be clearly named so that they can be easily identified and matched up with title, details and student name.**



GRADUATE SHOWCASE FORM

The character "" denotes a required field.*

Student's name *:

Collection/exhibition rationale or brief description of the project *:

List of work titles *:

Medium*, size, date*:

(OPTIONAL) Additional comments specific to each piece:

****Submitted image files must be clearly named so that they can be easily identified and matched up with title, details and student name.**



FACULTY AND STAFF SHOWCASE FORM

The character "" denotes a required field.*

Name *:

Collection/exhibition rationale or brief description of the project *:

List of work titles *:

Medium*, size, date*:

(OPTIONAL) Additional comments specific to each piece:

****Submitted image files must be clearly named so that they can be easily identified and matched up with title, details and student name.**



ALUMNI SHOWCASE FORM

The character "" denotes a required field.*

Name *:

Degree and year of graduation *:

Collection/exhibition rationale or brief description of the project *:

List of work titles *:

Medium*, size, date*:

(OPTIONAL) Additional comments specific to each piece:

****Submitted image files must be clearly named so that they can be easily identified and matched up with title, details and student name.**