**Introduction**

Websites are advantageous tools of communication for both internal and external audiences. They represent your unit and are a continuation of the College of Arts and Sciences (ASC) story, and The Ohio State University.

But what is a website? And how is a site different from a web page?

**Web page**

A web page is a document, most frequently written in plain text but possibly containing video, music, audio or images. Individual pages are organized, in a structural or logical hierarchy of information, to deliver information as part of a website.

**Website**

A website is a set of related web pages. It is hosted on at least one web server and is accessible via a network such as the Internet or an internal network such as the Intranet. It is accessed through a Uniform Resource Locator (URL) commonly referred to as a web address. All publicly accessible websites collectively constitute the World Wide Web.

**ASC websites**

The College of Arts and Sciences has adopted Drupal, a Content Management System (CMS) as their tool of choice to drive our websites. Its editing interfaces are web-based and may be used from anywhere, on any platform (PC or MAC) with any browser (IE, Firefox, Safari, Chrome...). It does not require the purchase of any additional software.

To work within the new Drupal environment, all readers must receive training according to the access roles that they will be given. Currently these roles are **Content Editor**, **Content Manager** and **Form Manager**. Additionally an individual could be given access via the role of Form Viewer.
To build a Drupal website a developer must have access to the server. To update content, a person must be given access rights to edit the content. These access rights are defined, then grouped and assigned to a role. These roles then are assigned to a person when that person is given access to a website. Our Drupal roles and their respective rights and responsibilities are given below.

**Content Editor Role**
The **Content Editor** (CE) is responsible for page content, making updates and edits, adding images and links. The CE is accountable for the accessibility of the content of the pages.

**Content Manager Role**
The **Content Manager** (CM) may provide edits and updates as a Content Editor as CE training is a pre-requisite for the Content Manager role. The CM is also responsible for the ‘structure’ of the website. To accomplish the structure, they have the ability to create new pages and manipulate menu items. They are responsible for creating site standards and also for maintaining accessibility.

**Form Manager Role**
A **Form Manager** (FM) is primarily responsibility is to create and edit forms on the site. They also may view form results. The Content Editor role is also a pre-requisite for the Form Manager role.

**Form Viewer Role**
A **Form Viewer** (FV) has the right to access the Results or submission of a Form.

<table>
<thead>
<tr>
<th>Roles &amp; Responsibilities</th>
<th>Content Editor</th>
<th>Content Manager</th>
<th>Form Manager</th>
<th>Form Viewer</th>
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</thead>
<tbody>
<tr>
<td>(first requires Content Editor)</td>
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<td>Edit/Update Pages / Images / Links</td>
<td>X</td>
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<td>Create / Delete Pages</td>
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<td>Create/Edit/Delete News Item</td>
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<td>Create/Edit/Delete People Item</td>
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<td>Create/Edit Menu Items / Name Pages</td>
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<td>Access Form Results</td>
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</tr>
</tbody>
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What is it?
There are many parts to making a website accessible. Most people have heard about the use of screen readers – for folks who are blind and accessing the Internet. As a result, many of the tasks we undertake when creating Web pages – are simply to make them more useful when read by a screen reader.

However, there is more to building an accessible website, then designing for the blind. So let’s ask, what is disabled when it comes to the Web? A terrific resource to answer this question is WebAIM (webaim.org). It is a non-profit organization within the Center for Persons with Disabilities (http://www.cpdusu.org/). WebAIM’s mission is to expand the potential of the web for people with disabilities by providing the knowledge, technical skills, tools, organizational leadership strategies, and vision that empower organizations to make their own content accessible to people with disabilities.

Why be Accessible?
It’s a legal requirement
Legally, Section 508 requires that Federal agencies’ electronic and information technology is accessible to people with disabilities. The Center for Information Technology Accommodation (CITA), in the U.S. General Services Administration’s Office of Government wide Policy, has been charged with the task of educating Federal employees and building the infrastructure necessary to support Section 508 implementation and also the 1998 Amendment to Section 508 of the Rehabilitation Act.

Then in 2010, the 21st Century Communications and Video Accessibility Act was enacted to ensure that communications, media services and video content are accessible. Though this mostly has to do with telecommunication, cell phone, video device manufacturers and service providers, this clearly indicates that web accessibility will apply to mobile devices and mobile optimized sites.

And currently, the Department of Justice (Department) is considering revising the regulations implementing title III of the Americans with Disabilities Act (ADA or Act) in order to establish requirements for making the goods, services, facilities, privileges, accommodations, or advantages offered by public accommodations via the Internet, specifically at sites on the World Wide Web (Web), accessible to individuals with disabilities. This new revision is currently undergoing public comment and public hearings. It will be applicable to public websites as defined within the regulation, under which educational organizations are named in category 10.

It’s the right thing to do!
There are more and more people, with disabilities, who would like to access our websites. And it is in our own best interests to make sure that our websites are easy for them to navigate From the Microsoft Web Accessibility Handbook:

  Accessibility is “the gift that keeps giving.” Benefits from Web accessibility go well beyond legal compliance and risk. For an organization there can be usability and productivity benefits, cost reductions, technical infrastructure improvements, wider markets, increased staff retention and better talent management........

Fostering accessibility is the right thing to do, and it’s not prohibitively expensive. Taking an early stand allows an organization to position itself as a leader in its sector and presents excellent opportunities for positive press and free marketing.
If Web pages are more accessible, they will receive more hits and will move higher up in search engine results. Search engines make ranking decisions based on the same information that assistive technologies use to create an accessible reader experience, including document structure and alternative text.

Accessibility is not hard. You just need to be consistent. There are a few places for you to add content when using Drupal. So during this course, we will be showing you where you can either add information or format information properly to keep your website accessible. Look for our Accessibility person for guidance.

For more information about accessibility:
Our websites are designed and you are expected to maintain accessibility according to the standards set by the W3C Web Content Accessibility Guidelines: http://www.w3.org/TR/WAI-WEBCONTENT/.

But there is more to understanding accessibility than reading and being governed by standards. For more answers, we go to WebAIM (Web Accessibility in Mind), a not-for-profit organization that serves to educate the public about what is disabled when it comes to the Web? Visit their website at http://webaim.org.

Many of the tasks we undertake for accessibility when creating web pages – are simply to make them more useful when read by a screen reader. To better understand, take a look at these video from the movie Screen Readers and the Web, featuring Neal Ewers of the Trace Research Center. Please pay special attention to these sections:

Section One: ‘What is a Screen Reader?’ and ‘Text Equivalents’ [8MB file, Quick Time]
http://www.doit.wisc.edu/accessibility/video/ScnRdrpt1.mov

Section Three: Structure and Markup [10 MB file QuickTime]
http://www.doit.wisc.edu/accessibility/video/ScnRdrpt3.mov

Where to go for help
Arts and Sciences Communications, asccomm.osu.edu, email: asccomm@osu.edu
The OSU Web Accessibility Center, wac.osu.edu
Step 1
In any web browser (IE, Firefox, Chrome, Safari), on any platform (PC, Mac) go to: http:// your site name

Scroll down to the very bottom of the page.
Select the login icon (shown right)

You will be logging in through the OSU Firewall (called shibboleth.)

- If you have recently logged in to this or any other program using the same browser, then Drupal simply checks to insure you are logged in, logs you into the current website and returns you to your home page.
- If you have NOT recently logged into OSU, you will now see the OSU log in page:

Step 2

The Ohio State University » Web Login Service

You’ve requested a web page which requires a user login.

Identify Yourself
Enter your Ohio State Username (lastname.#)
Example: doe.1

Password or Passcode
Enter your account password.
SuckeyPass users, enter your Passcode.

Login

How do you know you are logged in?
1. When on the home page, the login/logout icon, at the bottom of the page, now has a red X across it. This icon is now a link to log out. So anytime you wish to log out make sure you are on the home page and select this log out icon.
2. When logged into the site, you will see, in the upper left corner, a Wrench icon.
3. Select it to open up the menu, which appears on the left side of your browser window.
4. You can also tell you are logged on because, on content pages, there is an Edit icon. This icon is an image of a gear.

So now you are ready to begin!

Logging Out of Drupal
To Logout, on any non-administrative page, select the login/logout icon, at the bottom of the page.
Basic Steps

- Basic pages can display a ‘slideshow.’ If planning to use this feature on the page, be sure that either your images are already uploaded or are already prepped to be uploaded before beginning to work on the page. See ‘Editing and Updating Pages section on Slideshows (page 20)
- Log onto the website
- Go to the page to be edited get into Edit mode
  - Change page Title, as necessary
  - Add/Edit text, Images, Photos, Audio and Video
  - Create/Update/Change slideshow as necessary
  - Select (all-important) Save button
- Review page and continue
**Detailed Explanation**

**Go to the page to be edited get into Edit mode**

On the upper right of the page to be edited, there is an icon that looks like a gear with a down-arrow to its right. Selecting or hovering over this icon with your mouse brings up the edit menu (see below). Select Edit from this menu.

**OR Select a page to be edited**

In the upper left corner there is a wrench icon. Select it to open the menu in a black menu bar. Select Administration and then Content

The Content List should appear, on the right, from which you can select the page you wish to edit. If it does not appear, but instead a list of files appears, then, at the top right of the page, select the Content tab to bring up the list of pages.

From the list of pages either select the page name under TITLE to go view the page or select the edit link under OPERATION to go into edit mode for the page.

Once in the Edit mode, you can change all of the following items.

1. **Change page Title, as necessary**
   The page title will appear as the Title of the page to be edited, as well as in the field called Title.

   Note that the **Title** field has a small red asterisk (*) beside it. This tells us that this field is a ‘required’ field. On a Basic Page content form, the only required field is the Title field. It is a field that only allows one line of unformatted text. It is important to know that the text placed in this field will end up displayed at the top of the finished page in code, inside of a Heading 1 (<h1></h1>) tag. This begins the effort to make this page accessible. Read section ‘Applying a Header’ on page 10.

2. **Create/Update/Change Slideshow As Necessary**
   See ‘Slideshow’ section on page 20.
3. **Change Body information, as necessary**

The final field, on this form is the **Body** field. All other content on the page is input into this field. This Body field is a Rich Text Editor, allowing multiple lines of formatted text.

**The ‘Rich Text Editor’**

There are two basic types of Text Editors, Plain Text Editor and Rich Text Editors. A Plain Text Editor does not allow formatting. The Rich Text Editor allows formatting of content and the addition of images and links. The Drupal Rich Text Editor is an interface similar to Microsoft Word. With some variation, the editor controls should appear as this:

![Rich Text Editor Buttons](image)

(Updated: 05/22/2013)
Using Cut ‘n Paste
To insure a consistent website, do not use cut and paste to transfer information from any program in which formatting occurs. Instead, either type directly into the Rich Text Editor, or cut and paste the text from the program into a Plain Text Editor, such as Notepad on Windows or TextEdit on a MAC. Then cut and paste again from the Plain Text Editor into the Drupal Rich Text Editor and format as needed.

With this in mind, Drupal 7 now has a method to cut and paste from Word. Simply cut or copy text from the Word document and use the Paste from Word icon, indicated above. Remember however, that if you happen to include an image in your cut and paste operation, although you may be able to view it on your computer, it will not actually exist on the Drupal server and thus will not exist for readers of your website.

Headers
A Header is simply text that defines your page’s organizational structure. Well-written header text informs visitors and helps them navigate through your page - maybe keeping them at your site longer. In addition, header text is important because search engines like Google, Yahoo, and MSN are primarily looking at the text content of your pages and by using effective header tags you will even increase your site ranking on these search engines.

You can usually ‘see’ header tags because they are usually defined by font size, bold text and white space around them. To optimize them, think of header tags like the main section headers in a term paper outline. The major points go in larger text while subheadings appear underneath in smaller text.

For example:

I. Header 1
   i. Header 2
      1) Header 3
      ii. Header 2
         1) Header 3
   II. Header 1

When properly used as an outline, a screen-reader will ‘pull-out’ the headers for a visually-impaired reader. They can then use the headers to navigate to the information they are seeking. These outlines also allow you for visual organization of your thoughts making the page more readable for readers with no vision impairments.

Don’t make these mistakes!
1. Do not use any header tag for pure format purposes. If you need big, bold text in the middle of your page, use big, bold text NOT a header tag.
2. Do not use header tags out of order. You would never go from a Header 1 to a Header 3 in an outline, so don’t do it on a Web page.

Applying a Header
Header 1
Your Header 1 tab, <h1></h1>, always exists on your web page as it is the title created from what you place in the Title field.
Header 2 or Header 3
First it is important to note that every time you use your enter key, you are creating a new paragraph on your web page.

A paragraph is a structural unit of writing that expresses a point that normally contains one or more paragraphs. However in order to create a header in a document or a web page, you must place the header text in a paragraph separate from other content.

To apply a Header 2 or Header 3
Organize page in an outline format
1. Select the text that is to be the header, remembering that the header will be applied to the entire paragraph
2. From the drop down box (see example), select appropriate header

Remember, that the headers are to be applied as in an outline. Heading 2 divides the Main topic, given by the page title, into sections. Then these sections can be further divided into sub-sections, which can be designated by headings in a Header 3 format. Apply your headers correctly to make your pages more usable and accessible.
Editing and Updating Pages section
Adding Media (images, audio, video, documents)

Basic Steps

- Prepare file, in advance
  - Image Prep information is available at: http://asccomm.osu.edu/services/web/support/image-use
    - Is the image the correct physical size?
    - Is the image have the correct appearance, size and dpi
    - Is the image named appropriately?
- Place cursor where file is to be located and select the Add Media Icon
  - Add New Images (page 14)
    - Preparing Images (page 13)
  - Adding Previously Uploaded Images (page 15)
  - Adding Audio/Video (page 18)
  - Adding Document (page 25, in creating Links)
(see also Creating a Slideshow (page 20)

- Check for accessibility and insert file
- Type in text, as appropriate
- Use style field to align image and apply margins, as necessary
- Select OK button
Detailed Explanation
Adding a New Image/Photo to a web page

Prepare Images, in advance, for a Drupal (or any) web page
When a website Reader – those people who are accessing your website – visits a web page that contains images, those images are downloaded to their computer for them to view – before the rest of the page is loaded. The only exception to this is when a Reader has set their browser settings to not accept (and thus not display) any images.

Through usability studies (and our own experiences) it has been determined that Readers will ‘leave’ a page rather than wait for all its images to download properly. They ‘assume’ that the information on the page is not as valuable as their web browsing time. Thus, in Drupal 7, the program is enhanced to create physically small images from the images you upload. However you can still insure the best results by following these guidelines to help ‘prep’ the images.

1. Crop an image to the exact size and content that you wish to display.
2. Make sure that the image resolution is approximately 96 dpi.
3. Save the image so that, on an average, its physical size is approximately 16-50 K.
4. Most importantly, make sure that your final image is clear and crisp – even if it means discounting steps 1, 2 and 3 above.

All these values are given with the understanding that they are for the average image. As with all rules, there will be exceptions.

Naming an Image
Before uploading an image(s), name/rename it so that it may be easily found, and more likely to be viewed worldwide. This can be done with these simple guidelines:

1. Name the image to describe its contents.
2. Name the image to indicate in which section of the website it is to be used. It will help your memory of the image in the future.
3. Keep the name as short as possible.
   A shorter title will allow you to see the complete title in a listing of available images on the server.
4. Keep the name in lowercase letters to avoid complications with linking to the image
   To avoid possible conflicts with the use of upper and lower cases, make it a standard to use only lowercase.
5. Separate words in the name with a hyphen (-)
   Some servers cannot cope with spaces and readers will have difficulties with the files. In addition, many search engines do not properly register an underline (_), so their use is also discouraged.
6. Do not put a date into the name of your file.
   As the name of the file will not change, a name-dated file will make your information appear older than it is.

Examples:
Wrong: Image Name.JPG  DATE CAMERA INFO.JPG
Right: section-descriptive-image-name.jpg

Required Drupal Feature Image Sizes
Website Images should be 96 dots per inch (dpi).

Slideshow images: 630 pixels x 330 pixels
Events image: 250 pixels x 250 pixels
News image: 250 pixels x 250 pixels
People images: 280 pixel x 375 pixels

Home page images
Landscape image: 470 pixels x 263 pixels
Portrait image: 470 pixels x 583 pixels
(Note: home page images must be proper sizes to completely ‘hide’ the default images.)
Adding a New, Prepared Image

Put your cursor at the location where the image is to appear and select the Add Media icon button.

This results in a new dialogue box appearing, that will allow you to select and upload a new image.

Use the Browse button to start a search on your own computer. When you find the image you want, select it. This will return you this window where you need to select Upload and then Submit or simply just Submit. A new window will then appear to complete the process.

**Name:** There is a Name field that allows you to refer to the file by another name. However, to avoid confusion in the future, keep the original filename as the Name.

**Title Text:** The title text becomes your screen tooltip. Make it descriptive and informative.

**Caption:** A Caption is not required. However when input, it will display across the bottom of the image, white text on a dark grey background. Check the box to have the Title text appear as this caption.

**Alt Text:** Before you save an image, it is required that you give it Alt Text. Then when that image is added to any web page, it will be added in an accessible manner.

Make the text descriptive.
- Think of the alternative text as ‘replacement text.’ If you cannot see the image, than the text will replace the content of the image.
- Also the purpose of the image (if it has a purpose) is more important than the image description. For example, alternative text for a help button that displays a question mark should be ‘Help’ not ‘Question Mark.’
- The description needs to be of the image, be succinct (<100 characters/3-12 words) and specific. If a longer description is needed, use the Long Description URL to link to a page about the image.
- Make text unique between images.
The **Display in Gallery** checkbox adds the image to a site Gallery. This will not affect your current page, but if a gallery of related images is important to your website, it will allow one to be created and used elsewhere.

**Image Terms:** Next you get to select Taxonomy for the image. Taxonomy, defined by the Content Manager, allows us to group images on the basis of shared characteristics. Using appropriate taxonomy will allow images to be referenced in searches.

Drupal allows up to three groups of Taxonomy and will allow you to select multiple items from each group. You may want to have a discussion with your web committee to select and name your Taxonomy terms and how to decide which terms to select.

### Selecting a previously uploaded Image from the site

Instead of uploading a new image, you could select an image already uploaded to your site. To accomplish this, instead of using the Upload option, select the **Library** or **My files** option.

Selecting ‘Library’ allows a view of all images uploaded to the site that can be used for the current purpose.

Selecting ‘My files’ allows a view of all images you personally uploaded to the site.

Both also offer a Search field to look for a particular media.

Search Parameters include:

1. **The File name**
2. **The Type** of file: Audio, Document, Image or Video.
3. **Sort by**
   a. **Upload Date:** when the file was first uploaded to the site
   b. **Use Count:** how often each image has been used in the site.
4. **Order:** select if the sort by field is to appear in Ascending or Descending order.

Once a file is found, simply select to highlight it and then choose Submit.

(Note, video input is explained on page 18 and document input is explained on page 25.)
This will take you to an Embedding screen:

**Embedding pretty_cloudy_sunshine.jpg**

<table>
<thead>
<tr>
<th>OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current format is Default</td>
</tr>
</tbody>
</table>

Select the format of the image to be added:
- **Default**: add image at original size up to 620px wide. Larger images are reduced proportionally to 620px wide.
- **Full Page Width**: add image to page, reduced proportionally to 620px wide.
- **Half Page Width**: add image to page reduced proportionally to 365px wide.
- **Quarter Page Width**: add image to page, reduced proportionally to 180px wide.
- **Square**: add image to page, reduced /cropped to 250px wide and 250px tall.

Drupal decides what to cut.

Select **Submit**

The image is now on the page.

Note that when using the option for Full Page Width, Half Page Width or Quarter Page Width, the image will not expand larger than its original size.
Aligning an Image/Photo on a Web page

Between the defined styles for the website and using the Rich Text Editor, most of the format ‘code’ is input for you. However the one exception, where you are asked to input actual code, is for the alignment of images on a page. To properly ‘place’ an image, you need to make use of coding in the Style field.

Once the image is in place, look at the image and see if its desired location is on the left or right side of the page.

Next, either double click/select the image itself OR select the image and then use the right mouse button to bring up a menu from which you will choose Image Properties.

Once the Image Properties dialogue box opens, go to the Advanced tab and look for the Style field – see example:

Finally make a decision about where your image is to appear. If it is on the left, we will use the Style tag to float: left; If the image should be on the right, then we will use the Style field to float: right; Also decide if you want to have space between it and the text on any of its four sides (top, right, bottom, and left). Then to apply space, again use the Style field to create a ‘margin’ between the image and the text.

Use the following code to position your image and apply space.

To Align the image:
- To right align an image -> float: right;
- To left align an image -> float: left;

To Add a Margin:
(Standard margin is usually 7-10px; px=pixels)
- Margin on all 4 sides -> margin: 7px;
- Margin on 1 side only:
  - margin-top: 7px;
  - margin-right: 7px;
  - margin-bottom: 7px;
  - margin-left: 7px;

Note: each command is followed by a colon: and each attribute is followed by a semi-colon;

Example:
To align and separate (in pixels) at the same time -> float: right; margin-left: 7px;
Detailed Explanation
Adding Audio/Video to a web page

Prepare Audio
Before the Audio file is uploaded, be sure to rename it so that it may easily be found. See simple guidelines for naming files under Links to files on page 25.
Then upload and use link to Audio file the same as for linking to any file (also page 25).

Prepare Video
Your video must first be uploaded to Vimeo (vimeo.com) OR YouTube (youtube.com). We suggest that you select one of these providers and open an account. This will give you a channel that will group all of your website movies together for easier use for your readers. It will also make it easier for you to keep track and organize all the videos that are uploaded for your website.

Videos will run on your Drupal website from both Vimeo and YouTube equally well. It is your decision which provider to use. Be aware though, that YouTube is owned by Google and will, by default, use your Google account. We suggest that you create a new Google account for the express use of your YouTube video responses. To use Vimeo you must have an account with them.

Once the video has been uploaded to one of these two providers, there are two ways to add the video to your page. Both start by going to the video itself and selecting the Share button or link. Once in Share, you can either select the link to the video or embed it. Both methods make the video appear on your page and there is not actually any advantage to one over the other for performance. So select the method you prefer and follow these steps:

Put your cursor at the location where the video is to appear and select the Add Media icon button.

Select the Web option from your menu.

Select the Web option from your menu.

Support providers
- YouTube
- vimeo

Carefully past the entire URL or embed code of your selected video and Submit.
On the next screen, see below, you are given the opportunity to give the Video a name. However, this name will not show up anywhere on your page. It is only used by web developers when logged in and viewing a list of videos. Select Save.

On the next screen (to the right), keep the Current format at Default and select Submit.

The video will now appear in your web page.
Adding Slideshows

The slideshow option allows you to create a slideshow that will appear at the top of the completed page:

**Slideshow Example**

![Image](https://www.example.com/image.png)

This option allows you to create a slideshow that, once put together, will appear at the top of the completed page.

To add a slide show to a page, select the button ‘Select media.’

To add a slide show to a page, select any button that says ‘Select media.’

**Upload New Image**

This results in a new dialogue box appearing, that will allow you to upload a new image. Simply use the ‘Choose File’ button to open a file explore window and start a search on your own computer. When you find the image you want, select it. This will return you this window where you need to select ‘Upload.’ Once the file is uploaded, the option to ‘Remove’ the file appears. If you remove the file, the ‘Choose File’ and ‘Upload’ buttons will re-appear to allow a different selection. When you are satisfied with your image choice, select Submit to complete the upload.

A new window will then appear to complete the process.

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**Drupal Slideshow Image Sizes**

A slideshow image will appear in the slideshow as 630 pixels wide x 330 pixels tall. Drupal will enlarge/crop your image as needed to fit this size.
Create/Update/Change slideshow as necessary

Please refer to the section “Adding a New, Prepared Image” (page 14) to properly complete this form.

Slideshow images will appear in the slideshow as 630 pixels wide x 330 pixels tall. Drupal will enlarge/crop your image as needed to fit into this size.

Selecting an Image

Instead of uploading a new image, you could select an image already uploaded to your site. To accomplish this, instead of using the Upload option, select the Library, My files or View Library options.

The search can be made on the File name, or the type of file, as, for example: Audio, Image or Video. Or you can simply have the files appear Sorted by the date they were entered into your site or sorted by how often each image has been used in the site. These selections can then be put in either Ascending or Descending order.

Once a file is found, simply select to highlight it and then choose Submit.
Continue with ‘Select media’ to select all the images for your slideshow. It is possible to select up to eight (8) different images for the slideshow. So continue this process until the slideshow is complete.

After completing the selection of images, there exists the option to Display Thumbnails:

- Display Thumbnails

  Check this box to enable the thumbnail pager under your slideshow.

When selected, not only will the slideshow appear on your page, but immediately underneath it a thumbnail of each image in the slideshow will also appear.

Be sure to save your page for the changes in your slideshow to take effect.
Links Basic Steps
- Decide which type of link you wish to build
  - external vs internal links
  - absolute vs relative links
  - email link
- Highlight the text/image you wish to make into the link
- Select the Link icon and open the Link dialogue box:
  - Select the ‘Link Type’
  - Enter required fields, such as the protocol and address or email or anchor
  - Go to the Advanced tab, to the Advisory Title field. Being succinct and specific, type in link destination.
- Select OK button

Links Detailed Explanation

What is a link?
The word ‘link’ is a shortening of the phrase ‘hypertext link.’ Once constructed, it applies code to a selected set of words so that, when selected, it gives instruction to the browser to look for and load different information to display. The use of hypertext links to integrate information across pages and platforms makes the internet a valuable tool.

A link should appear different from surrounding text. It is most commonly blue in color and is underlined. However its appearance is governed by and is consistent with its website style guide. To activate a link, a reader must ‘select’ it with either the click of a mouse or by locating it via the keyboard and while hovering over it, selecting the ENTER key.

Drupal will apply the correct code; you need only decide what type of link to build and where to build it.

Decide what type of link to build

External vs Internal Links
An external link is simply a link that goes to a location off of the current website. Conversely an internal link is a link that goes anywhere on the current website.

Absolute vs Relative Links
An Absolute Link is a link containing all the link components; see below, to tell browser ‘absolutely’ where to go and what to do when it gets there. A Relative Link is a link that contains only the necessary link components that tell browser where to go relative to the current site.

<table>
<thead>
<tr>
<th>1: protocol</th>
<th>2: website name</th>
<th>3: location on website</th>
<th>4: location on website</th>
<th>5: file</th>
<th>6: file extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>http://</td>
<td><a href="http://www.somplace.com">www.somplace.com</a></td>
<td>/folder</td>
<td>/sub-folder</td>
<td>/name-of-file</td>
<td>.ext</td>
</tr>
</tbody>
</table>

1. The protocol:
   - http – go out into the internet and display a web page
   - https – go out into the internet and display a secure web page
   - ftp – go out into the internet and either up or download files
2. Name of website. Browser uses web database to match name to actual ‘physical’ address of website
3. Location on site: Originally determined by site structure, name now indicates organization of site
4. Location on website : Originally determined by site structure, name now indicates organization of site
5. File name: page to display (if http, https) or to up or download
6. File extension: This extension tells the browser what program to use to display the file. .htm and .html indicate the use of Hyper-text markup language; .cfm indicates use of ColdFusion, etc. Our files in Drupal may use no extension because our server tells the browser how to display the file.

Email Links
An email link, once selected, attempts to open the readers email tool, completes the address field and begins the email.
Creating a Link

Place your cursor at the location where you wish to create a link

Respect the sophistication of our readers. Don’t use the URL as the verbiage for the link. Select words, in context, to become the link. Also, avoid the words: ‘click here.’ ‘select this,’ etc. Here are some examples:

Wrong:
For more information visit
http://artsandsciences.osu.edu/

Right:
For more information visit the [Arts and Sciences website](http://artsandsciences.osu.edu/).

Wrong:
Select this link to visit our faculty directory.
Click here for more information.

Right:
Visit our [faculty directory](http://artsandsciences.osu.edu/) OR [More information](http://artsandsciences.osu.edu/) available.

Select the Link icon and open the Link dialogue box:

In the Link dialogue box, on the Link Info tab

Select the ‘Link Type’
1. The default Link Type is ‘URL,’ see image, meaning Uniform Resource Locator. All links except for Email Links and Links to anchors on the same page use this default type.
2. For an Internal or External link, select the protocol. The Protocol tells the browser what type of action it is going to take. The default protocol is [http](http://) (hyper-text-transfer-protocol) or [https](https://) (secured http). Both tell the browser that it is going to display a web page and that this link is an Absolute link. The only other relevant choice is ‘other.’ This protocol is chosen when creating a Relative link.
3. Type or paste in the URL

- When creating a link to an email address, select the Link Type of: ‘E-mail’

  ![Email Link Type](image)

  This changes the remainder of the fields, so that now you need to input the E-Mail Address. Two other optional fields also appear so that you may input a Message Subject and/or a Message Body.

- When creating a link to an anchor in the text, on this same page, select the Link Type of: ‘Link to anchor in the text’ (see below).

  ![Anchor Link Type](image)

  At this point, Drupal displays a drop-down selection field that contains all the ‘anchors’ that currently exist on the page. (Note, if no anchors exist on the page, the note ‘No anchors available in the document’ will appear.
4. Go to the Advanced tab, to the Advisory Title field.
   - Be succinct and specific
   - Type in link destination, as exactly as possible.
   - Be sure to only use the word website in the Advisory Title, when you are actually leaving the current internal website and sending the reader to an external location.

Select OK button

Links to Files
Linking to a .pdf is very similar to both creating a link and also linking to an image.

1. Go to the page where the link is to occur.
2. Make sure that you are in Edit mode for the page.
3. Place your cursor at the location where you wish to create a link to the file.
4. Select the Add media icon.
   - This is the same icon you will use to add images and other types of media into the text.
5. The Add Media dialogue box will appear.

6. If the file has not yet been uploaded, use the Browse button to visit your computer and select it.
   - Be sure to rename the file, before it is uploaded so that it may be easily found. This can be done with these simple guidelines:
     a. Name the file to describe its contents.
     b. Name the file to indicate in which section of the website it is to be used. It will help your memory of the file in the future.
     c. Keep the name as short as possible.
        A shorter title will allow you to see the complete title in a listing of available files on the server.
     d. Keep the name in lowercase letters to avoid complications with linking to the file
        To avoid possible conflicts with the use of upper and lower cases, make it a standard to use only lowercase.
     e. Separate words in the name with a hyphen (-)
        Some servers cannot cope with spaces and readers will have difficulties with the files. In addition, many search engines do not properly register an underline (_), so their use is also discouraged.
     f. Do not put a date into the name of your file.
        As the name of the file will not change, a name-dated file will make your information appear older than it is.
7. After the file is located through the Browse feature, select Upload to put it on the site server and then select Submit to continue. (Note: simply selecting Submit will also upload the file.)
This one contains a Name field for the file. The purpose of this field is to create a name that allows a reference to the file by second name. However, to avoid confusion in the future, keep the original filename as the Name. Simply hit Save to continue.

9. Finally the last dialogue box will appear.

**Embedding AccessibilityPrint.pdf**

From the dropdown menu, select the Current format to be **Default**. Then again, simply select the Submit button.

This will place a link to the file at the location where you had placed your cursor. The link will be the filename. **Make sure that you rename the link.** Respect the sophistication of our readers. Don’t use the URL as the verbiage for the link. Select words, in context, to become the link. Also, avoid the words: ‘click here.’ ‘select this,’ etc.

To accomplish this, 1) place your cursor at the beginning of the filename; 2) type in the correct link verbiage; and then 3) delete the filename that was originally input.

1) **section-original-filename.pdf**

2) **start typing new text for file name at beginning of filesection-original-filename.pdf**

3) **start typing new text for file name at beginning of file**
Be Accessible add the Advisory Title

Select the new link and open it up to edit, by either selecting the Link icon or by highlighting the link, pressing the right mouse button and selecting Edit link from the menu.

Once the Link dialogue box appears, go to the Advanced tab, to the Advisory Title field.

- Be succinct and specific
- Type in link description, as exactly as possible.
- Let your reader know that after choosing that link they will download a file. Be specific, if the file is a .pdf file, state, ‘in Adobe .pdf file format.’

Anchors and anchor links basic steps

- Locate the Anchor
- Select the Anchor icon
- Fill in the Anchor name
- Select OK button
- Create the Anchor Link

Anchors and anchor links Detailed Explanation

An Anchor Tag, by definition, is a type of link. However, once created, it does not go anywhere. Instead it anchors information to a particular location on the page. By creating an anchor, you can then ‘jump to’ or relocate to that location using a link.

1. Locate the Anchor
   Go to the location where the anchor is to exist. Place the cursor in front of or above the location to which you want to anchor.

2. Select the Anchor icon

3. Fill in the Anchor Name

Anchor Properties

It is best to create a standard for the anchor names on the page (and throughout the website) It will save you much time later on trying to remember if the anchor is upper or lower case; more than one word, etc.
Select OK button
4. Creating the Anchor Link
   Refer to the section ‘Links – standard and email,’ select the Link type of: Link to anchor in the text (page 24).

   Drupal then displays a drop-down selection field that contains all the ‘anchors’ currently existing on the page, including any just created. Select the anchor to which you want to link. Note, if no anchors exist on the page, a note ‘No anchors available in the document’ will appear.

5. Be Accessible add the Advisory Title!
   Go to the Advanced tab, to the Advisory Title field.
   • Be succinct and specific
   • Type in link destination, as exactly as possible. For a link to an anchor, include the text ‘, on this page.’

   Select OK button

Additional Notes about Anchor Links
Look at the web address after selecting an anchor link. For example: http://somewhere.osu.edu/mypage#my-name
Note, that a pound (#) symbol appears followed by the anchor name. This # symbol is a universal symbol telling the browser that it is to go to a particular location appearing after the # on pagename.

The above web address http://somewhere.osu.edu/mypage#my-name tells the browser:

To go to the mypage page.
Then go to the my-name anchor location.

By knowing this, you can use an anchor link to not only go to a specific location on the same page; but also to go to a specific location on another page.

If the anchor is on the same page; select 'Link to anchor in the text' from the Link Type drop down box.
In the "By Anchor Name" drop down box, select the anchor name you want to link to.
For internal links to other pages the URL reference would be: /mypate#my-name

Special Anchor Link

Many times a special anchor link is created for a web page when it is too long. This link returns the reader to the top of the page, and is located throughout the webpage and at its end. It frequently looks like this: Top of Page

To create this type of link, follow these steps:

1. Use simple text.
2. Use the Alternative Text: ‘Top of this page.’
3. Use as the URL: #
Do you need Communications help?

ASC Communications exists to help you with your communications! We provide creative solutions to help you connect with your audience and successfully promote your department, center, initiative, program, or event.

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So please contact us for any communications needs at asccomm@osu.edu.

For website help

Please contact Jody Croley Jones, croley.1@osu.edu or 614-247-7071

We look forward to working with you soon!