

# Tips & Tricks for Updating Your Website

help blog links form home email  
space visitors  
website login images footer logout  
virtualtour navigation Drupal slideshow  
facebook code fonts photos  
html color account  
size block



Presented by:  
Kathy O'Leary and Lori Roholt

Drupal is an open source content management platform powering millions of websites and applications.  
Drupal is used by some of the biggest sites on the Web. Ie: New York Public Lib and the Whitehouse.



# Topics:

- 1. Design 101** –maintaining your website design
- 2. Text wrestling**
- 3. Images**
- 4. Calendars**
- 5. Promoting your site**
- 6. Review**
- 7. Hands-on-Lab**

# 1. Design 101

- Consistency!
- Hierarchy: what does the eye notice first, second, third on your webpage?
- “Less is more”

# Be Consistent

- Establish “Standards” for your site so everyone who adds content will maintain consistency.
  - font, size, image size etc for Heading, sub head, body
- Your site already has a design
  - Your job is to maintain it – stay consistent!

*Make it easy for visitors to read and find information*

# Maintain the Hierarchy

- Fonts
- Font size
- Colors
- Boldness
- Alignment
- Spacing

*Good visual hierarchy isn't about wild and crazy graphics or the newest photoshop filters, it's about organizing information in a way that's usable, accessible, and logical to the everyday site visitor. – from [webdesign.tutsplus.com](http://webdesign.tutsplus.com)*

# Hierarchy - Fonts

- Rule: Maximum of 2-3 fonts/website.
- Standard fonts are standard for a reason. Drupal gives you a limited number to chose from.
- Different browsers use different fonts.
- Web-safe fonts are fonts that all computers should have
- Fonts available in Drupal are
  - Arial
  - Times New Roman
  - Courier
  - Georgia
  - Verdana
  - Geneva

## more on Fonts...

- DON'T USE CAPS FOR BODY TEXT. IT DECREASES CONTRAST BETWEEN LETTERS MAKING IT HARDER TO READ.
- Keep font sizes consistent (headings, sub headings, body)
- Be consistent with Justification
  - All left or all center. Mixing it up is confusing.

**Youth Library Day is here!**  
**Come down and have some fun with**  
**us.**

TEEN TECH WEEK COMING SOON!  
PLAN TO JOIN US FOR GEEKY FUN.  
EMAIL TO REGISTER.

**Summer reading program sign up**  
**soon!**

**Tweet with your library! We are on Twitter so follow us to keep up to date**  
**with the latest Youth Library information.**

***THIS PURPLE FONT IS REALLY CRAZY!***

*Are your eyes exhausted yet? There are too many fonts, too many colors, sizes and irregular justification going on here!*

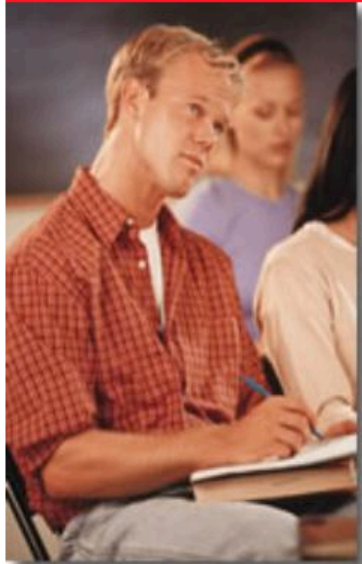
# Library News

- **Youth Library Day** is here!  
Come down and have some fun with us.
- **Teen Tech Week** coming soon! Plan to join us for geeky fun.  
Email to register.
- **Summer Reading Program** sign up coming soon!
- Tweet with your library! We are on **Twitter** so follow us to keep up to date with the latest Youth Library information.
- These fonts are calmer!
- Is this easier on your eyes? Hopefully consistency feels better.

# Less is More

- ***Abundant website content*** can easily confuse or distract readers from what is truly important.
- ***More white space*** allows viewer to zone in on the text or graphics that you want them to see.
- With an overcrowded design or inefficient layout, ***confusion*** can occur, and you can lose interest fast.

# 5 Safe Points Driving School A Virginia DMV Approved Provider Of Classroom & Online Driver Improvement Program Courses



For Our Virginia DMV Approved Driver Improvement Classroom Locations Click Here

[Click Here To View 2011 Virginia DMV Driver Improvement Classroom Schedules & Register Online](#)

\*\*\*\*\*

[Click Here For The Online Virginia DMV Driver Improvement Course](#)

\*\*\*\*\*

[Click Here To E-Mail The Driver Improvement Program Administrator](#)

Classes Fill Rapidly, Don't Delay Call Today.  
(757) 405 - 0389 or (757) 819-4841



For Our Virginia DMV Approved Online Driver Improvement Course Click Here



[Virginia Beach Driver Improvement](#)



[Chesapeake Driver Improvement](#)



[Norfolk Driver Improvement](#)



[Williamsburg Driver Improvement](#)



[Portsmouth Driver Improvement](#)



**Classroom Course Tuition**  
Weekday Classes \$ 75.00\*  
Saturday Classes \$ 65.00\*  
Sunday Classes \$ 75.00\*  
**\*Cash or Money Order Only**



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**Online Course Tuition**  
Same Day E-Mail Original Certificate Of Completion  
**\$59.95**  
*No Hidden Fees*





# 5 Safe Points Driving School

A Virginia DMV Approved Provider of Classroom & Online Driver Improvement Courses

Don't Delay. Call Today! 757-405-0389 or 757-819-4841

Locations

Schedules

## Courses:

Online Course  
8-hour Course  
Defensive Driving Course  
Driver Improvement Course

## Tuition:

Online Classes \$59.95  
Weekday Classroom Classes \$75  
Saturday Classroom Classes \$65  
Sunday Classroom Classes \$75  
Cash or Money Order Only  
**Sign up with a friend and SAVE!**





Design & Exploration

"We shall not cease from exploration and at the end of our exploring will be to arrive where we started and know the place for the first time."

T. S. Eliot

## Websites

Online Presence

Kris D'Amico Healthways Cumberland Transit  
Foster Mobley Back Yard Burgers Exxon Mobil  
The Iron Gate Esoteric Sports Brito Revolution

## Identity

Logo / Branding

Brito Revolution Foster Mobley Doorpost Film  
Music City Jazz Greener Solutions F.M. Allen  
Brookside Resort Digital Nashville Nashville Music City

# Elements & Principles<sup>®</sup>

## About

Profile / Biography

I love good/clean design and have a small obsession with finding new music. I live in Franklin, TN and work in Nashville as a Senior Creative Producer at Paramore|Padd Online Marketing. I post my photos to Flickr, videos to Vimeo, deep thoughts to Twitter, and inspiration to del.icio.us.

Since graduating from MTSU in 2003 with a major in Graphic Design and a minor in Photography, I've been fortunate enough to work with the best of them. I began my career as a designer at The Buntin Group, a large agency in Nashville. From there, I moved on to become an in-house designer for the Nashville Convention & Visitors Bureau. At that point, I decided to start my own design shop named ColorCoded Design. That venture eventually allowed me to meet some creative peeps over at cabedge.com, where I became partner. After doing some award-winning work for some incredible clients, I needed to continue to push myself. That's about the time that Paramore|Padd caught my eye, which brings us full circle.

## Awards

Recognition / Accomplishments

AIGA CASE Award  
2009 cabedge.com

American Graphic Design Award  
shoneys.com

AAF Nashville Gold Addy  
cacties.com

AAF Nashville Silver Addy  
rockwelltools.com

AAF Nashville Gold Addy  
elannashville.com

American Graphic Design Award  
elannashville.com

AAF Nashville Silver Addy  
2008 cabedge.com

AAF Nashville Gold Addy  
halpickel.com

AAF Nashville Silver Addy  
whitetail.realtree.com

American Graphic Design Award  
finworthmortgage.com

AAF Nashville Gold Addy  
2007 cabedge.com

AAF Nashville Gold Addy  
elizabethbrandon.com

American Graphic Design Award  
elizabethbrandon.com

AAF Nashville Gold Star Award  
"Uni-ball Ad"

AAF Nashville Gold Star Award  
"Post-It Notes Campaign"

AAF Nashville Star (Best of Show)  
"Post-It Notes Campaign"



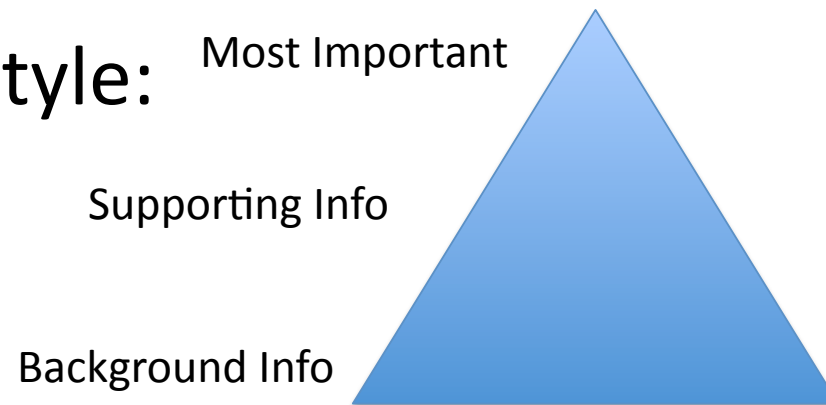
615 804 5354  
blake@blakealendesign.com

twitter flickr vimeo

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Thanks for stopping by.

# Writing for the Web

- Less is best
- Brief Statements. Remove unnecessary words.
- Fragments are OK! Bullets are great.
- Make as conversational as possible.
- Write in pyramid style:





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Advancing Computing as a Science & Profession

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ACM

myACM

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#### Announcements

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ACM Transactions on the Web (TWEB) is seeking a new Editor-in-Chief. Nominations are due April 1.

#### New Publication: ACM Transactions on Management Information Systems (TMIS)

ACM Transactions on Management Information Systems (TMIS) debuted in December. Read more about TMIS on the home page and in the Digital Library.

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#### FCRC 2011 Registration Now Open

Register for one of the many affiliated conferences and attend the 2010 ACM Turing Lecture



#### ACM, Infosys Foundation Honor Innovator in Software System Performance and Security

MIT's Kaashoek to Receive \$150,000 Prize for Landmark Contributions to Changing the Structure of Computer Software Systems



#### ACM Turing Award Goes to Innovator in Machine Learning

Les Valiant Opened New Frontiers that Transformed Learning Theory, Computational Complexity, and Parallel and Distributed Computing



SC11 Aims to Unite HPC Communities Student Volunteers Encouraged to Apply

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## Announcements

- ACM Seeking Editor-in-Chief
- New Publication: *ACM Transactions on Management Information Systems*
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## Featured Items

- ACM Honors Computing Innovators
- FCRC 2011 Registration Now Open
- ACM, Infosys Foundation Honor MIT's Kaashoek
- ACM Turing Award Goes to Les Valiant
- AC11 Aims to Unite HPC Communities

### Great Reasons to Subscribe to *Communications of the ACM*



# Design Review

- Stay consistent
- Maintain Hierarchy
- Less is More

# Questions on Design 101



## 2. Text Wrestling

- Formatting type in Drupal can feel like a wrestling match!
- Tips to help you come out winning...



# Tools to make type look like you want it to...

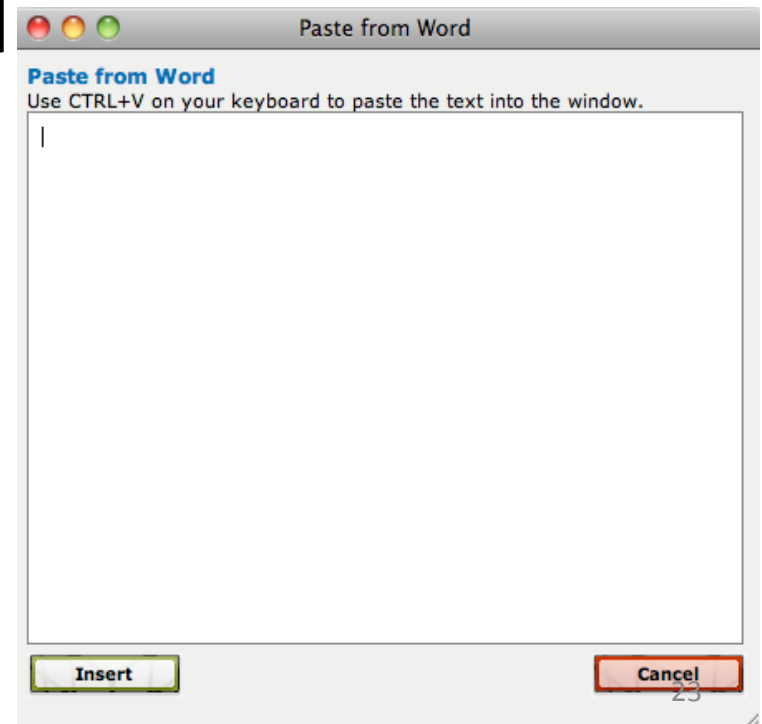
- Don't use the **Font size** dropdown in the tool bar. Use the **Format** dropdown instead.
- **Paste from Word** tool when copying/pasting
- **Paste as Plain Text** tool when copying/pasting from other programs
- **Remove formatting** tool on existing text

# Remove Word's formatting



## Paste from Word

1. Copy desired text from a Word doc
2. Click the "W" Icon in Drupal toolbar (above)
3. **Paste from Word** pop-up appears (right)
4. Paste the text here
5. Click the Insert button

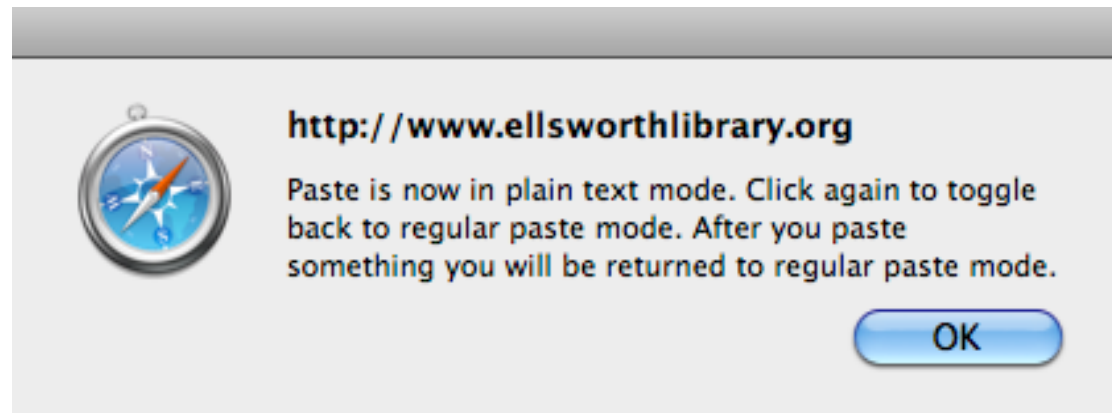


# Get Rid of that formatting



## Paste as Plain Text

1. Copy the desired text from another site.
2. Click the “T” icon in Drupal toolbar (above)
3. The pop up box appears (right)
4. Click the ok button.
5. Paste your text.



# Remove Formatting tool




Remove Formatting  
(eraser)

1. In Edit mode: highlight the text in your website
2. Click Eraser icon in toolbar (above)
3. This will remove formatting on the highlighted text

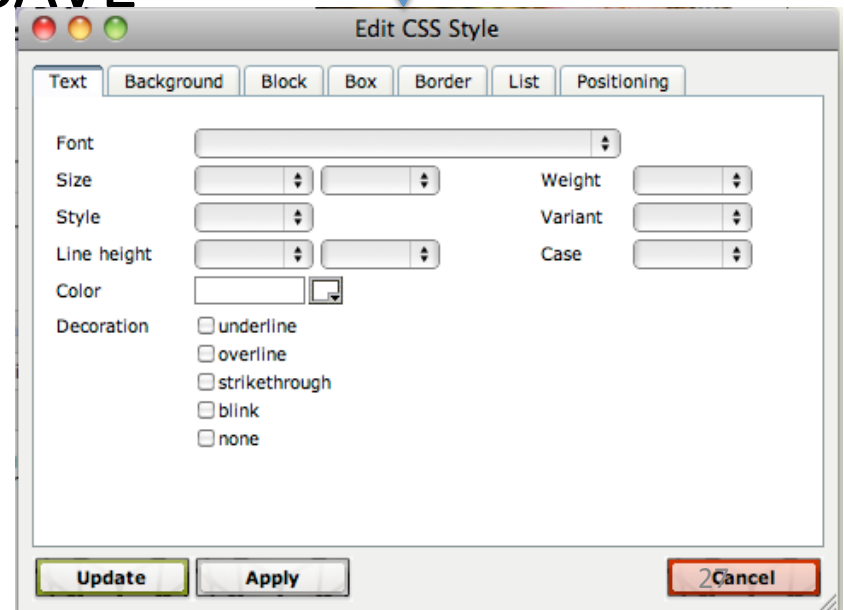
# Site is pre-formatted

- When your site was built, fonts and sizes were set in the code. These should be apparent if you remove all formatting from text. (Paragraph, Heading 2, Heading 3, Heading 4 )
- You can use the tools in Drupal to get what you want.

# Changing font or font size

- Use **Edit CSS Style** tool  NOT **Font size** dropdown.
- Click and see this window:
- Many options to play with.
- Remember to Update
- Go to bottom of page and **SAVE**

If you don't like it, use the eraser tool to remove and reset to the site default. **SAVE**.



# Help, this is not working!

- There may be times when the eraser tool does not seem to help.
- If you or someone you work with knows HTML, then click EDIT HTML SOURCE on the toolbar and remove the text or spacing formatting in the coding.

# Questions



## 3. Images

- Image Size? Resolution?
- Resizing images
- Placing an image on your site
- *Image Description* – why is this important?
- Photo Use – get permission



# Image Size & Resolution

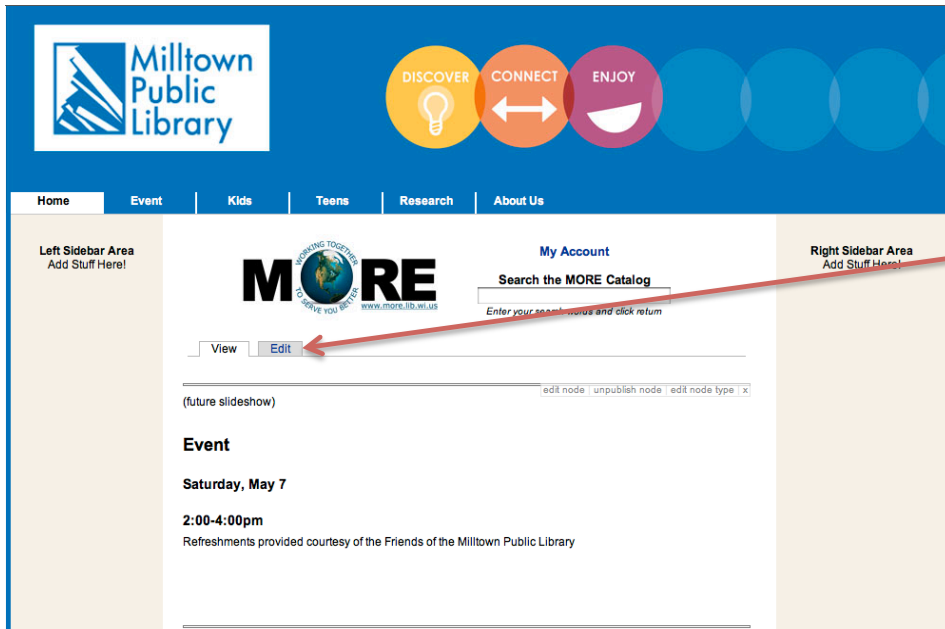
- Resolution - the amount of detail an image shows
- “High Resolution” - 300dpi. Good for printing
- Web Resolution - 72dpi. Quicker loading
- Drupal asks for “Dimensions” in pixels when you add an image

# How to Resize and Image

- Photoshop, Paint, Picasa ...
- Many free resizing sites online such as:  
[www.webresizer.com](http://www.webresizer.com)  
[www.shrinkpictures.com](http://www.shrinkpictures.com)
- Your website is ~1000 pixels wide, so most images will be about 400 pixels wide or less.
- 72 dpi (dots per inch) is great for the web.

# Placing an Image on your site

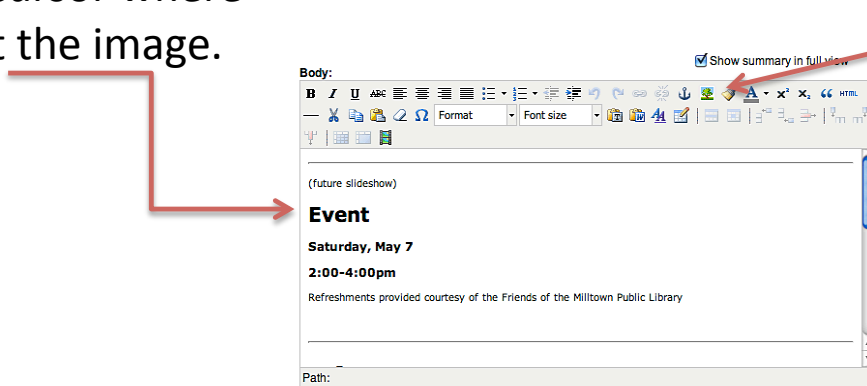
- In Edit mode:
- Place cursor where you want the image
- Click the insert/edit image icon
- Click on the Browse icon
- Upload – Choose File – Upload – click on image filename in table to highlight – Return 
- Now add image description, click Appearance tab
- Choose Alignment, change size if necessary, add space around image, a border if you like, then “Insert”
- Don’t forget to scroll to bottom and “Save”
- View the image and if you need to edit it, go to Edit mode, click on the image then click on “insert/edit image” icon 

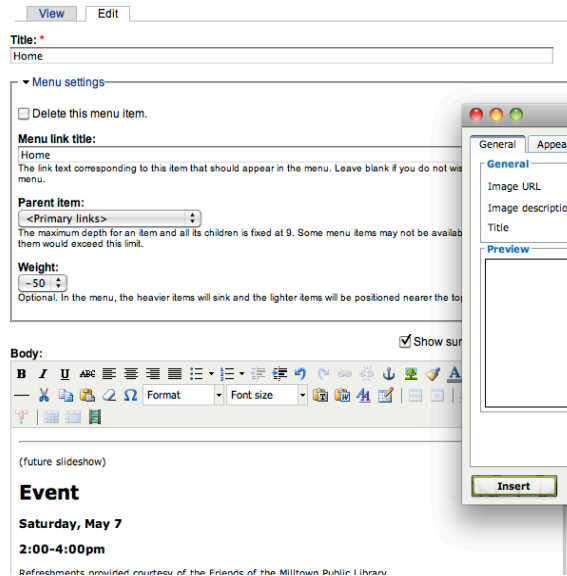


1. Choose **Edit** mode

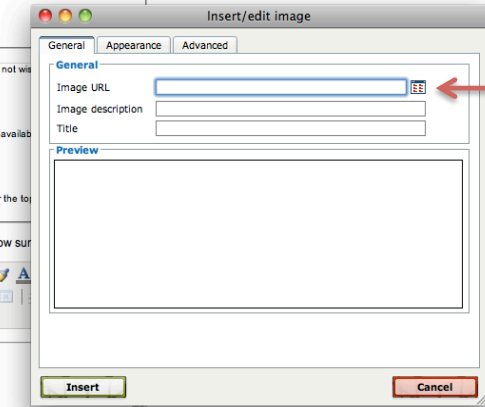
2. Place cursor where you want the image.

3. Click the Tree icon **Insert/Edit Image**

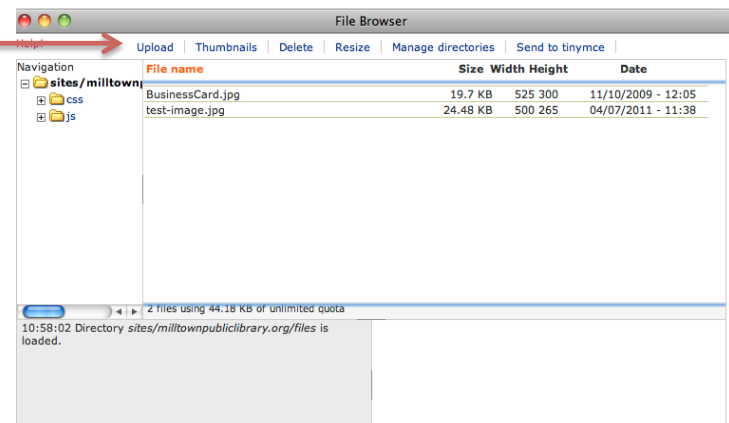




4. Pop-up Window appears. Click the **Browse** icon.



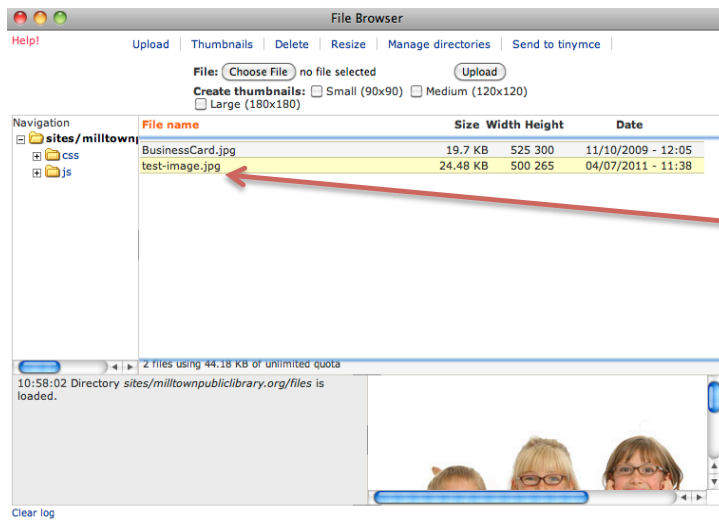
5. Click **Upload** to add a new image.





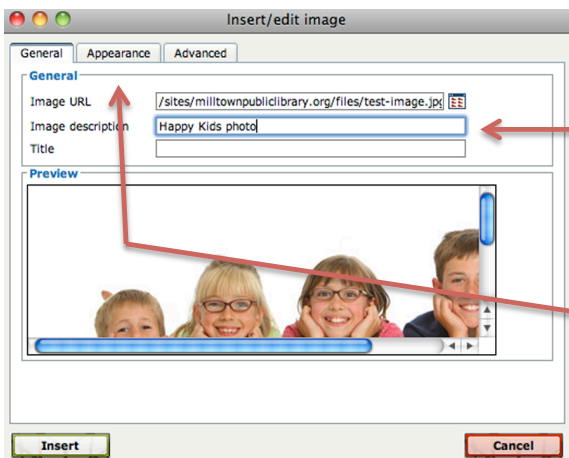
6.

- Click the **Choose File** button.
- Choose your file from dropdown menu.
- Click **Upload** button



7.

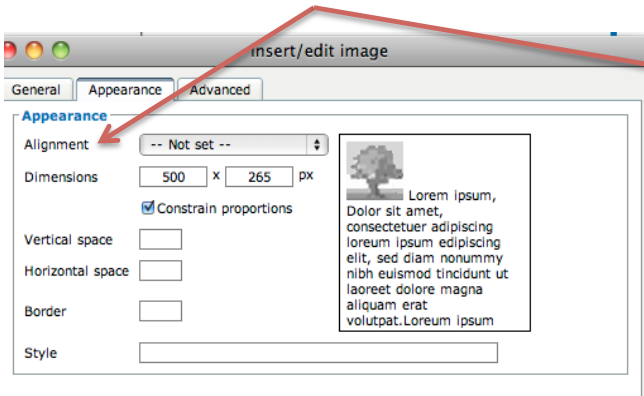
- Click on the image filename. It will be highlighted in yellow.
- Click *Return*



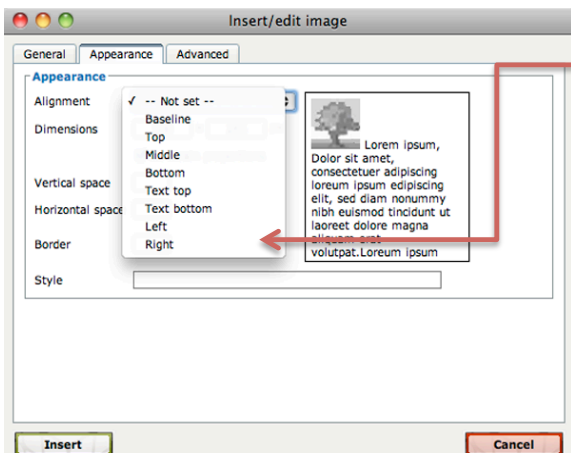
8. Type in a brief **Image description**. This is what will be seen if the image does not load.

Click the **Appearance** tab

## Appearance tab:



9. Click on **Alignment** for a dropdown of choices.



10. Image **Dimensions** can be changed here.

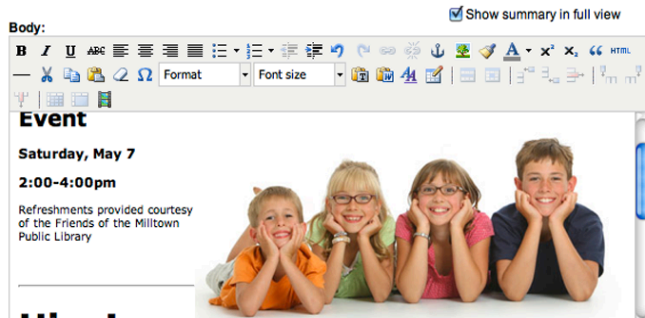
11. You can add **space** around the image.

12. Border – type in 1 for a 1-pixel black border  
2 for a two pixels wide  
3 for a 3-pixel wide

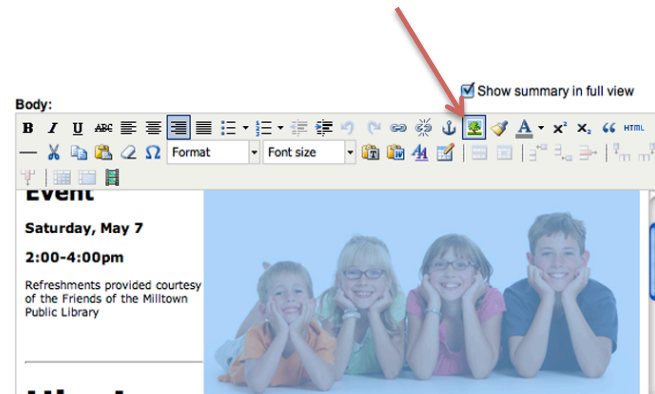
*Leave blank for no added border to the image.*

14. Remember to hit the **Insert** button to save your image settings.

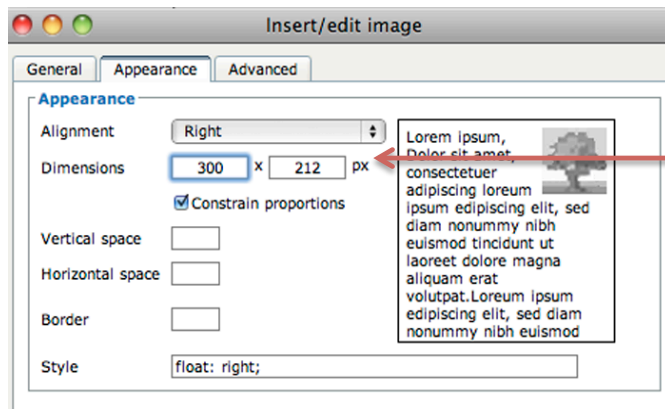
15. If you realize the image is not the right size....



16. Click on the image in **Edit** mode then click the **Insert/Edit Image** icon

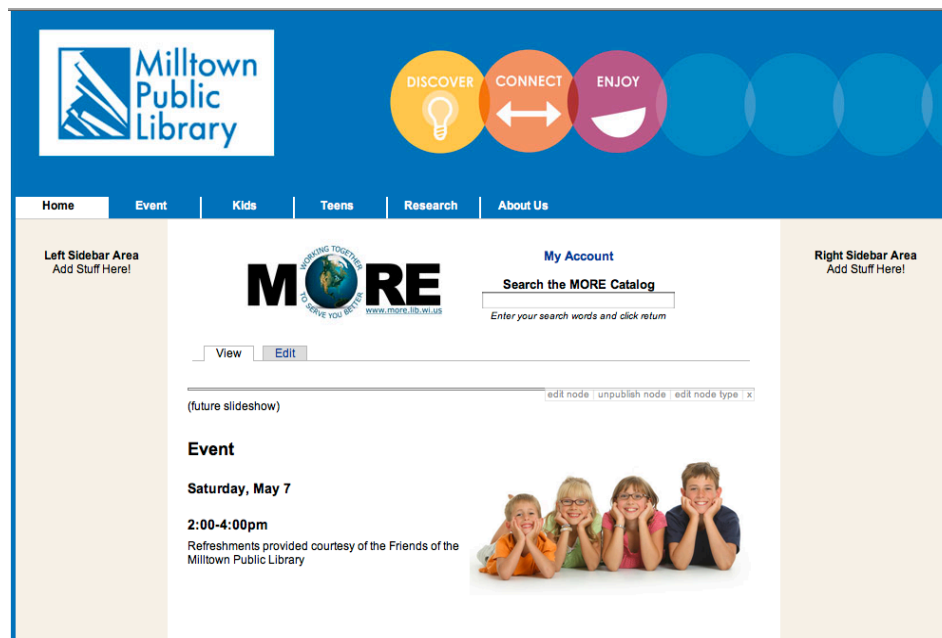


17. Now, change the dimensions here. If you change one the other will adjust.



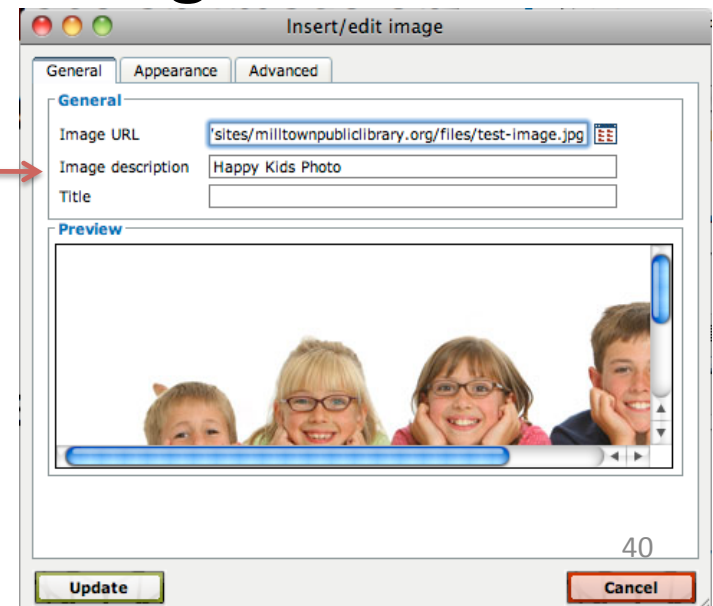
18. Remember to **Update** then **Save** your changes!

# Image is now on your site



# Image Descriptions

- When you place an image on your site you should always give it a short description.
- People who can't view your images will see the image description -



# Questions



# 4. Calendar Options

- Drupal Calendar
  - [Prescott](#)
  - [Ellsworth](#)
  - [MORE](#)
- Google Calendar
  - [Cumberland](#)
  - [Hudson's meeting room](#)
- Other “embeddable” calendar
  - [St. Croix Falls \(Engaged Patron\)](#)
  - [Rusk County \(EventKeeper\)](#)

# Drupal Calendar

- Pros
  - “Native” to your site
  - Can feed an “Upcoming Events” block
  - Can be exported to an individual’s iCalendar
- Cons
  - Repeated events entered individually
  - No color-coding control

# Google Calendar

- Pros
  - Single entry for repeated events
  - Edited from your Google (Apps) login
  - Can be exported to individual's Google Calendar
  - Categorizing and color-coding options
- Cons
  - Not “native” to your site
  - Requires some tweaking at set-up
  - Not edited from website login

# How it works: Drupal Calendar

- Kathy sets it up! Optionally request an “Upcoming Events” feed
- 
- Creating events:
    - Select “Create Content”
    - Select “Event”
  - Editing events:
    - Click on event title
    - Go to “Edit” tab
    - Make changes and save



# How it works: Google Calendar

- Log in to Google (Apps) Account
  - Access or create calendar(s)
  - Embed calendar(s). Lori or Kathy can help with this.
- 
- Creating events: Click “Create event,” “Quick add,” or select date box
  - Editing events:
    - Select event
    - Make changes and save

# Creating and editing events: Google Calendar

Google calendar  Search my calendars [Show search options](#)

[« Back to calendar](#) Save Discard changes Delete More Actions

**Last month's OD stats**

4/1/2011 to 4/1/2011

All day  Repeat: Monthly on day 1 [Edit](#)

Event details [Find a time](#)

Where

Calendar Lori Roholt

Description per gus, 2-8-2011: compile stats monthly for each library via OD's content reserve (collection reports, view activity charts, checkouts by format)

Reminders Pop-up 10 minutes [Add a reminder](#)

Show me as  Available  Busy

Privacy  Default  Public  Private

[Learn more about private vs public events](#)  
[Publish event](#)

[« Back to calendar](#) Save Discard changes

[Want to add attachments? Learn how to enable the lab!](#)

Print Refresh Day Week Month

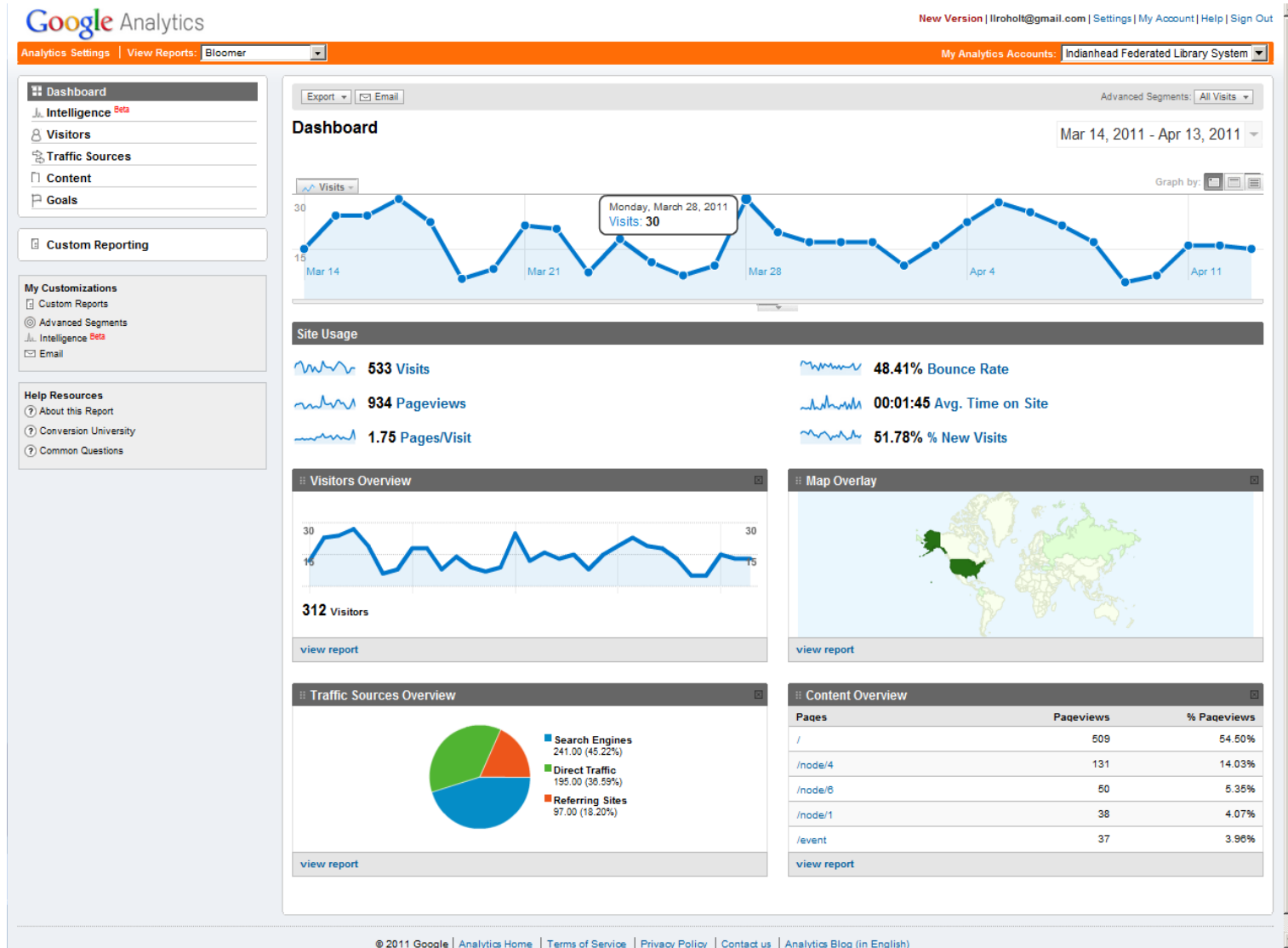
Thu 3/31 Fri 4/1

ORE confab. time @ Last Month's Circ. Stats.  
Project Last month's OD stats @ a  
Last month's Pharos Stat  
Print System Status Rep  
Send Amy Marsh and Jol  
3 things to do

8:30 - Send unsuccessful c  
9 - Call TRS lines @ a  
10 - 11:30 @ a  
MORE Exec, cx'd

12:50p

# Google Analytics



# Accessing your site statistics

- Direct access
  - Requires a Google (Apps) account
  - Log in any time to view customized reports
- Scheduled reports
  - Emailed to you on a regular schedule
  - Fixed report
- As requested
  - Contact Lori when you'd like statistics
  - Request customized reports

# 5. Promoting your Website

- Link from other sites – city, county, schools ...
- Link from your Facebook page
- Set Public Computers to your website
- Put the URL on all printed materials
- Make a bookmark, banner, sign ...
- Remind people about your website, refer to it and keep it up to date.

# 6. Review

- Stay consistent with the design & fonts.
- Less is more. Keep it short and simple.
- We are here if you get stuck.

# Hands-on

- <http://docs.iflsweb.org/pr/Marbles.jpg>
- [http://docs.iflsweb.org/pr/Young\\_boy.jpg](http://docs.iflsweb.org/pr/Young_boy.jpg)
- [http://docs.iflsweb.org/pr/Word\\_Doc.doc](http://docs.iflsweb.org/pr/Word_Doc.doc)
  
- [http://docs.iflsweb.org/pr/Website\\_Tips.pdf](http://docs.iflsweb.org/pr/Website_Tips.pdf)