



Jacksboro Independent School District

WEB PAGE GUIDELINES

SOCS

JACKSBORO ISD WEB PAGE GUIDELINES

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PURPOSE

Jacksboro ISD teachers are encouraged to create web sites to publish on the Jacksboro ISD web site. These web sites must reflect the professional image of Jacksboro ISD, its employees, and students. The purpose of the web site is to educate, inform, and communicate. The key elements listed below should be used to guide the development of each web site:

- Educate: Content provided in the web site should be usable by students and teachers to support the curriculum and Jacksboro ISD key objectives.
- Inform: Content may inform the community about the school, teachers, students, or departments, including information about curriculum, events, class projects, student activities, and departmental policies.
- Communicate: Content may provide an avenue to communicate with the community.

All links included on the pages must also meet the above criteria.

Under no circumstances is a web site to be used for commercial purposes. A page may not be used to provide financial gains for any individual.

Pages should reflect an understanding that both internal and external audiences will be viewing the information.

THE DOS AND DON'TS OF WEB DESIGN

There are many good and bad things you can do in web designing; the following is a list of some of those options.

- The first page of the web site should be the index or table of contents for the site, include a school name, identify the webmaster and provide an e-mail address to contact the person responsible for the site.
- Design a well-organized web site. The overall plan or file structure should be balanced hierarchical trees that provides quick access to information and helps the user understand how the information is organized. It is recommended that a storyboard be used to plan the web site.

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- Design each page with your audience and goal in mind. People read text off a computer screen at about 1/4th the speed that they do paper. This important fact tells us that we should keep what we want to say on the web short and sweet.
- Repeat basic page format, e.g. use the same background, locate navigation tools in the same place on the page, have consistent link appearance, and have consistent font size and type. Be consistent on all pages.
- Title Bar should include the school name.
- Limit page length; keep the HTML documents as small as possible.
- The web site may include areas such as staff information, student projects, calendar, parent information, school information and mission statement.
- Keep your web site current. Pages should be checked regularly to ensure that links are working and meet district standards. Check to make sure all internal and external links work properly on various browsers (i.e. Internet Explorer, Firefox, Safari, etc).
- Remove expired date-related items.
- Maintain your files, remove unneeded files.
- Do not post “Under Construction” pages.
- Check grammar and spelling.
- All pages should include “Back to Index” link to the web site index.
- Keep backgrounds simple.
- Reuse background images, pages will reload quicker and the user will be able to view your pages with ease.
- All web site authors must follow all applicable and existing copyright laws pertaining to the use of text, images, and sounds.
- Use all lower-case letters for naming documents and graphics. Do NOT use any spaces or other symbols in name documents or graphics.
- Smaller graphics are better; images should be less than 50K.

HOME PAGE AND LINKED PAGE PUBLISH DATES

Publish Dates are located at the bottom of each article.

Mark the publish date for your home page as: **Does Not End: The article will always remain live.**

Publish Dates

Select beginning and ending dates.

Begin Date: February 12 2008
at 12 00 AM

Does Not End: The article will always remain live.

Ends On: November 04 2008
at 02 00 AM

All other pages that you create and place links from the home page to the article should be marked as an **expired article**.

Publish Dates

Select beginning and ending dates.

Begin Date: January 01 2008
at 12 00 AM

Does Not End: The article will always remain live.

Ends On: January 04 2008
at 02 00 AM

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SEARCH FOR ARTICLES

To find your approved article, use the Search Button.



[Editor](#) > Search Articles

Search Articles

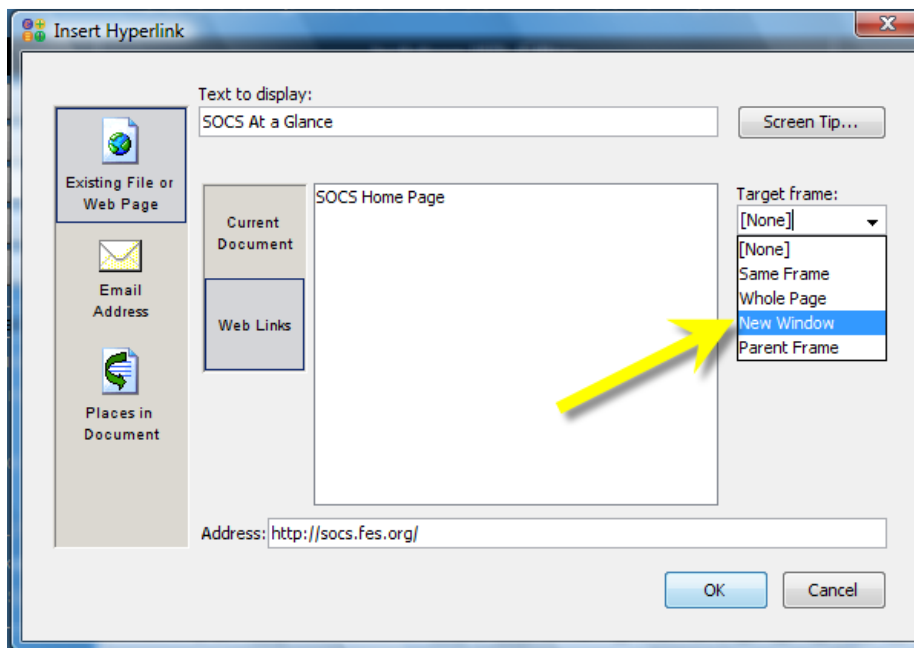
This image is a detailed view of the 'Search Articles' form. It features a 'Keywords' tab and an 'Article ID' tab. The form is titled 'Search by selected criteria' and contains the following elements:

- Keywords In Article(s):** A text input field followed by a 'Search' button. A yellow arrow labeled '3' points to the 'Search' button.
- Article Author (s):** A dropdown menu with the text '-- Any editor --'.
- Section:** A dropdown menu with the selected item 'Administration|Staff: Dianna Jackson'. A yellow arrow labeled '1' points to this dropdown.
- Status:** Radio buttons for 'Approved', 'Not Approved', and 'All'. The 'All' option is selected. A yellow arrow labeled '2' points to the 'All' radio button.
- Search Range:** Two checkboxes for 'Start' and 'End'. The 'Start' checkbox is checked, with date pickers for 'November', '10', and '2008' followed by 'or Later'. The 'End' checkbox is unchecked, with date pickers for 'November', '10', and '2008' followed by 'or Earlier (or None)'.

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HYPERLINKS

If you have links to web pages outside of JISD on your web page, be sure that the target frame is a new window. When the linked site is closed, your page will remain open.



All pages with outside links **MUST** have this disclaimer on their site.

Note: Pages will open in a new browser window.

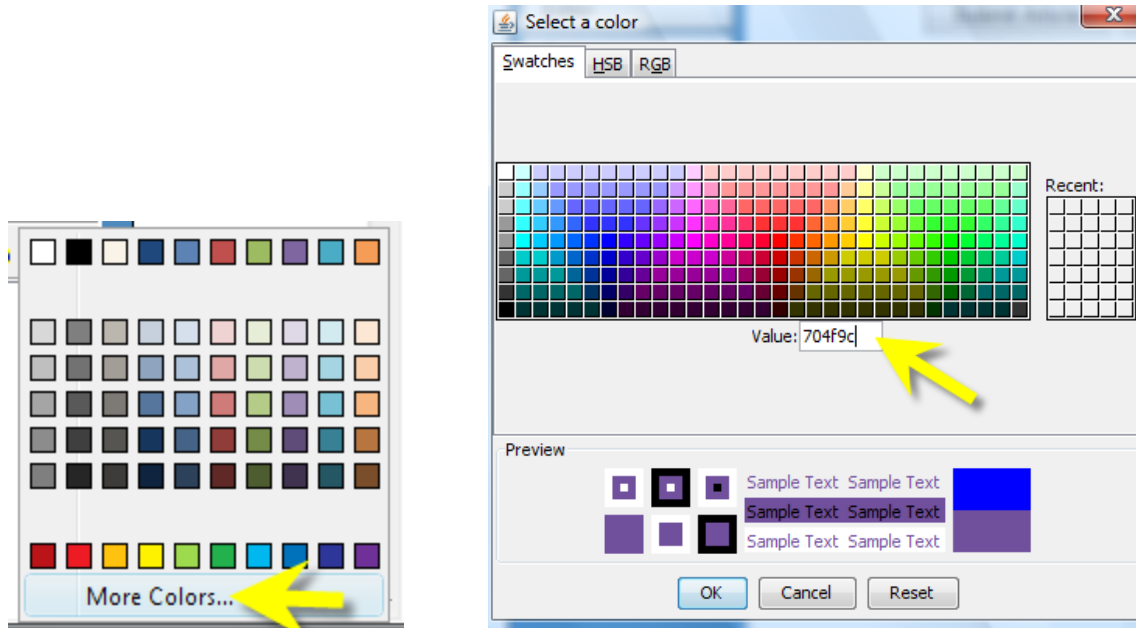
External pages are not endorsed by Jacksboro ISD.

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PURPLE PRIDE

If you are going to use purple as a color on your website, use this custom color code so that all of the purple on our site matches: **704f9c**

Simply insert the color code in the Value box located on the Select a color window.



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UNIFORM STYLES

The font for links should be uniform on your pages (size, font, color, capitalization). It is generally a good rule of thumb to have only two or three different fonts on a page.



[HOME](#) [PARENTS](#) [CALENDAR](#) [MEDIA](#) [HS BAND](#) [LINKS](#)

RETURN TO HOME PAGE

All linked articles should have a link to “Return to your Index page”.

Example:

[Return to Mrs. Jackson’s Home Page](#)

[JISD Home Page](#)

STUDENT PICTURES AND WORK

Before you post student pictures or work on your web site, make sure the **parent has given permission** by signing the AUP.

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In most cases when posting a student name, use first name only or first name with last name initial. NEVER post the full name with a picture.

A few of the high school students have pictures with first and last name. These are an exception to the rule.

Contact Dianna Jackson with any questions or for assistance.

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