# UAS Mosaic websites

Style and accessibility briefing

# Background

- All UAS sites use the same fonts, colours, and header & footer layout to give the same overall appearance
- The UAS style for content within the pages aims to ensure
  - the consistent look and feel is maintained across all UAS sites
  - that sites meet legal requirements with regard to accessibility
  - a good 'user experience'
- A consistent look and feel gives
  - a common identity across all sites
  - a better user experience familiarity with the design helps navigation
- The style is based on
  - Official guidance for meeting legal accessibility requirements
  - Acknowledged 'best practice' for websites
  - Input from a professional, external web design agency
  - Choices made by a Steering Group comprised of representatives from UAS sections

## Page layout

- Content is included in Region 2 and Region 3
- Regions 1 and 4 are only used in rare situations
- Region 2 is used for the main content of the page
- Region 3 is used for 'tertiary' or 'related' content such as useful links or contact details
- Always try to have some content in Region 3 – it is unlikely that there won't be something which is useful to the user

OXFORD	Admissions	RESEARCH	NEWS & EVENTS	ABOUT		Staff Gateway	Oxford Students	Alumni	💄 Login
Compliance									
HOW WE USE YOUR DATA SUB	MIT AN INFORMAT	TION REQUEST	POLICIES & STATEMEN	TS STAFF GUIDANCE ON DATA PROTECTION	ABOUT				Q
♠ > Staff guidance on data protection	Retention schedule	e							

#### **Retention schedules**

#### How long the University will retain different categories of data

Regio	Region 1						
	Data retention refers to the length of time data will be actively retained by the University before it is destroyed, archived or anonymised.		Contact us				
Region 2	The University's data retention schedules set out the period of time that categories of data held by the University will normally be kept. Presenting retention periods in a schedule		Email: <u>information.compliance@admin.ox.ac.uk</u> Tel: (01865 2)70285				
	format and on the basis of applicable legal or regulatory requirements, recognised good practice or internal policy, provides a systematic, accountable and transparent approach to data management and compliance.		Region 3				
	Importantly, in terms of the personal data we hold, our data retention schedules support th University to monitor and maintain compliance with the storage limitation principle under the General Data Protection Regulation (GDPR). The storage limitation principle states that we must not keep data longer than necessary for the purposes for which it was collected.						
	Below are links to further information about the retention of certain types of data:						
	+ Expand All						
	STUDENT RECORDS	~					
	PERSONNEL	~					
	FINANCE	~					
Region	4						
	Was this page useful? YES	10					

CONTACT US	QUICK LINKS	RELATED CONTENT	ACROSS THE UNIVERSITY
The Information Compliance Team	GDPR and the University	Council Secretariat	Jobs
University of Oxford	Gifts and hospitality policy	Governance	HR Self-Service login
University Offices	ICO registration	Legal services	Professional development
Wellington Square	Photography guidance	Personnel services	Access guide
Oxford OX1 2JD	The Prevent Duty	Proctors	Searchable map
Tel: 01865 (2)70285	Retention schedules		Nexus email login
	Submit an FOI request		Term dates

## Page layout - 1

- Titles should align with Region 2 narrow content
- Every page should have a subtitle (homepage only exception)
- Subtitles should be a single sentence, which does not end with a full stop
- Main content area generally set to "narrow" (WYSIWYGs, accordions) – this improves readability
- Grids and tabbed content can be wider than WYSIWYGs if it improves the display and makes them easier to use – no need to set them narrow (not everything has to align!)

## **Staff Gateway**

#### WORKING AT OXFORD STRUCTURE & ORGANISATION RESEARCH & TEACHING SERVICES & TOOLS A TO ZS

This page is a test page is a test page
This page is a test page

This is the subtitle of the test page, where we are testing some item styles

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit <u>anim id est laborum</u>.

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#### **Information Cards**



See all

## Page layout - 2

- Don't overwhelm the user just because you can put a table into a tab into an accordion doesn't mean you should.
- Ask yourself "Would I want to read this? Does it look ok on my phone? If somebody was reading it over my shoulder could they find the information?"
- Use top and bottom margins to improve spacing between content – and be consistent



## Accordions layout

- If you have an accordion of three or more sections you should provide \_ the user with an 'Expand all' button
- UAS style is to use top and bottom margins on the WYSIWYGs in an accordion to improve spacing
- Note that the Mosaic default is the top margin turned off, so it should be turned on when new sections are added
- But most of all, be consistent in whether they are on or off – don't mix your margins

+ Expand All			
ACCORDION SECTION 1			~
ACCORDION SECTION 2			$\checkmark$
ACCORDION SECTION 3	Add another Widget		
	Remove		
	Add another Section		
	✓ Show expand all link		
	Layout options		
	✓ Top margin		
- Hide All	✓ Bottom margin		
ACCORDION SECTION 1		^	
A line of text			
ACCORDION SECTION 2		^	
A line of text			
ACCORDION SECTION 3		^	
A line of text			

# Text in a WYSIWYG

## • Do not underline text

- If a user sees underlined text they expect it be a link, so do not underline for emphasis
- Do not use italics as a way to make content stand out
  - Some users find italics harder to read
  - Use only in certain contexts
  - Find other ways to highlight the text if needed
- Use the 'headings' styling to structure your content
- Do not centre-align text in a WYSIWYG
- Do not use a <font> tag or try to use different colours to highlight content

You <u>must not</u> underline content – visit <u>our information page</u> to find out why

- German nationals can use their ID card (*Personalausweis*).
- Source: ed. B Harris, *History of the University of Oxford*, Volume V, p. 19



# Strip formatting

- When copy/pasting content from Word into Mosaic, make sure to strip the formatting completely
  - Either use ctrl+shift+V
  - Or use the strip formatting button in the WYSIWYG toolbar

Widget type: WYSIWYG content area

#### Title

#### Content

• Otherwise you might end up with different fonts and colours that are being copied over from Word

# Links

## Accessibility legislation requires that

- Links within text be descriptive
- Link text not be the same when the destination page is different (this excludes Calls to action in grids/lists)
- Have links open in the same tab except when
  - you are linking to something that's not a webpage (a PDF or similar)
  - the user is in the middle of a process, and the link leads to background information the user should refer to (for example selection criteria or policies)
  - You are linking away from your site, but you expect the user to continue browsing your site

### Use

to find out more <u>visit our ABC page</u>

## Don't use

- to find out more <u>click here</u>
- to find out more visit <u>https://communications.admin.ox.ac.uk/</u>

Example of links which would not be acceptable

- See how Google displays <u>search results for Oxford</u>
- See how Bing displays <u>search results for Oxford</u>

# Tables

• Where possible try not to use tables as they are less accessible to some users

- Consider whether the content could be presented in a different way
- If using a table, ensure it is properly constructed with headings for the rows and/or columns
- Don't use tables just to space out content - use the layout option, or list styles instead
- Don't set a width or height for the table, or individual rows/columns/cells - the table won't resize properly on mobile

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# List styles

## Use the link list style for lists of links

- In main body text
- Popular links on homepage
- Related links in right-hand-column

## Process list style (ordered list)

Processes (either linking to tabs or series of pages)

## Normal list styles

- Bullet points in main body text
- Text following a bullet point should normally **not** end with a full stop or semicolon

Pop	ular links		Three-column-link-list	]
> Li	nk 1	> Link 4		Link 7
> Li	nk 2	> Link 5		> Link 8
> Li	nk 3	> Link 6		> Link 9
1	Before you start		Relate	ed links
2	Obtain Quotations or Tenders			
3	Order via Oracle financials		> Som	e link opular link
4	Order with credit card/petty cash		<b>*</b> ******	ething important
5	Receive/Reject Goods or Services		> Cont	tent elsewhere
6	Process invoices		/ One-column-link-list	
7	Making payments		One-column-link-list	
	One-column-process-lis	t		

Sentences after bullet points should not end with a full stop

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# Capital letters

 When using 'mixed case' only the first letter of a title should be a capital letter, except for proper nouns

## **EU/EEA staff Brexit information**

The Home Office have published details about how EU citizens and their families can obtain settled status in the UK

#### EU Settlement Scheme

The aim of the scheme is that "EU citizens living in the UK, along with their family members, will be able to stay and continue their lives, with the same access to work, study, benefits and public services that they enjoy now. Existing close family members living overseas will be able to join them here in future".

## Living in Oxford

Find clubs, museums, parks, theatres, festivals and other activities that are happening in Oxford

+ Expand All		Events
UNIVERSITY CLUBS AND SOCIETIES	$\sim$	Information about events in and around Oxford can be found in
COURSES AND LECTURES	~	> The Oxford Times
FESTIVALS AND EVENTS	~	<ul> <li>&gt; Oxford Mail</li> <li>&gt; Daily Info</li> </ul>
MUSEUMS AND LIBRARIES	~	> Oxford City Council's website
MUSIC	~	

## **Travelling for work**

Use this step-by-step guidance when you plan and carry out a research trip or business travel

Please allow enough time to complete the necessary pre-travel planning steps.

Complex trips abroad, working in remote areas or involving high risk activities, may take a number of weeks or months to organise.

#### Related links

> Travel expenses guide> Travel insurance

#### **Related pages**

Oxford and the EU: staff Q&As
 Conversations about Brexit

## Upper case

Which items are written in upper case?

- Navigation items level 1 (automatic)
- Left hand navigation (automatic)
- Tab section titles
- Accordion section titles
- All buttons: in WYSIWYGs, cards, tiles, etc
- Subheadings level 4
- Footer headings



#### STRUCTURE & ORGANISATION RESEARCH & TEACHING WORKING AT OXFORD

STRUCTURE & ORGANISATION > Governance

## Do not use caps when building your navigation, as this will result in capitalised breadcrumbs. Nav items will be capitalised automatically.

Event item 1

Lorem ipsum event text Wellington Square

#### H4 LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet sed do eiusmod tempor incididunt ut labore et d aliqua

CONTACT US University of Oxford **Public Affairs Directorate** University Offices Wellington Square Oxford OX1 2JD Tel: 01865 (2)70000

#### **OUICK LINKS** Finance A to Z Expenses guide Travel Insurance

#### RELATED CONTENT Childcare Services Safety Office Equality and Diversity Unit

Oxford Learning Institute

#### LOREM IPSUM TAB DOLOR AMET TAB MINIM VENIAM

#### This is tab number 1

Ut enim ad minim veniam, quis nostrud exercitation ullamco labor reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla officia deserunt mollit anim id est laborum.

14 Feb	
	Listing items 1
SIGN UP 🗲	Listing item 1 text lorem ipsum and so on. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
~	READ MORE >
~	SIGN UP NOW 🔉
re magna	

ACROSS THE UNIVERSITY
lobs
Access Guide
Searchable map
Nexus email login

## Images

- Don't use images to "give the page some colour" or because "my line manager wants more images"
- Images should always have a function, and tell the user something
- Avoid meaningless images at all costs
- Sites which are more outward-facing so require a 'visual identity' for marketing purposes can be accommodated, but discuss this with the UAS Comms/Project team first
- Don't be afraid of empty white space a neat, well presented, site is more visually appealing than a site cluttered with images
- Users are attracted to use sites where they can find content – don't let images get in the way of this
- Ensure you are not breaching copyright when using any images, and give the necessary credit

## **Opening hours**

The times at which the Iffley Road Sport Centre, swimming peot, gym and track are open in the next three weeks



**CENTRE OPENING HOURS** 

These images add nothing to the information being delivered.

## Tier 2 & Tier 5 visa conditions leaflet







This image gives a message -"Look how happy the kids in our nurseries are!"

More administrative content is still displayed with information cards, using icons, for a clean and consistent approach and to avoid a "stock image" look

## Images - icons

- We are using Font Awesome 5 Free
- The Pro version is not available due to licensing issues
- Icons are mainly used in information cards, but can also be added to news items as a listing image
- More icon images can be uploaded individually, please follow the specifications
- Do not upload icons in any other colour than #44444
- You can also add an icon into text via the WYSIWYG editor



#### Icon image specs:

The images are in PNG format, 500 x 500px each, colour #444444 with transparent background.

They are laid out in a 500px square canvas, with an icon area of 450x450 - the icons are centred in the middle and are either 450 high (for portrait icons) or 450 wide (for landscape icons).

The necessary SVG files can be downloaded from the Font Awesome website.

# Images accessibility

- Using images is often not an 'accessible' way of providing information.
- A picture only 'speaks a thousand words' if you can see it – make sure non-sighted people can use your site
- Images should be in addition to, rather than instead of, information in text form
- Images must always have a meaningful 'alt text' added which describes the content of the picture and is used by screen readers

Next click the button highlighted in the image below:

Widget type: WYSIWYG content area





Suitable alt text:

 Oxford University Women's Basketball Team playing at the Iffley Road Sport Centre

### Unsuitable alt text:

- Basketball
- Basketball action shot
- basketball-action-shot-1-310x207.jpg

Our Corporate Governance Framework is shown below:



View Edit Delete		
Replace file		
Browse No file selected.		
This file will replace the existing file. This action cannot be undone. Read documentation on image dimensions		
More information		
Name *		

Keep original filename
Focal Point

basketball-action-shot-1.ipd

Click and drag the crosshair to target the most important portion of the image.

1
Alt Text *
Oxford University Students playing basketball at the Iffley Road Sport Centre
Title Text
Oxford University Students playing basketball at the Iffley Road Sport Centre
Freetext tag

# Right-hand column

- WYSIWYGs here always use the "alternative" font styling
- Separate headings from content with horizontal lines (don't do this in Region 2)
- Use CTA button for main download or other activity
- Use a teal button style for system log-ins
- For links to documents, use a link list and add file type to the link title (eg PDF)
- Indicate SSO documents with padlock
- Leave WYSIWYGs you don't need completely empty, so they won't show

System log-in buttons	Call to action
LOGIN	The call to action button takes you to a course you want to sign up for or a login page for a system you want to use.
Contact us	SIGN UP NOW >
Secretariat	
Maria Someone	
+44 (0) 1865 2 77777	
<u>admin@admin.ox.ac.uk</u>	
Related links	
> Some link	
> A popular link	
> Something important	
> Content elsewhere	
Documents	
> Application form 🔒 (PDF)	
> Project analysis guide (PDF)	
> Payroll form (PDF)	

# Left-hand navigation

- Only use left-hand navigation for pages that don't appear in your main menu
- Landing pages do not require a lefthand navigation
- If you do turn on the left-hand navigation it is OK to change the width of the widgets in Region 2 so they are not narrow

✓ PAY	ROLL
APPR	ENTICE GRADE
GRAD	ES 1-5 >
GRAD	ES 6 & ABOVE
SALA	RY SCALES
CLINI	CAL ACADEMIC & RELATED
NOTE	S ON CHANGES
ALLO	WANCES & REWARDS

## **Salary Scales**

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- Lorem ipsum dolor sit amet
- · Consectetuer adipiscing elit, sed diam nonummy

Switch on/off the left-hand navigation in the details tab of your page

Hide sidebar menu?

# Grids and listings

- 3 or 4 items per row look best
- Always use the information card item style, unless it's a news, event or person listing (or you have a visual site)
- Do not add widget titles (unless you have more than one grid on a page, eg a news listing page)
- "Read all" widget link can be added if necessary
- Select style that doesn't show images/icons if you don't have sufficient/suitable images



#### Category 3 news

**Event item 1** *Thursday 14 February, Wellington Square* Lorem ipsum event text Event item 2 Friday 15 February, Blavatnik Listing text for event item 2

(>

# Button styles

## Red call to action (CTA)

- Use "fill" version for main, high priority calls to action on the page
- Use "outline" version for medium priority calls to action
- Teal buttons (mainly for systems)
- Use "fill" version for most important system log-in
- Use "outline" version for medium priority links

Always to try to provide a CTA on information cards. Tiles with news or events can have a CTA, a label (teal) or neither.

#### Call to action

The call to action button takes you to a course you want to sign up for or a login page for a system you want to use.



Said Business School

# Calls to action

## Calls to action and buttons

• Try to make them descriptive and interesting, and avoid repetition

	<b>C</b> .,)		
HR news	Contacts	Flexible working	Reward
READ MORE >	READ MORE >	READ MORE >	READ MORE >
:••	(8)		
Staff benefits	Sickness absence	Leave	My Family Care
READ MORE >	READ MORE >	READ MORE >	READ MORE >
£		<b>A</b>	
Green Travel Fund	Working with our partners	University parking permits	Season ticket loan
One of the ways we encourage staff to choose more sustainable travel options is by providing financial support for departments and buildings through the Green Travel Fund.	The Travel team works with local authorities and a wide range of partner organisations on transport issues that affect the University, and to improve the travel experience for our staff and students.	If you want to park on University property you will need a valid permit.	The University provides interest-free loa help you buy season tickets for buses ar trains.
FUNDING OPPORTUNITIES >	WORK WITH US >	TRAVEL BY CAR >	APPLY >
¢.	<u>م</u>	Q	
Transport Strategy	Get cycling	Rail travel discounts	Bus travel discounts
Why the University needs a Transport Strategy	There are lots of ways to make the most out of being a cyclist in Oxford	You can get 15% off rail travel to Oxford station with Great Western Railways (GWR) through the University's train pass scheme.	Get up to 10% off the cost of travel on particular routes run by Oxfordshire bus companies through the University's bus scheme.
READ MORE >	START RIDING >	TAKE THE TRAIN >	TRAVEL BY BUS >

# Background colours

## <u>Generally, do not use widget</u> <u>background colours.</u>

Exceptions only on homepage (colour is part of the agreed style sheet – f2f2f2 - so stick to this)

- Popular links WYSIWYG
- Mission statement WYSIWYG

Alert messages and info boxes can be included in WYSIWYGs (insert via snippets tool). Please use with care!

# Popular links > Link 1 > Link 4 > Link 7 > Link 2 > Link 5 > Link 8 > Link 3 > Link 6 > Link 9

# Warning: Your Warning Title Warning alert snippet (icon and colour non-configurable) Warning goes here Only use for severe system outages or similar!

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#### H6 Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet sed do eiusmod tempor incididunt ut labore et dolore magna aliqua Information alert snippet (icon

#### Notice: Your Information Title

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and colour non-configurable)

## Use this in alternative font to distinguish from main body text.

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 Content
 Snippet tool

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## Feedback option

- Option for users to give feedback on the content
- This should be turned on for most pages
- Can be turned on 'site-web' and then switched off when inappropriate
- Responses are collected via Manage content > Site-wide content > Feedback



#### **Retention schedules**

How long the University will retain different categories of data

Data retention refers to the length of time data will be actively retained by the University before it is destroyed, archived or anonymised.

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Below are links to further information about the retention of certain types of data:

#### + Expand All

STUDENT RECORDS	~
PERSONNEL	~
FINANCE	~



CONTACT US **OUICK LINKS** RELATED CONTENT ACROSS THE UNIVERSITY The Information Compliance Team GDPR and the University Council Secretariat Jobs HR Self-Service login University of Oxford Gifts and hospitality policy Governance University Offices ICO registration Legal services Professional development Wellington Square Photography guidance Personnel services Access guide Oxford OX1 2/D The Prevent Duty Proctors Searchable map Tel: 01865 (2)70285 Retention schedules Nexus email login Submit an FOI request Term dates

#### Contact us

#### Email: information.compliance@admin.ox.ac.uk Tel: (01865 2)70285

# Building navigation

- When building your navigation in the "Main Menu" settings, make sure to always use the content nodes as links, not the URLs of pages
- Otherwise the navigation does not work consistently (hover/selected behaviour) and may break if content moves or aliases are changed
- Do not use the main navigation to link out to other sites
- UAS Comms can switch of the mega menu and the sticky navigation if required
- Breadcrumbs are built via the navigation these are important for users' orientation so all pages should be built in to the navigation, even if they are disabled so do not appear in the main menu

# PDF accessibility

- PDFs are usually less accessible than webpages
- Before adding a PDF, question whether you could present this information as a webpage instead
- Any new PDFs must meet accessibility requirements
- Older PDFs must be made accessible when they are updated
- Things you can do are
  - Mark headings correctly
  - Create bookmarks
  - Use list tags
  - Use descriptive link text
  - Provide headers or footers
  - Mark columns correctly
  - Tag images with alternative text
  - Make tables accessible
- See the guidance document Create accessible PDFs from Word documents

# Content behind SSO

- Do not put webpages behind SSO unless there is a strong reason for them to be there
  - Content behind SSO slows down performance of Mosaic
  - Asking users to log-in slows down their browsing experience
- Do not put documents behind SSO on Mosaic
  - Host them on Sharepoint, and link to them there there is a UAS websites subsite for this purpose
  - This is more secure and doesn't affect Mosaic's performance
- See the guidance document <u>SSO guidance for UAS editors</u>

# Guidance documents

- Found via <u>Communications website</u>
- Mosaic Manual
- UAS web style guide
  - For example how to format times and dates, or the correct way to capitalise and hyphenate Pro-Vice-Chancellor
- Writing content for UAS websites
- SSO guidance for UAS editors
- Image, video and iframe management in Mosaic
- Create accessible PDFs from Word documents