

We've Got Style!

Style Guide for the Web.

Dean Croll, Educational Technologist

Pitt Online

Center for Instructional Development and Distance Education

University of Pittsburgh

January 17, 2013

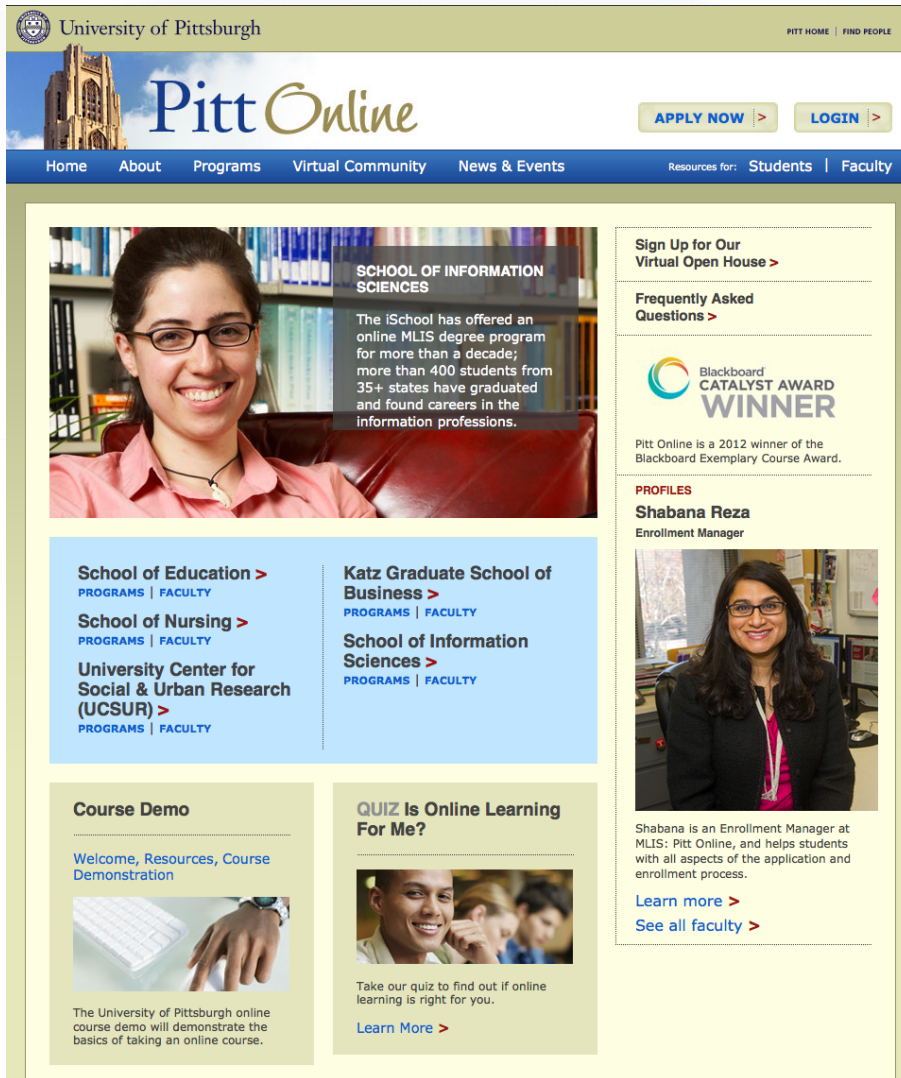
About Dean

- BS in Information Science
 - Slippery Rock University
- 17 Years IT/Web Experience
- 6 Years Online Education Experience
- Studied Graphic Design at Art Institute of Pittsburgh Online.
- Passion for Brand Identity and Logo Design

Topics

- PittOnline
- What is a style guide?
- Why we created a style guide
- How we created the style guide
- How we use the style guide
- Examples
- Revision process
- Team

Introduction to Pitt *Online*



The screenshot shows the Pitt Online website with a green header bar containing the University of Pittsburgh logo and navigation links. The main content area features a large banner for the School of Information Sciences, a list of academic programs, a course demo section, and a quiz section. A sidebar on the right highlights a Blackboard Catalyst Award win and a faculty profile.

University of Pittsburgh

Pitt *Online*

Home About Programs Virtual Community News & Events Resources for: Students Faculty

SCHOOL OF INFORMATION SCIENCES

The iSchool has offered an online MLIS degree program for more than a decade; more than 400 students from 35+ states have graduated and found careers in the information professions.

School of Education >
PROGRAMS | FACULTY

School of Nursing >
PROGRAMS | FACULTY

University Center for Social & Urban Research (UCSUR) >
PROGRAMS | FACULTY

Katz Graduate School of Business >
PROGRAMS | FACULTY

School of Information Sciences >
PROGRAMS | FACULTY

Course Demo

Welcome, Resources, Course Demonstration

The University of Pittsburgh online course demo will demonstrate the basics of taking an online course.

QUIZ Is Online Learning For Me?

Take our quiz to find out if online learning is right for you.

Sign Up for Our Virtual Open House >

Frequently Asked Questions >

Blackboard CATALYST AWARD WINNER

Pitt Online is a 2012 winner of the Blackboard Exemplary Course Award.

PROFILES

Shabana Reza
Enrollment Manager

Shabana is an Enrollment Manager at MLIS: Pitt Online, and helps students with all aspects of the application and enrollment process.

Learn more >
See all faculty >



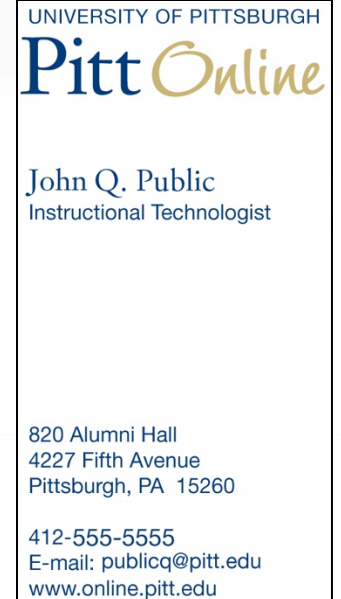
The banner features the Pitt Online logo and a list of programs offered online. A large computer mouse is positioned at the bottom right of the banner.

Pitt *Online*

The University of Pittsburgh is pleased to introduce Pitt *Online*. Pitt *Online* provides graduate professional programs conceived and designed to ensure that they provide the highest quality educational experience for the students.

We offer the following programs and certificates online:

- » MEd English and Communications
- » MEd Elementary Education
- » MEd Mathematics Education
- » MSN Clinical Nurse Leader (CNL)
- » MSN Administration
- » Post Masters Doctorate of Nursing Practice (DNP)
- » Management Essentials Online
- » Graduate Gerontology Certificate
- » Master of Library and Information Science



The contact block includes the University of Pittsburgh logo, the name John Q. Public, his title as Instructional Technologist, and his contact details including address, phone number, email, and website.

UNIVERSITY OF PITTSBURGH

Pitt *Online*

John Q. Public
Instructional Technologist

820 Alumni Hall
4227 Fifth Avenue
Pittsburgh, PA 15260

412-555-5555
E-mail: publicq@pitt.edu
www.online.pitt.edu

Need for Consistency

What is a Family?

- Are big, small, extended, nuclear, multi-generational, with one parent, two parents, and grandparents.
- Live under one roof or many
- Can be as temporary as a few weeks, as permanent as forever.
- Become part of a family by birth, adoption, marriage, or from a desire of mutual support.
- Is a culture unto itself, with different values and a unique way of realizing its dream;
- Become the source of cultural heritage and spiritual diversity.
- Create neighborhoods, communities, states and nations.



Role of the Parish Nurse

- ◆ Promoter of holistic health, helping people to integrate faith/health
- ◆ Health Education/Promotion
- ◆ Personal Health Counselor
- ◆ Community Resource Liaison/advocate
- ◆ Organizer, trainer and coordinator of health volunteers/professionals

Theory Components

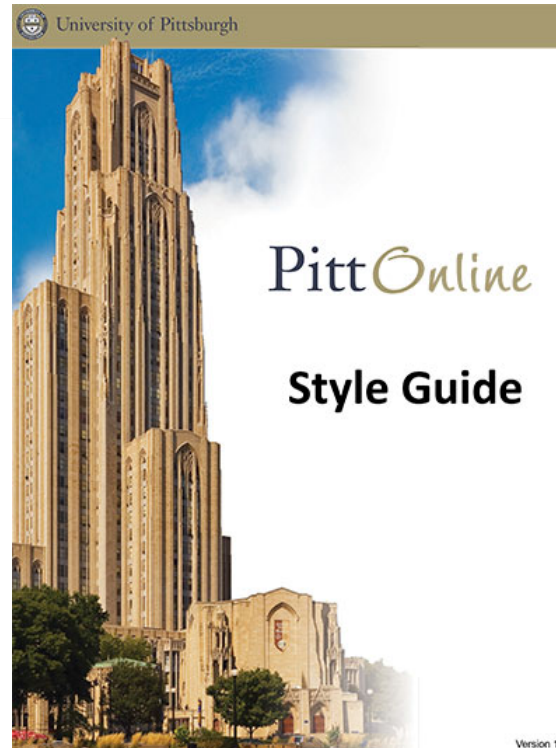
- Hypothesis-an expected relationship between concepts or propositions.
- Conceptual Model-set of general propositions integrating concepts into meaningful patterns.

What is Social Policy?

- Those policies that include social concepts such as health, education, housing, and employment.
- Determinants of Health-factors determining the health of individuals, families and communities.
- Determinants of Health: genetics, sex, race/ethnicity

What is a Style Guide?

- Set of Standards
- Writing, Web, or Graphic Design
- “House Style”



Why Create a Style Guide?

- Consistency
- Easy Reference to Handle Projects
- Brand Recognition
- Control of Designs
- Defines Style and Look
- Improves Accessibility of Course Materials



PRE-MODULE: INTRODUCTION



Pitt Online

SCHOOL OF
Nursing

NUR 2261> Pre-Module: Introduction

Introduction

Welcome to NURSP 2261 Organizational Theory! This first week is a general orientation to the class. Please read the syllabus and post any questions you might have to the Q&A Discussion Board. In addition, I would like to take this first week for us to get to know each other. On the Introductions Discussion Board, please introduce yourselves and tell a little about your background, why you are taking this course, and where you are heading in your career. I look forward to working with you throughout the semester.



NUR 2261> Pre-Module: Introduction

Objectives

At completion of this unit, you will be able to

1. Recognize key components of your course's Web site.
2. Describe course requirements and policies.
3. Introduce yourself to your classmates.



Learning Modules



[PRE-MODULE: INTRODUCTION](#)



[PRE-MODULE: EVIDENCE BASED MEDICINE](#)



[MODULE 1: HEALTH CARE IN THE UNITED STATES](#)



[MODULE 2: TYPES AND STRUCTURES OF HEALTH SERVICE](#)



[MODULE 3: HEALTH CARE TECHNOLOGY](#)



Pre-Module: Introduction



Pitt Online

SCHOOL OF
Nursing

NURSP 2261 > Pre-Module: Introduction

Introduction

Welcome to NURSP 2261 Organizational Theory! This first week is a general orientation to the class. Please read the syllabus and post any questions you might have to the Discussion Board. In addition, I would like to take this first week for us to get to know each other. On the Introductions Discussion Board, please introduce yourselves and tell about your background, why you are taking this course, and where you are heading in your career. I look forward to working with you throughout the semester.

NURSP 2261 > Pre-Module: Introduction

Objectives

At completion of this unit, you will be able to

1. Recognize key components of your course's Web site.
2. Describe course requirements and policies.
3. Introduce yourself to your classmates.



Learning Modules

[Pre-Module: Introduction](#)

[Pre-Module: Evidenced Based Medicine](#)

[Module 1: Health Care in the United States](#)

[Module 2: Types and Structures of Health Services](#)

[Module 3: Health Care Technology](#)

EDUCAUSE

⌘ 2134_IL_2257_SEC1 ⌘
ENG LANG
LEARNERS

Announcements
Academic Integrity
Syllabus
Schedule
Faculty Info

Classroom
Dialogue Journals
Assignments

Email
My Grades
Library Info
Help

⌘ 2134_NUR_3252_SEC ⌘
DEVELOPMENT

What's New?
Announcements
Read Me First
Navigating CourseWeb
Syllabus
Schedule
Faculty Info
Learning Modules
Discussion Board
Assignments
Blog
Email
My Grades
Help

⌘ 2134_ORBIOL_2150_ ⌘
IN AGING

What's New
Announcements
Getting Started
Syllabus
Schedule
Faculty Info
Learning Modules
Discussion Board
Email
My Grades
Help

Pitt Online

Pitt Online Full Color Word Mark

Pitt Online

Pitt Online One Color Word Mark

The Pitt *Online* word mark may be shown only as a full color design or a one color design where appropriate. In the full color design University of Pittsburgh is shown in PMS 281 and in the one color design it is shown in Pantone® Process Black.

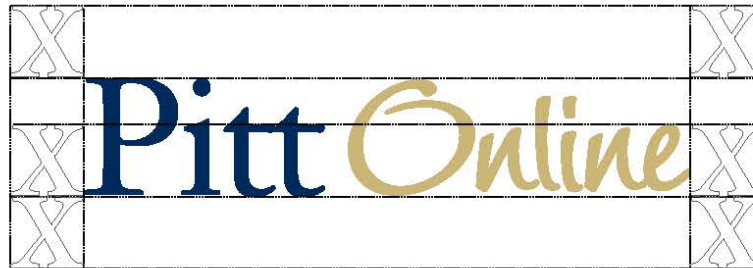


PMS 281



PMS 4515

Word Mark



The core of the Pitt *Online* graphic-identity system is a distinctive treatment of the organization name. Through repeated application of this word mark, Pitt *Online* builds loyalty and awareness among its various audiences. Failure to use this word mark, or using distortions of it, will diminish the identity system's effectiveness.

Clear Space

The visual character of the Pitt *Online* identity depends on clean, spacious, and elegant layouts. Always use the recommended clear space, as shown above, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the word mark's impact.



Do Not obscure the word mark by placing other strong graphic elements near, next to, or behind the word mark.



Do Not use a color version of the word mark on top of a color background. The word mark should always reverse to one color (white).



Do Not reproduce the word mark in colors other than the approved colors.



Do Not use the word mark on an angle other than a 90 degree angle.



Do Not add a box or shape to the word mark.

How We Created a Style Guide

- Collect
- Collaborate
- Research
- Refine
- Repeat



How to Pick a Team

- Based on Strengths
- What People Enjoy
- Diverse Talents
- Everyone Agrees to be Flexible
- Compromise
- Possibly Cap at 5



How We Use Our Style Guide

- Faculty
- Course Developers
- Instructional Designers
- Educational Technologists



Accessibility

- Universal Design Statement
- Text
- HTML
- Images
- Audio
- Video



Accessibility Resources

- Building Accessible Online Courses
 - <https://www.cidde.pitt.edu/blog/building-accessible-online-courses>
- JAWS Screen Reader Demonstration
 - <http://mediasite.cidde.pitt.edu/mediasite/Viewer/?peid=1a2d9b0cec6e48d1af00881485592667>
- Quality Matters Accessibility Policy Template
 - <http://www.qmprogram.org/template-accessibility-policy-online-courses>
- WebAIM
 - <http://webaim.org/>
- World Wide Web Consortium (W3C)
 - <http://www.w3.org/>

Hyperlinks

- Which is better?
- [The Declaration of Independence](#) was a statement adopted by the Continental Congress on July 4, 1776.
- [Click here](#) for a copy of the Declaration of Independence.

Word Mark Examples

Pitt *Online*

- Is this ok to use?

Pitt *Online*

- What about this one?

PittOnline

Additional Considerations

- File Naming Conventions
- Course Design Documents
- Word Document Format
- PowerPoint Document Format

File Naming Conventions

☐	File Type	Name
☐		Module 01 
☐		Module 02 
☐		Module 03 
☐		Module 04 
☐		Module 05 
☐		Module 06 
☐		Module 07 
☐		Module 08 
☐		Module 09 
☐		Module 10 
☐		Module 11 
☐		Module 14 
☐		No Longer Used Readings 
☐		Schedule 
☐		Syllabus 

☐	File Type	Name
☐		IL 2246 15 M8 Clark.pdf 
☐		IL 2246 15 M8 Curwood.pdf 

Pitt Online Module Content Template

Course number:		Course name:	
Module number:		Module name:	



Content	Notes
Introduction (In the space below, please enter an introductory paragraph or two describing the importance of this module's content. This section is required.)	
Learning Objectives (In the space below, please enter learning objectives for this module that describe what the student should be able to do after completing the module.)	
Key Terms (In the space below, please enter key terms for this module.)	
Readings (In the space below, please enter the readings for this module. Provide a url if the reading is on a Web site. Please link to a pdf if the reading is a pdf file. If you would like to include instructions to guide the students' reading or Web site exploration, please enter them.)	
Videos (In the space below, please list the videos you would like students to view for this module. Please provide a url or video file. If you would like to include instructions to guide the students' viewing, please enter them.)	
Podcasts (In the space below, please list the podcasts you would like students to listen to. Please provide a url or audio file. If you would like to include instructions to guide the students' listening, please enter them.)	
Lectures (In the space below, please list the PowerPoint presentations, PDF files, or other lecture files for this module. Please provide the files.)	
Quiz (In the space below, please enter the self-review quiz for this module. Please indicate correct answers for each item.)	
Discussion (In the space below, please enter the discussion prompt(s) for this module. If you would like to create more than one discussion forum for this module, please number the prompts.)	
Wiki (In the space below, please enter instructions for this module's wiki assignment.)	

Blog (In the space below, please enter instructions for this module's blog assignment.)	
Assignment (In the space below, please enter instructions for this module's assignment(s). Please provide whatever additional files are necessary and indicate where they are to be linked in the text.)	
Exam (In the space below, please enter the text for the graded exam to be taken at the end of this module.)	
Checklist (In the space below, please enter the list of items from this module on which students will be assessed.)	

Pitt Online Syllabus Template

Course number:		Semester:		Credits:		Course name:	
-----------------------	--	------------------	--	-----------------	--	---------------------	--



Content	Notes
Faculty Info (In the space below, please enter your contact information and your preferred method of having students contact you.)	
Course Description (In the space below, please enter an introductory paragraph or two describing the course.)	
Learning Objectives (In the space below, please enter the learning objectives that describe what the student should be able to do after completing the course.)	
Textbooks (In the space below, please list both the required and optional textbooks for the course. Please provide complete citations including edition number and ISBN. Please note whether a text is required or optional.)	
Teaching and Learning Methods (In the space below, please provide a short description of the teaching and learning methods to be used in this course.)	
Assignments (In the space below, please list and describe assignment categories.)	
Grade Distribution (In the space below, please list individual assignments along with points or percentages accorded to each. Please provide a total figure as well.)	
Course Policies (In the space below, please list and describe policies specific to this course. This could include policies relating to assignment submission due dates, grading turn-around time, and instructor response to student requests.)	
Academic Integrity (In the space below, please enter text that describes this course's academic integrity standards.)	
Disability Services (In the space below, please enter text that provides information for students with disabilities.)	



Term & Year

Course Number and Name

Module	Dates	Topic	Reading
1	August 27 – September 2		
2	September 3 – September 9		
3	September 10 – September 16		
4	September 17 – September 23		
5	September 24 – September 30		
6	October 1 – October 7		
7	October 8 – October 14		
8	October 15 – October 21		
9	October 22 – October 28		
10	October 29 – November 4		
11	November 5 – November 11		
12	November 12 – November 18		
13	November 26 – December 2		
14	December 3 – December 9		
15	December 10 – December 15		

Case Study Directions

The purpose of this assignment is to assess whether you can distinguish a case that requires the use of differentiated instructional practices, and recommend and rationalize the use of specific differentiated instructional practices for a case requiring teachers to use them. This assignment will be done over the course of two weeks, and it will be worth a total of 30 points. See the rubric at the end of the syllabus for general guidelines and grading information, as well as due dates.

Week I

Reflect upon a “challenging” case – either a student you have taught or a situation in which a teacher might have difficulty instructing the class. In one to two pages, describe the case using as much detail as possible. Refrain from using the names of particular students or colleagues. If necessary, then use pseudonyms.

Week II

Once all cases are submitted, they will be posted and threaded – according to author - in the discussion forum for Module 7. Find the author whose name is posted beneath yours, and read his/her case. Analyze the case carefully and recommend specific differentiated instructional practices that a teacher might use to address the issue(s) presented. Along with a description of each strategy or technique you recommend, write a rationale to explain why you believe that particular strategy or technique would be most appropriate to use in this case. Post this information in the appropriate thread in the discussion forum.



University of Pittsburgh



Pitt Online



University of Pittsburgh



Pitt Online

EDUCAUSE



Pitt Online

University of Pittsburgh Online Programs – Pitt Online

152 likes · 3 talking about this · 59 were here

Education · Medical & Health · [Add A Category](#)

Pitt Online offers graduate degrees and certifications for the University of Pittsburgh in an asynchronous, virtual environment.

[About](#) [Photos](#) [Likes](#) [Map](#)

Pitt
Online



Pitt Online
@PittOnline

Online Programs from the University of Pittsburgh
 UT: 40.437495,-79.955432 · <http://www.online.pitt.edu>

300 TWEETS	64 FOLLOWING	229 FOLLOWERS
---------------	-----------------	------------------

Tweets

Pitt Online @PittOnline
 We've Got Style: Style Guide for the Web | EDUCAUSE.edu
educause.edu/midatlantic-re...
 Expand

14 Jan

Revision Process

- Annual Revision
- Collect Additions/Corrections
- Additions/Corrections Each Summer
- Publish New Version Each Fall



Other Tips

- Agree on the Decision Process
- Always Have a Tie Breaker Person
- Start With a Good Outline
- Provide Updates to Your Supervisor
- Research, Research, Research





PittOnline

Style Guide

Version 1.1

Contents

Overview	Page 4	Font Family	Page 19
Name Usage	Page 4	Heading Examples	Page 19
Word Mark	Page 5	Accessibility	Page 20
Pitt Online Full Color Word Mark	Page 5	Universal Design Approach	Page 20
Pitt Online One Color Word Mark	Page 5	Accessibility Checklist	Page 20
Word Mark	Page 6	Accessibility	Page 21
Clear Space	Page 6	Accessibility	Page 22
Minimum Size	Page 6	Naming Conventions for Files	Page 23
Word Mark	Page 7	Most Common File Names	Page 23
Incorrect Usage	Page 7	Naming Conventions for Files	Page 24
Typography	Page 8	Readings	Page 24
Graphics	Page 9	Unknown Author	Page 24
Facebook Image	Page 9	Multiple Readings by the Same Author	Page 24
Twitter Image	Page 9	Modules with Sections	Page 24
Banner Image for Blackboard Courses	Page 9	Other File Types	Page 24
Graphics	Page 10	Course Revision Policy Recommendations	Page 25
Brochure Example	Page 10	Course Revision Process and Timeline	Page 25
Mouse Pad Example	Page 10	Course Revision Policy Recommendations	Page 26
Business Card Example	Page 10	Course Sustainability Practices	Page 26
Pitt Seal and Logotype	Page 11	Faculty Support Documents	Page 26
Writing Style	Page 11	Course Design Documents	Page 27
Photography	Page 11	Syllabus Template	Page 27
Video	Page 11	Course Design Documents	Page 28
Web Page Templates	Page 12	Module Content Template	Page 28
School of Education	Page 12	Course Design Documents	Page 29
Web Page Templates	Page 13	Schedule Template	Page 29
School of Nursing	Page 13	Word Document Format	Page 30
Web Page Templates	Page 14	PowerPoint Document Format	Page 31
Gerontology – UCSUR	Page 14		
Web Page Templates	Page 15		
MLIS School of Information Science	Page 15		
Web Page Templates	Page 16		
Business for Management Essentials	Page 16		
Learning Modules	Page 17		
Colors For Modules	Page 17		
Type Face for Modules	Page 17		
Learning Modules	Page 18		
Module Headings	Page 18		
Module Material	Page 18		
Section Headings	Page 18		
Section Subheadings	Page 18		
Text	Page 18		
Readings	Page 18		
Links	Page 18		
Assignments	Page 18		
Discussion Board	Page 18		
Cascading Style Sheets	Page 19		
Headings	Page 19		
Background Colors	Page 19		

Download a Copy

- Faculty Resource Page

- http://www.online.pitt.edu/faculty/documents/PittOnline_Style_Guide.pdf
- <http://www.online.pitt.edu/faculty/FacultyResources.php>

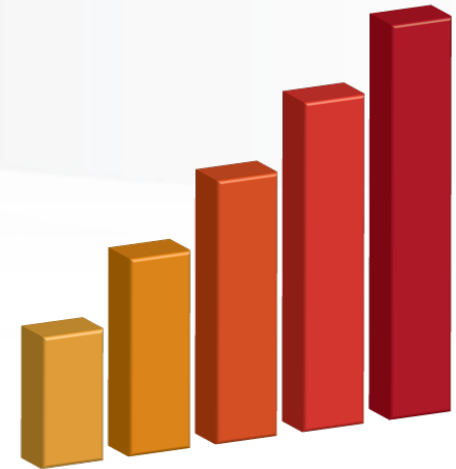
Pitt *Online* Style Guide

Pitt *Online* is proud to announce the publication of The *Pitt Online Style Guide*!

The style guide provides a visual overview of the unique brand and style of Pitt *Online*. It builds upon the traditional identity of the University of Pittsburgh and combines expertise from instructional design and technology. The style guide serves as a resource for faculty and staff, and contains guidelines and recommendations that assist during online course development.

Results

- Faculty Are More Confident
- More Organized
- Established Process
- Helps Visualize the Final Product
- Helps New Hires Develop Faster
 - Temps and Contractors
- Time Saver for Entire Team



Team

- Holly Shiflett – Director Online Programs
- Erik Arroyo – Coordinator Online Programs
- Barbara Frey – Instructional Designer
- Lorna Kearns – Instructional Designer
- John Shaw – Educational Technologist
- Lynn Cooper – Educational Technologist
- Dean Croll – Educational Technologist
- Jessica Kurs-Lasky – Student Employee
- Gabriel McMorland – Disability Services Assistant

Questions? Thank you!

Dean Croll dacroll@pitt.edu

twitter.com/PittOnline/

facebook.com/pages/University-of-Pittsburgh-Online-Programs-Pitt-Online/158530320823651

