



WEBMASTER MANUAL

Table of Contents

Essential Tools and Materials	2
Administrative Privileges.....	2
Setting up Your Work Space.....	2
Photo Editing Software	3
Information Architecture and Navigation.....	4
Website Administration: <i>Front End</i>	8
Control Panel.....	8
Pages	9
Modules.....	11
Routine Tasks	19
Website Administration: <i>Back End</i>	21
CSS.....	21
File Manager.....	21
Pages	22

Essential Tools and Materials

UTEP websites are built with a web-based CMS (content management system) called DNN (DotNetNuke). The latest version of DNN (8.0) has been released in February 2015, but UTEP offers version 4, which was last updated in 2009.

Although webmasters are allowed to use platforms other than DNN, they need to consider two major things before choosing a different platform:

1. Can the webmaster rebuild the whole website from scratch within the timeframe of her or his appointment?
2. How will the webmaster ensure that her or his successors is able to use the same platform (e.g., availability and knowledge of specific software)?

If the webmaster chooses to use a different platform, she or he needs to contact UTEP Technology Support to arrange the necessary transition.

Administrative Privileges

DNN Training

In order to receive administrative privileges for the English Department, the webmaster has to complete the *DNN/Pete's Pagebuilder Administrator Training*.

The training is currently offered by FIT Lab (phone # 915-747-5940).

Webmaster Privileges

After training completion, submit a request for administrative privileges to helpdesk@utep.edu. The webmaster should have administrative privileges for the following sites [they have been built separately, so they have separate skin and file managers]:

- English Department: academics.utep.edu/english
- RWS-UP (FYC) Program: academics.utep.edu/fycomp
- West Texas Writing Project (WTWP): academics.utep.edu/wtwp

Note:

While the webmaster has the privileges to update all the sections of the website, the RWS and RWS-UP Assistant Directors typically update their respective sections. Therefore, the webmaster should notify or confer with the Assistant Directors in case of any major changes to the appearance or organization of the website.

Setting up Your Work Space

Create a space on your local computer where you will save all the photos, flyers, etc. Very often, the photos or flyers need to be edited prior to uploading them to the website, so it is a good habit to save the originals and the edits locally.

Note: Organize local folders and files as closely as possible to the organization of the website. The File Manager on the website itself should also follow the same logic for consistency purposes.

In addition, create a local backup folder that will contain backups of HTML and CSS files if/when changes occur.

Photo Editing Software

A basic photo editing software is necessary as photos often need to be cropped and resized in order to adhere to sizes used on the website.

A more sophisticated photo editing software is useful for creating collages and for combining photos with text (e.g., Adobe Photoshop or Macromedia Fireworks).

Information Architecture and Navigation

The information architecture and navigation of the website are designed according to the concepts of *usability* and *user experience* (Rogers, Sharp, and Preece, 2011; Nielsen, 2012).

Usability

Usability, as defined by Rogers et al. (2011), is “generally regarded as ensuring that interactive products are easy to learn, effective to use, and enjoyable from the user's perspective,” (p. 20). This view of usability is expanded by Nielsen (2012), who proposes the following specific questions as guidelines for establishing usability:

- *Learnability*: How easy is it for users to accomplish basic tasks the first time they encounter the design?
- *Efficiency*: Once users have learned the design, how quickly can they perform tasks?
- *Memorability*: When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- *Errors*: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- *Satisfaction*: How pleasant is it to use the design?

User Experience

Rogers et al. (2011) define user experience as the use of “elements that contribute to making a user experience pleasurable, fun, exciting, etc.,” (p. 26). The authors explain that interaction designers use a set of designing principles “when designing for the user experience,” (p. 29), and they further describe the most common design principles, such as *visibility*, *consistency*, and *affordance*. According to Rogers et al. (2011), “the more visible functions are, the more likely users will be able to know what to do next,” (p. 29).

Consistency is defined by Rogers et al. (2011) as “designing interfaces to have similar operations and use similar elements for achieving similar tasks,” (p. 32). In turn, visibility and consistency affect what Rogers et al. (2011) call *affordance*. According to the authors, affordance “refer[s] to an attribute of an object that allows people to know how to use it,” (p. 33). The authors further explain that “[w]hen the affordances of a physical object are perceptually obvious it is easy to know how to interact with it,” (p. 33).

When answering the above questions on usability and user experience, it is necessary to first consider the audience, or as Rogers et al. (2011) put it, “who is going to be using [the interactive products],” (p. 5) and what “kind of activities people are doing when interacting with the products,” (p. 6).

English Department Website Architecture

The Department website is set up with a consideration of the website's *primary audiences*—prospective undergraduate and graduate students, as well as its *secondary audiences*—current students and faculty.

The separation of primary audiences into prospective undergraduate and graduate students is important because the desired level of education guides these audiences in

their search for the information they are seeking on the website. Thus, the basic task that these users would likely want to accomplish is finding a list of undergraduate or graduate degrees that the Department offers.

Based on the concept of usability, as defined by Rogers et al. (2011) and Nielsen (2012), the left navigation pane [Figures 1-3] of the website allows the primary audiences to accomplish basic tasks efficiently (*learnability* and *efficiency*), to reestablish proficiency quickly (*memorability*), and to be able to recover from potential errors easily (*errors*). Likewise, the navigation menu increases *visibility* significantly.

Figure 1: Left navigation pane with clearly visible program levels



Figure 2: Left navigation pane – Expanded Undergraduate Programs

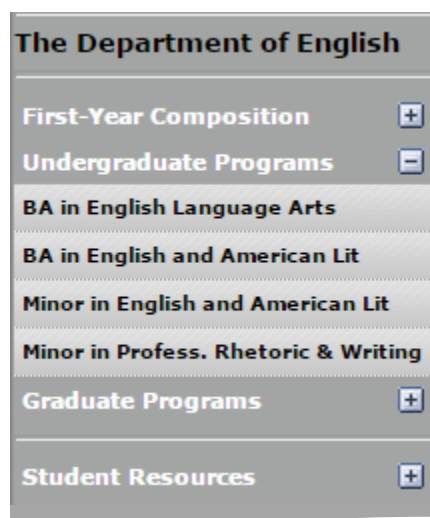
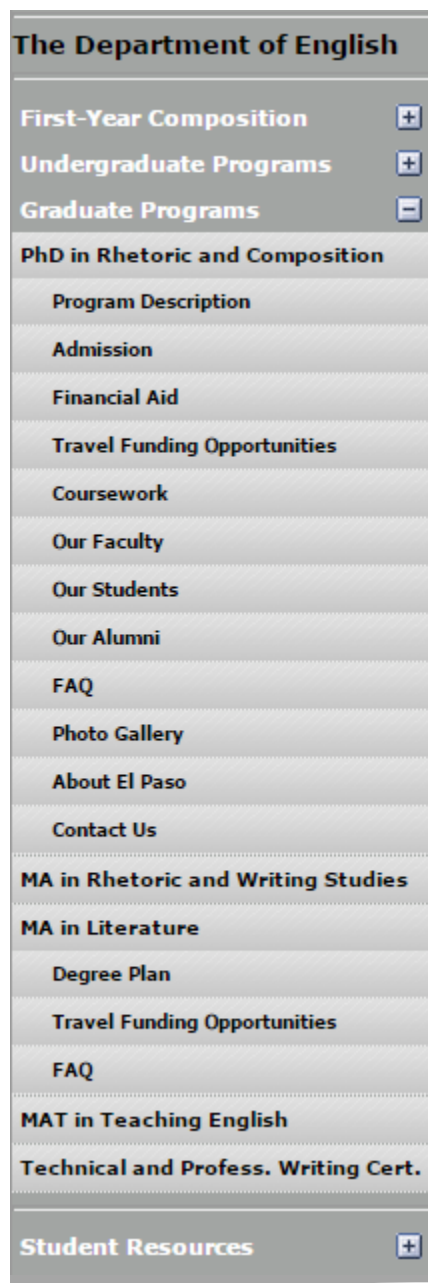


Figure 3: Left navigation pane – Expanded Graduate Programs



In order to achieve *consistency* on the website, the navigation menus are the same regardless of which individual page the users are accessing; also, by placing similar elements in similar positions, such consistency helps avoid constant disorientation of the user [Figure 4]. The improved visibility and consistency of the website's elements helps users learn the conventions of the website quickly, which in turn makes their user experience pleasurable.

Figure 4: Consistency of the navigation menus and of other elements across pages



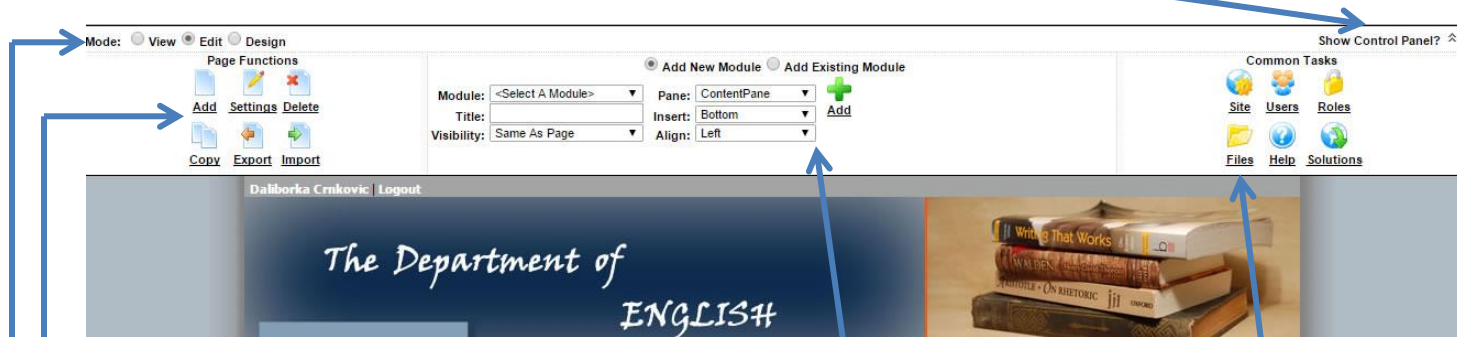
Most pages utilize a "3 panes" setting with a left, center, and right pane. These panes should have the same appearance, even if the contents are different.



Website Administration: *Front End*

Control Panel

Once logged in with UTEP credentials, click on “Show Control Panel” in order to access the options for creating pages and modules.



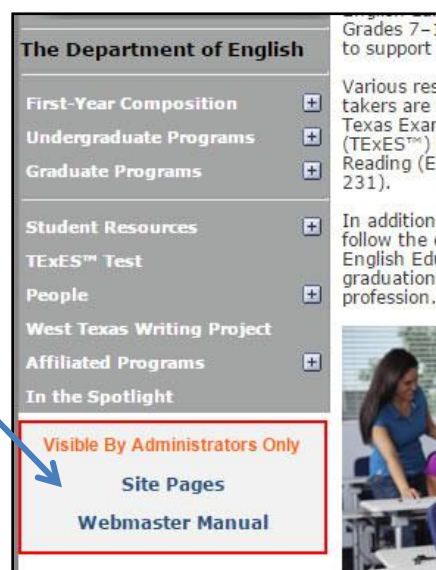
The *Control Panel* allows you to:

- Change the mode of accessing a page (View or Edit)
- Add, delete, or copy pages, and change page settings
- Add new or existing modules to a page
- Access the File Manager

Accessing the Existing Site Pages

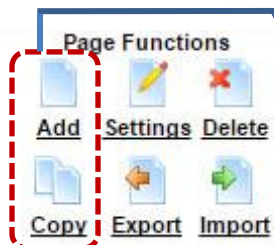
The *Control Panel* does not have an option for accessing all the site's pages, but a quick link is available for webmasters under the left navigation menu on every page.

More information on managing the existing pages is in the *Back End* section of this manual on p. 22.



Pages

Use *Page Functions* space to add a new page or change page settings.



Note:

Although the *Page Functions* offer the options to *add* a new page from scratch or *copy* an existing page, the “Copy” function does not facilitate the process in any way (for example, it is supposed to copy the chosen modules, but it does not).

After clicking one of the above options, the *Page Management* form will open:

Page Management

Basic Settings

In this section, you can set up the basic settings for this page.

Page Details

Page Name: RWS Minor

Page Title: Minor in Rhetoric and Writing Studies

Description:

Keywords:

Parent Page: Undergraduate Programs

Template Folder: <None Specified>

Page Template:

Include In Menu? ☐

Permissions:

	View	Edit
Administrators	☒	☒
All Users	☐	☐
BackupAdmin	☐	☐
Registered Users	☐	☐
SACS	☐	☐
Unauthenticated Users	☐	☐

Username: [Add](#)

Copy Page

Copy From Page: <None Specified>

Advanced Settings

This text appears in the back end space for managing existing pages.

This text appears in the browser tab title.

This option specifies if the page is a sub-page. The setting does not affect where the page will appear, but it helps when managing existing pages in the back end.

Allow “All Users” to “View Page” when the page is ready to be public.

See next page for “Advanced Settings”.

Advanced Settings

In this section, you can set up more advanced settings for this page.

Appearance

Icon: File Location:
File Name:
[Upload New File](#)

Page Skin: ☐ Host ☒ Site

[Preview](#)

Page Container: ☒ Host ☐ Site

[Preview](#)

Disabled: ☐

Refresh Interval (seconds):

Page Header Tags:

Other Settings

Secure? ☐

Start Date: [Calendar](#)

End Date: [Calendar](#)

Link Url:
Link Type:
☒ None
☐ URL (A Link To An External Resource)
☐ Page (A Page On Your Site)
☐ File (A File On Your Site)

Permanently Redirect? ☐

[Update](#) [Cancel](#)

The only Advanced Setting that **must** be changed is the *Page Skin*. The skin will adjust the banner and the default menus to the English Department's settings. The current available choices of skins are:

"2panes": left and center pane

"3panes": left, center, and right pane

Note:

Currently, all departments of the College of Liberal Arts use the same types of skins. If COLARTS and the English Department agree, the webmaster can create new skins. Tutorials for new skins can be found at [Pete's Pagebuilder Tutorials](#).

Save the changes by clicking "Update".

Modules

Modules are elements that are used to populate each page. Everything that appears on a page (except for the banner and the footer) is a part of a specific module. The most commonly used modules are:

Text/HTML: manage text, images, and files

Ultra Media Gallery: manage *multiple* photo albums by manually adding images

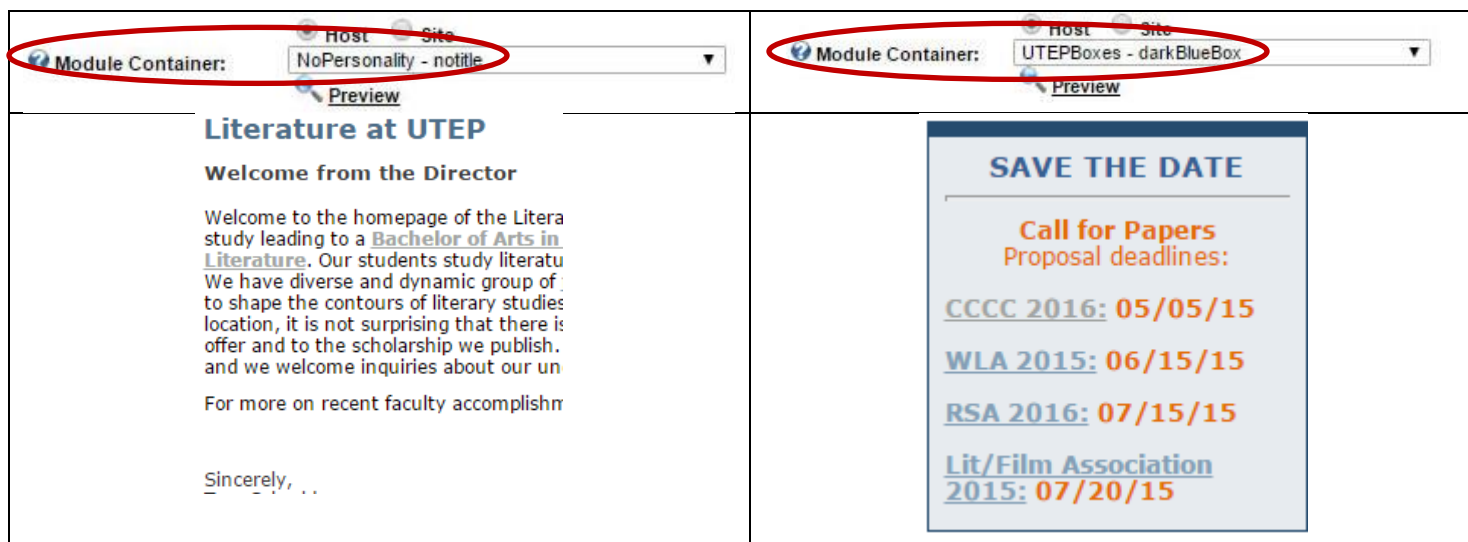
Flash Photo Album: manage *single* photo albums with images from a specific folder

Bonosoft Multi Page Content: manage multiple pages within one page by creating tabs

Specific modules are further described in “Editing the Most Common Modules” on p. 12.

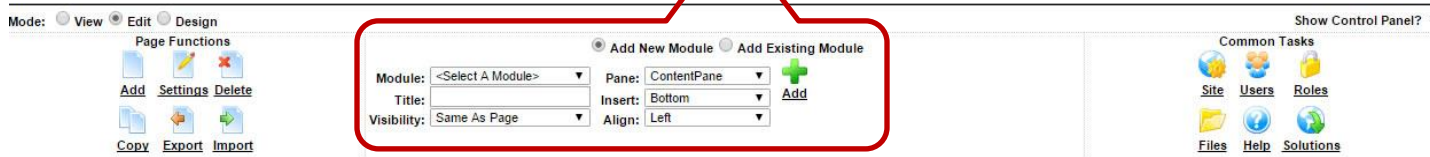
General Module Characteristics

- Modules are “owned” by one page—typically the page where they were first created. The ownership can be changed, if necessary, in the module’s advanced settings.
- Modules can be moved up or down within a chosen panel, as well as left or right between different panes.
- Most modules on the English website use the following settings that affect a module’s appearance:



Adding modules

The options for adding new or existing modules are in the *Control Panel* space. The choices are self-explanatory.



Note:

Although adding a *title* to a module is not required, it is quite useful—especially when adding existing modules to other pages. For that purpose, the titles should be specific and clear. Module titles will not be visible to visitors if the module container uses the above settings (i.e., “NoPersonality – notitle” or “UTEPBoxes – darkBlueBox”).

Existing Modules

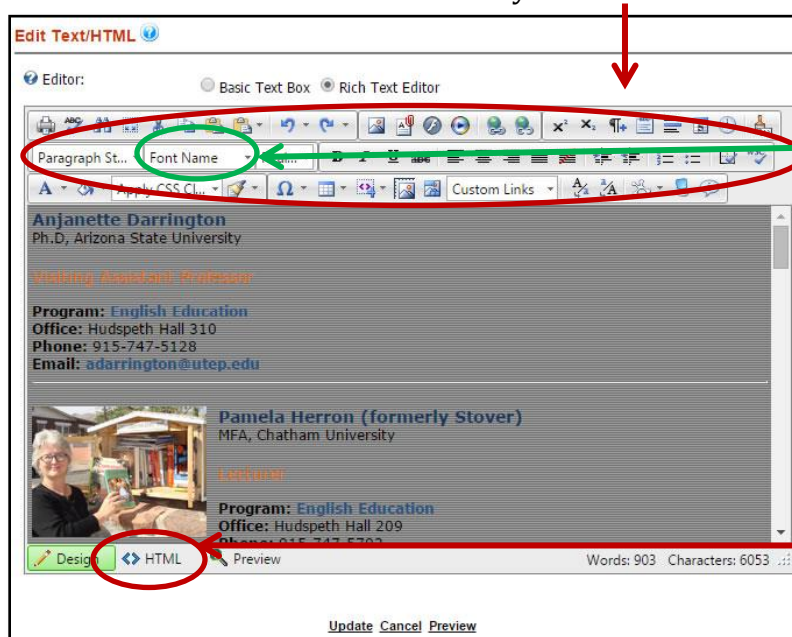
Modules that already exist on other pages can be added to another page. By choosing the option “Add Existing Module”, the form offers drop down menus with lists of existing pages and modules:

Important: Editing existing modules

Using an existing module means that any changes made to the module on any page will affect the module on all pages where it appears.

Editing the Most Common Modules

Text/HTML: The module allows adding text, images, links, and files through a WYSIWYG editor that resembles any word editor.



Use font types consistently. Currently, the standard font is “Verdana”.

Occasionally, the WYSIWYG editor does not apply the chosen formatting. In those instances, it is helpful to switch to HTML mode and tweak the code manually.

Note:

It is also wise to back up the HTML code prior to any major changes to a module.

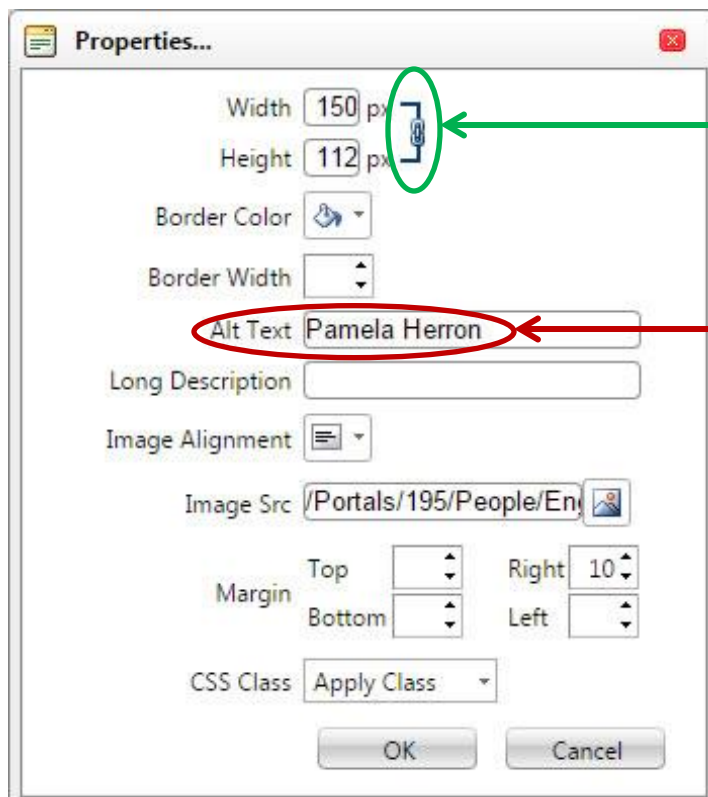
Important: Inserting Images

Follow these two general guidelines for inserting images:

- i. Each image needs to be tagged with a brief description of the image in order to comply with the Americans with Disabilities Act (ADA).
- ii. Images that appear in the biographical descriptions of Department's faculty and students should use the standard width of 150px.

These requirements can be met by accessing the properties of an image:

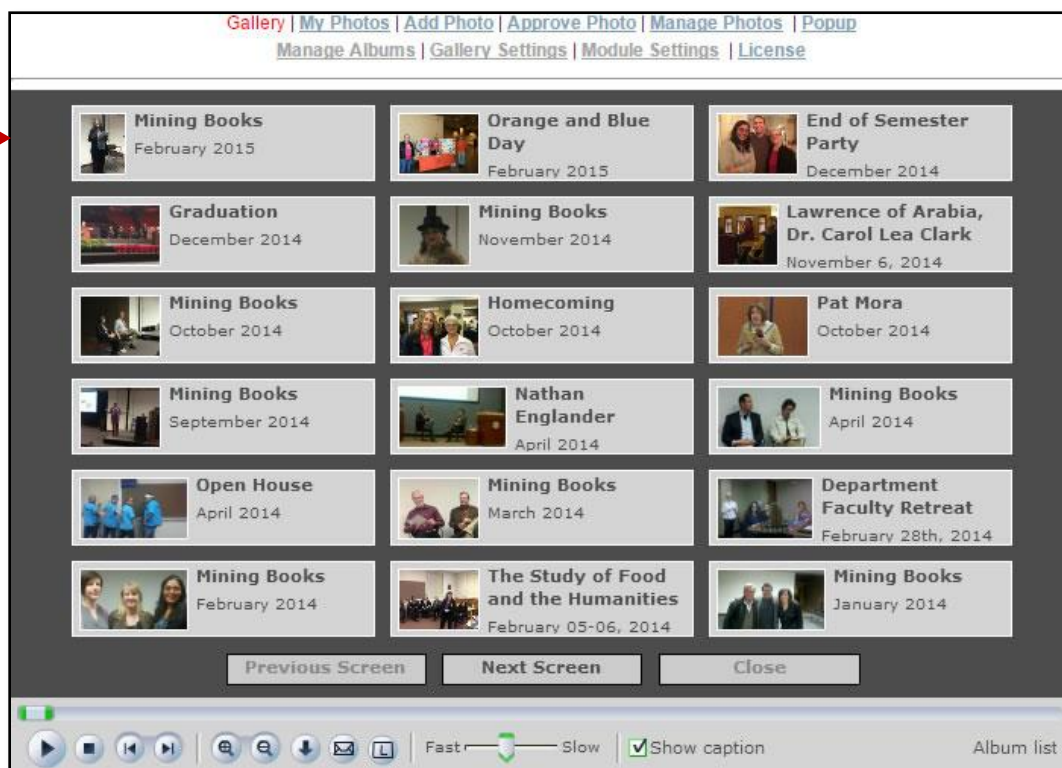
1. Insert an image in the Text/HTML editor
2. Right-click the image, and chose "Properties"



When resizing the image directly through the properties dialogue, the chain needs to be linked to preserve original proportions.

Tag each image with a brief description for ADA compliance.

Ultra Media Gallery: The module allows adding *multiple photo albums* that can be organized and presented in a single space as in the example of the English Department Photo Gallery (called “Events Album”):



To add a new album or edit the settings of an existing album, go to “Manage Albums”. Typically, the only settings that need to be changed are the titles and the album logo:

The screenshot shows the "Manage Albums" form for editing the "Mining Books" album. The form has the following fields and controls:

- Title:** A text input field containing "Mining Books".
- Description:** A text input field containing "February 2015".
- Caption Header:** A text input field containing "Mining Books, February 2015".
- Thumbnail width:** A text input field containing "50" followed by "px".
- Thumbnail height:** A text input field containing "40" followed by "px".
- Album Logo:** A section containing a thumbnail image of a person, a "Remove" button, and a "Choose File" button. The text "No file chosen" is displayed next to the "Choose File" button.

To add photos to individual albums, go to “Add Photos”. Photos can only be added one at a time:

Choose the album to which the photo should be added.

Album: Mining Books

Title:

Description:

Link:

Photo: Choose File No file chosen

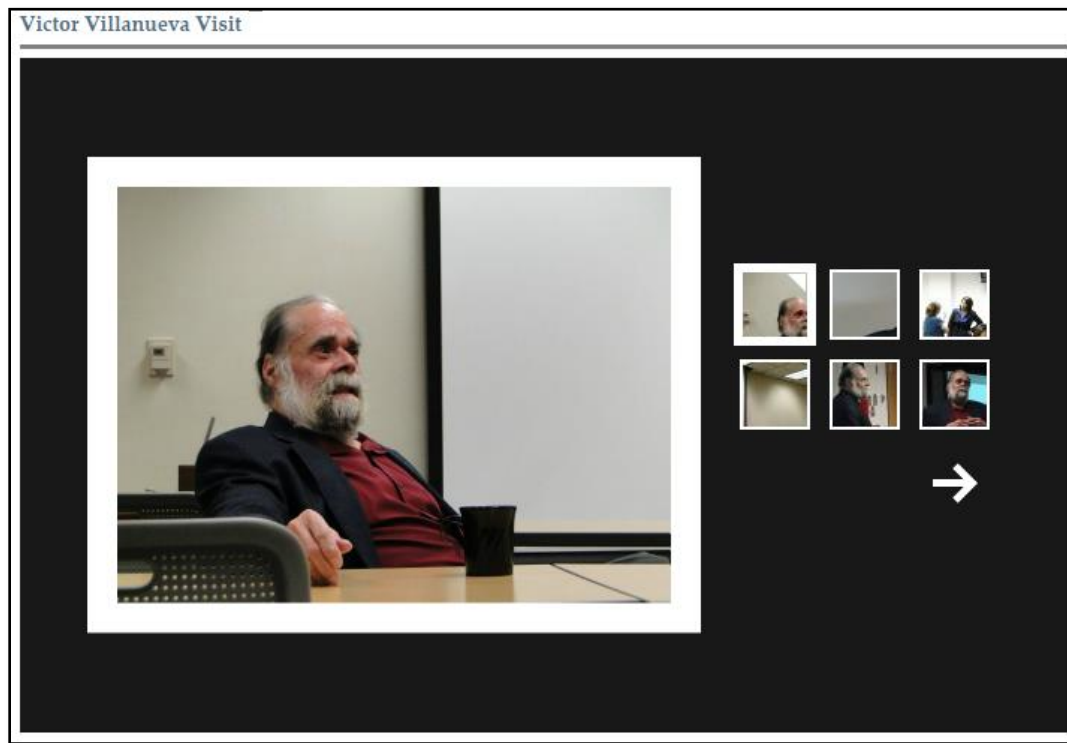
The “Title” is not visible to viewers, and it can be left blank.

The “Description” is visible to viewers, but it can also be left blank.

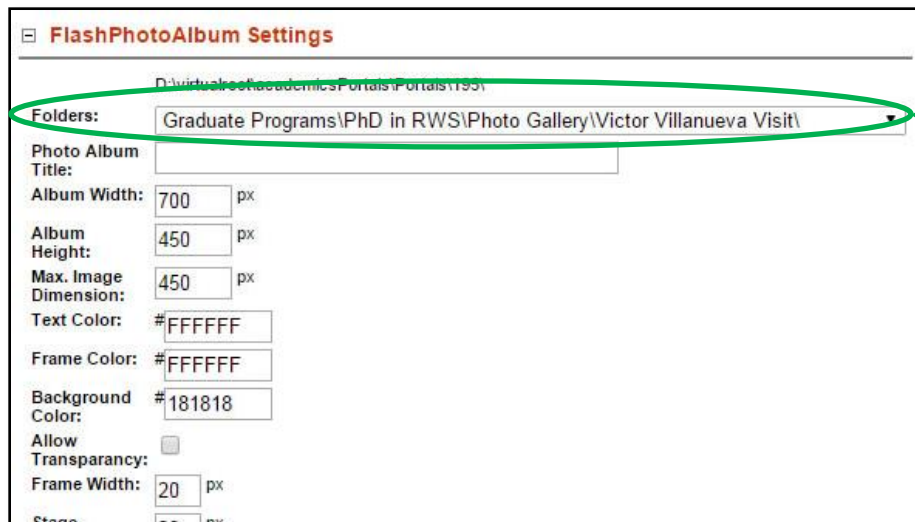
To delete or edit photos, go to “Manage Photos”. After choosing the desired album, photos can be reorganized or deleted:

	Thumb	Title	Created Date	Author	Download	Rating	
☐		Image01	3/7/2015	Daliborka Crnkovic	0		↓
☐		Image02	3/7/2015	Daliborka Crnkovic	0	↑	↓
☐		Image03	3/7/2015	Daliborka Crnkovic	0	↑	↓
☐		Image04	3/7/2015	Daliborka Crnkovic	0	↑	↓
☐		Image05	3/7/2015	Daliborka Crnkovic	0	↑	↓
☐		Image06	3/7/2015	Daliborka Crnkovic	0	↑	
1							
Bulk edit Check All Delete Synchronize Rotate Left Rotate Right Reverse Order Quick Sort Show All Cancel							

Flash Photo Album: The module allows adding *a single photo album* by retrieving images from a specific folder as in the example of the Victor Villanueva Visit:

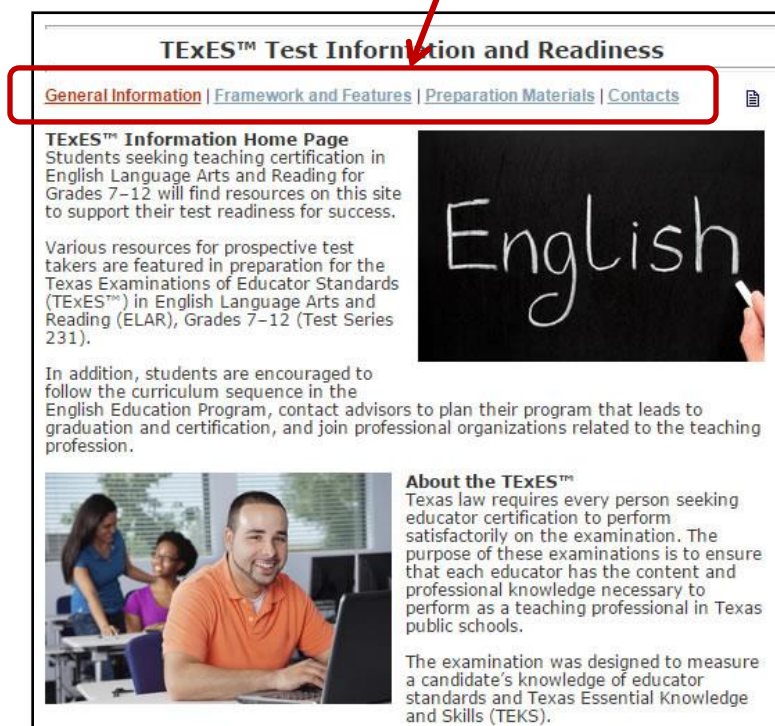


To add photos to a flash photo album, open the module settings, and expand the “FlashPhotoAlbum Settings”:

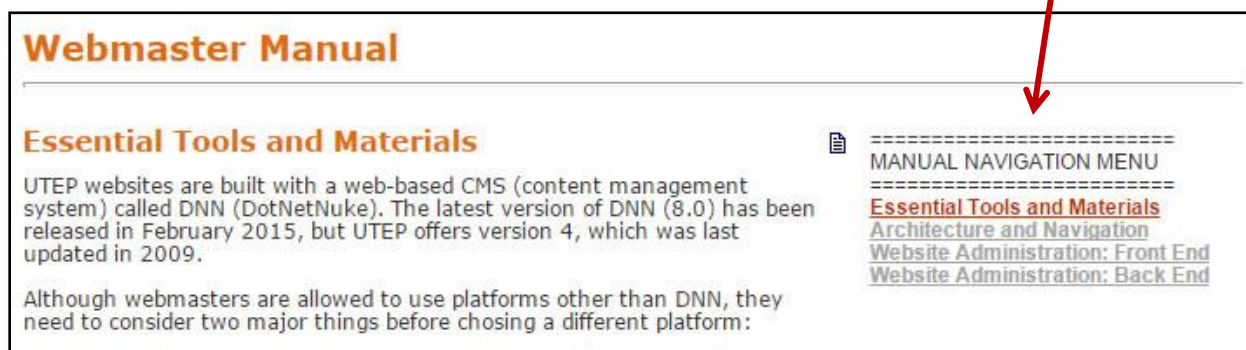


Choose the folder from which the album should retrieve the photos.

Bonosoft Multi Page Content: The module allows adding multiple pages within a single page by creating tabs.



The space for creating and editing pages resembles the Text/HTML space. The settings for the Bonosoft Multi Page Content allow to set up the desired appearance of the tabs: horizontal above text (as in the example above) or below text, vertical left or right (as in the example below).



Changing Module General Settings

All modules offer the same basic settings that can be adjusted as desired.

Module Settings

In this section, you can define the settings that relate to the Module content and permissions (ie those settings that will be the same on all pages that the Module appears).

Basic Settings

Module:

Text/HTML

Title:

Welcome Text

Permissions:

	View	Module	Edit	Module
Administrators	☐	☐	☒	
All Users	☐	☐	☐	
BackupAdmin	☐	☐	☐	
Registered Users	☐	☐	☐	
SACS	☐	☐	☐	
Unauthenticated Users	☐	☐	☐	

Username:

Add

☒ Inherit View permissions from Page

Advanced Settings

Page Settings

In this section, you can define settings specific to this particular occurrence of the Module for Page.

Basic Settings

Icon:

File Location:

Root

File Name:

<None Specified>

Upload New File

Alignment:

☒ Left
 ☐ Center
 ☐ Right
 ☐ Not Specified

Color:

Border:

Visibility:

☒ Maximized
 ☐ Minimized
 ☒ None

Display Container?

☒

Allow Print?

☒

Allow Syndicate?

☐

Module Container:

Host

Site

NoPersonality - notitle

Cache Time (secs):

0

Although adding a *title* to a module is not required, it is quite useful—especially when adding existing modules to other pages. For that purpose, the titles should be specific and clear. Module titles will not be visible to visitors if the settings in the *Module Container* below are set to either “NoPersonality – notitle” or “UTEPBoxes – darkBlueBox”.

The preset module color can be changed to another color by inserting the HTML color code. The colors should comply with the *UTEP Graphic Identity Guide* and reflect a shade of:

- #FF5600 - orange
- #002147 - blue
- #B2B4B3 - silver

The “Minimized” setting gives users the option to expand the module.

Module titles will not be visible to visitors if these settings are set to either “NoPersonality – notitle” or “UTEPBoxes – darkBlueBox”.

Page 18 of 24

Routine Tasks

Upcoming Events & Calendar (weekly)

The module *Upcoming Events* is tied to the Department's Home page, but it is visible on a few other pages as well. Regardless of where the module is updated, the changes will appear on all the pages that use this module. The module is a Text/HTML type of module.

The module also includes the "Calendar" image that is linked to the default DNN Calendar module.

Welcome to the Department of English:

Access to Excellence

Whether you're a current student looking for resources, or a prospective student interested in the many programs we offer, we're glad you're here. Our department houses a wide variety of programs, such as:

[Rhetoric and Writing Studies](#),
[English Literature](#),
[English Education](#),
 and the
[West Texas Writing Project](#).

We serve over 9000 students each year, and have a diverse faculty of over 50 members. The menu bar on the left contains links to our various programs and student resources.

We hope you enjoy your visit to our site and that you come back soon. If you cannot find what you're looking for, please contact our department at

english@utep.edu

IN THE SPOTLIGHT

[Gallery](#) | [My Photos](#) | [Add Photo](#) | [Approve Photo](#) | [Manage Photos](#) | [Popup](#)

UPCOMING EVENTS

Join us for our next Mining Books event

Enrique's Journey
 by
 Sonia Nazario

Discussion lead by
 Dr. Isabel Baca
 and
 Dr. R. Joseph Rodriguez

Tuesday, 04/28
6:30 p.m.
Blumberg

[More Information](#)

Calendar						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Updating the events

The events are updated as necessary, but typically there is at least one event per week. The *Upcoming Events* section provides only the basic information about the event, and the link to "More Information" typically includes a link to the event flyer.

If there were pictures taken at the event, the webmaster would collect those pictures from the photographers and upload them to the Department's Gallery.

In the Spotlight (bi-weekly)

The Department's Home page also includes a slideshow with the latest Department news. The source for the news is the "Monday Missives" email that the Department's Associate Chair sends out every other week.

The slideshow uses the Ultra Media Gallery module called “News Album”. To populate the album, the images have to first be manually created with a photo editing tool, such as Macromedia Fireworks or Adobe Photoshop.



Image properties:

- Size: 450 x 150px
- People images:
 - Size: 150 X 150px
 - Position: X = 17, Y = 0
- Text:
 - Brief summary of Monday Missive's entry
 - Default text "Click to read more news"

When the images are ready to be uploaded, follow these steps:

1. Go to “Manage Photos”, and delete the existing images.
2. Go to “Add Photo”.
3. Choose the “News Album”.
4. Tag each photo with the link to the page with all the news.
5. Choose individual images.
6. Click “Save & Continue”.

The screenshot shows a form titled "General" with the following fields:

- Album: News Album (dropdown menu)
- Title: (text input field)
- Description: (text input field)
- Link: <http://academics.utep.edu/Default.aspx?tabid=73958>
- Photo: Choose File No file chosen

A red arrow points from step 4 of the instructions to the "Link" field.

Website Administration: *Back End*

CSS

CSS stands for *Cascading Style Sheets* that define a preset formatting of a website's layout, fonts, colors, etc. For example, the layout and colors of the Department's main left navigation menu are defined in the respective .css file.

Important Note:

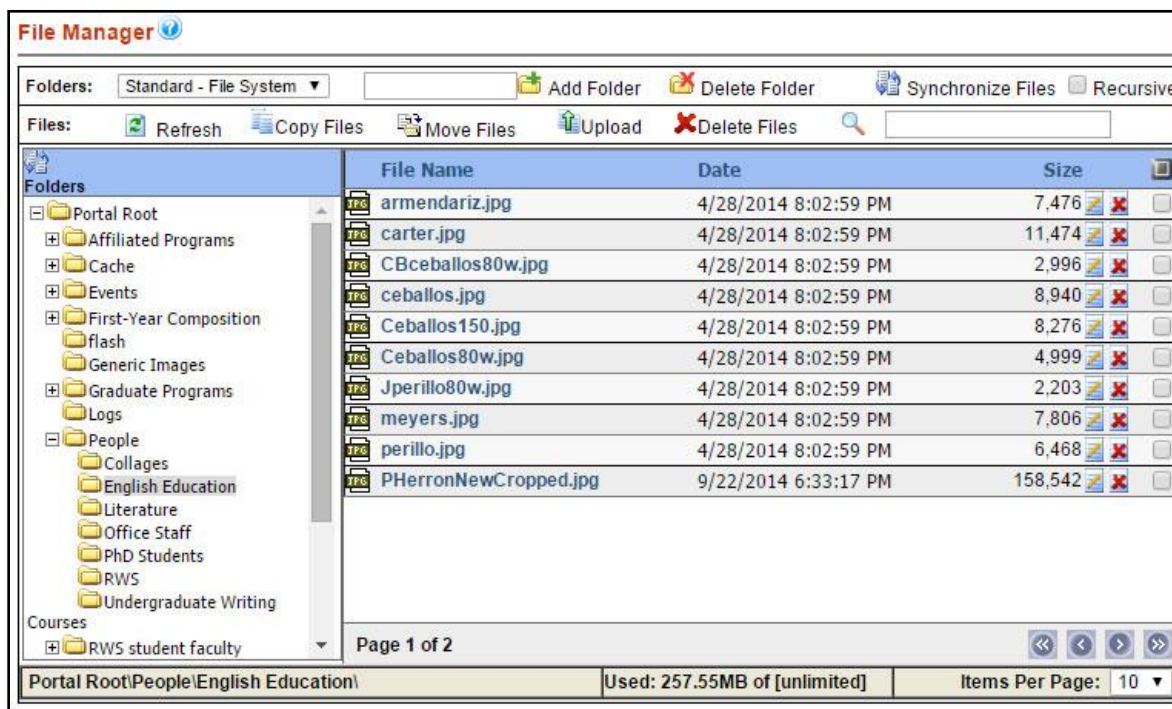
The .css files for the English Department are saved in the "Skins" folder, and they should not be modified unless the webmaster is proficient in *markup language*. Remember to always back up the existing files prior to any modifications.

File Manager

By clicking "Files" in the Control Panel, the webmaster can access the *File Manager* to upload, reorganize, or delete files. Files can also be uploaded or deleted directly through the modules (for example, when inserting an image).

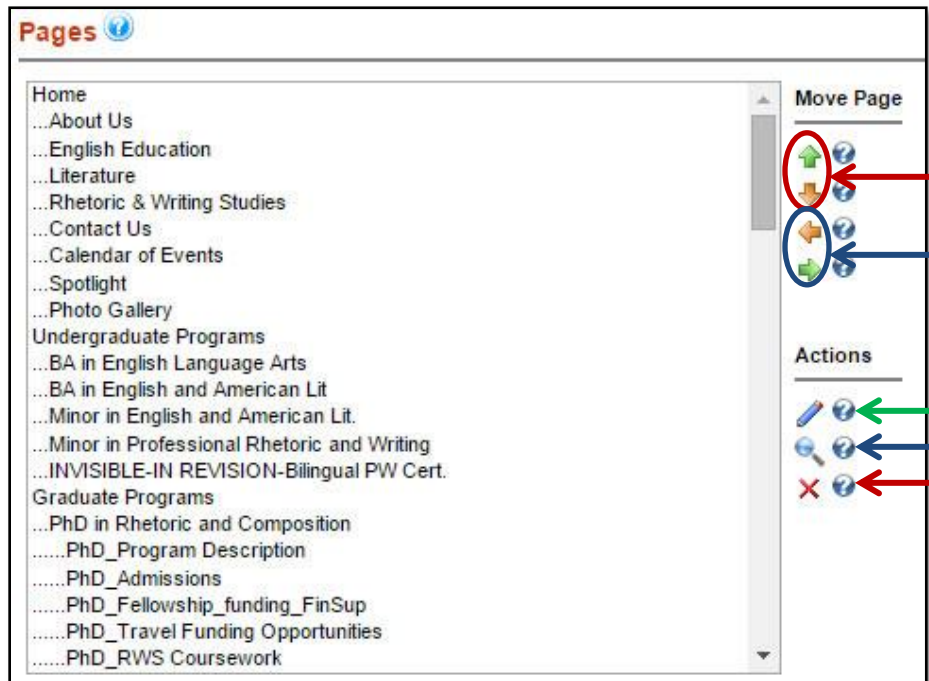
Note:

For consistency purposes, it is best to organize files and folders as closely as possible to the organization of the website:



Pages

While the front end space allows accessing, updating, and deleting *individual pages*, the back end space provides access to *the list of all pages*. The pages in the list are organized as closely as possible to the organization of the website (e.g., each page is placed under the appropriate “parent” page as described on p. 9):



The screenshot shows a web interface titled "Pages" with a list of pages on the left and a sidebar on the right. The list includes: Home, ...About Us, ...English Education, ...Literature, ...Rhetoric & Writing Studies, ...Contact Us, ...Calendar of Events, ...Spotlight, ...Photo Gallery, Undergraduate Programs, ...BA in English Language Arts, ...BA in English and American Lit., ...Minor in English and American Lit., ...Minor in Professional Rhetoric and Writing, ...INVISIBLE-IN REVISION-Bilingual PW Cert., Graduate Programs, ...PhD in Rhetoric and Composition,PhD_Program Description,PhD_Admissions,PhD_Fellowship_funding_FinSup,PhD_Travel Funding Opportunities, andPhD_RWS Coursework. The sidebar contains a "Move Page" section with four icons (up, down, left, right) and an "Actions" section with three icons (edit, view, delete). Red and blue arrows point from the text boxes to these icons.

Pages can be moved up or down:

- a. within the current level
- OR
- b. between hierarchical levels

Actions:

- Edit Page Settings
- View Page
- Delete Page

References

- Nielsen, J. (2012, January 4). *Usability 101: Introduction to usability*. Retrieved from <http://www.nngroup.com/articles/usability-101-introduction-to-usability/>
- Rogers, Y., Sharp, H., and Preece, J. (2011). What is interaction design? In *Interaction design: Beyond human – computer interaction* (1-18). West Sussex, UK: Wiley.