

West Noble School Corporation

# Web Publishing Guidebook

Version 1.0



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# West Noble School Corporation Introduction to Web Publishing

## Purpose

The West Noble School Corporation's web site will serve as an informational resource for West Noble students, parents, community members and staff. It will provide information to these groups about activities, curriculum, instruction, and achievements as well as other school-related topics. The availability of Internet access in West Noble School Corporation schools provides an opportunity for students and staff to participate and contribute to the school system's presence on the World Wide Web. The *Web Publishing Guidebook* will guide the creation and development of our West Noble web site.

## Roles and Responsibilities

The West Noble Technology Department developed the *Web Publishing Guidebook* with input from the Technology Advisory Bodies (TABs). School Board approval for use of the guidebook was given on June 11, 2001.

West Noble School Corporation (WNSC) recognizes the effort and time necessary for creating and maintaining a useful and interesting web site and has dedicated resources toward this goal. A web site reflecting our diverse school district and produced for numerous audiences involves the effort of many people.

### Corporation Web Manager

This individual is a member of the Technology Department and reports to the Technology Coordinator. His/Her responsibilities for web publication include:

- Develop, publish and maintain the WNSC home page and the main pages for each school
- Evaluate submitted pages and recommend or deny publication
- Publish pages to the web site
- Review, modify and remove existing web pages
- Update, when necessary, the Technical Guidelines in the *Web Publishing Guidebook*
- Review suggestions, complaints and concerns regarding any WNSC web site page and seek counsel for an appropriate course of action

### Web Page Authors

West Noble is pleased to offer the opportunity for students and staff to contribute to our web site. All pages published on the West Noble web site will meet or exceed the Standards for Web Publication.

Contributors can submit their pages for consideration as HTML files or by providing the URL for their page on an appropriate free, noncommercial site. Before publication, all submitted pages must be evaluated and approved by 1) the Corporation Web Manager, 2) the school's TAB, and 3) the school's administrator.

Students wishing to publish must have a supervising teacher submit the pages for them. The supervising teacher is responsible for collecting all necessary permission slips from parents/guardians.

# West Noble School Corporation

## Content Guidelines for Web Publishing

### Subject Matter

All subject matter on all West Noble School Corporation web pages should relate to activities, curriculum, instruction, achievement, and other appropriate school-related topics. Therefore, no personal home pages, nor pages for organizations not providing educationally relevant information, will be permitted to be directly linked to any WNSC web page. Staff and/or student work may be published only as it relates to a class or other school-related activities.

### Student Information

Information about students (recognition, awards, competition results, team rosters, etc.) that might reasonably be expected to be published by the local media may include first and last names.

Other student information classified by WNSC policy as “directory information” shall be used with first names and last initials only. It is the responsibility of the submitting staff member to check the school office for forms filed by a parent/guardian denying the release of directory information.

No student e-mail addresses may be posted.

### Images of Students

Photos and images with the focus on one or two students will not be placed on the web without signed *Permission to Publish* forms from the parent/guardian. It is the responsibility of the submitting staff member to collect and keep on file the required permissions.

For unnamed students in a group image (three or more students) no parental permission is required.

### Student Work

WNSC must protect individual rights concerning the publishing of student-produced work, such as poems, short stories, and art. Not only should a school have the permission of the student for such publications, but parents must also agree. A signed *Permission to Publish* form must be collected and kept on file by the submitting staff member.

Before posting student-generated work, supervising teachers must take reasonable care that the content of that work is owned solely by the student. Plagiarism and/or copyright infringement in any form is not permitted.

Student work will be posted as read-only with no allowance for people to respond (i.e. a guest book, chat page, or message board).

### Commercialism

Commercial web pages should not be linked to school pages unless that link provides access to educationally relevant information. It is best to avoid any web site that does not post a privacy statement. Also avoid linking to a site that collects information of any kind.

## Outside Servers

Never link to outside bulletin boards, homework or project posting services and the like. Information posted on such servers can be changed by anyone having access. This means you may be linking to a server that posts inappropriate or incorrect information.

## Inappropriate Material

Web pages written by employees and students, and maintained or linked to the WNSC web server, should not contain any language offensive to others. Pages must not contain profanity, obscene comments, sexually explicit material and nudity, expressions of bigotry, racism, or hate nor may they condone illegal activities. Pages must not include content that threatens, defames, or abuses others. Pages cannot be used for acts of copyright, trademark, patent, trade secret, or other intellectual property infringement. Pages may not be used to promote, condone, or support pirating computer programs, or containing links to such programs or sites. (This includes displaying information used to circumvent copy protection, displaying or linking to product serial or registration numbers, or other types of pirating utilities.) In addition, these pages must not include links to any other sites containing any of the language or material listed above.

## Copyright

Copyright law and district copyright policies must be followed. Proper written permission must be obtained and filed by the web page author for use of all copyrighted material. All pages will have a link to the WNSC Copyright and Disclaimer Notice in the required footer as described in the *Technical Guidelines*.

## Timeliness

Pages including time-sensitive information (calendars, special event descriptions, lunch menus, etc.) must be kept up-to-date. Arrangements for keeping pages current must be made with the Web Manager. Updates to pages that do not significantly alter the content or format of the page do not need to be re-approved.

Pages will expire and be removed at the request of the author or by determination of the Web Manager.

## Standards

All pages published on the West Noble web site will meet or exceed the standards outlined in the *Standards for Web Publication* section of this guidebook. The standard is described for each of the following categories:

Spelling/Grammar	Links
Content/Theme	Appearance
Sources	Appropriate Use of Medium
Organization/Layout	Legal/Guidelines
Images	Technical
Multimedia	Timeliness
Navigation	

The Web Manager, TABs, and administrators will use the *Standards for Web Publication* to evaluate submitted web pages.

Every web page must conform, or be brought into conformance with the WNSC *Web Publishing Guidebook* and any other such standards as the Web Manager or West Noble administration may decide upon.

West Noble School Corporation  
**Technical Guidelines for Web Publishing**

**I. File Names and Structure**

1. All web pages use the “.htm” extension to maintain cross-platform portability.
2. The filename for all html files must meet the following criteria:
  - a.) always use lower case letters
  - b.) no more than one period (dot)
  - c.) Do not use special symbol characters including, but not limited to the ones shown here: !@#\$%^&\*+=?<>()
3. The filename of your first page must be **index.htm**
4. The following folder names are appropriate within a web site to maintain a logical and consistent configuration:

Content	Folder name
Graphics in .gif and .jpg format	images
Html layouts using frames	frames
Video, quick time movies	video
Audio samples, .wav files, etc.	audio
Java applets/active x scripts	apps

5. Avoid file and folder names that are longer than 12 characters; 8 letter filenames are ideal.
6. Limit the use of underscores and dashes within file and folder names. These characters will work from a technical perspective, but they tend to make a URL confusing to the user.
7. Web pages that are ready to be approved for publishing should be placed in a folder named by your network username. Place this folder in the **Web Page** folder on the network **P:** drive using the “save as” command. Keep the original in your home directory on the network. You will need it for editing and updating.

**II. HTML Tags**

1. The <TITLE> must be logical, meaningful and not more than 25 characters in length. The <TITLE> is used for bookmark names and with Internet search engines to identify the page.
2. Heading tags (“<H1>” through “<H6>”) are for logical organization of your page, not to control font size. Since computer programs such as search engines read web pages, the use of heading tags for font size control will render a web page less useful.
3. HTML tags that are only supported by a specific browser (proprietary HTML tags) may not be used.
4. A web site address found within a web page must include a hyperlink. In other words, do not include an address unless it is in the form of a link. E-mail addresses should also include a typed out version. A similar strategy should be applied to e-mail and FTP addresses, although it is not required.

5. Use internal (relative) addressing in all hypertext links that refer to pages within the same web site. Links to other web sites require an external (absolute) reference. Never link to a graphic on another web site; you will risk copyright violations and the image will be very slow to load.
6. The <BLINK> tag is often distracting and unattractive. Using the blink tag is not recommended.

### **III. Images**

1. Images will include a text alternative and width and height attributes. An example of an image tag is <IMG SRC="images/cross.gif" alt="cross" width=20 height=20 border=0>
2. All images shall be placed in an **images** folder, located at the root of the web page directory.

### **IV. Frames**

The use of the frame feature on a web site must be presented in such a way that the frames are an option for the end user. This is accomplished by giving the end user the ability to "turn frames on" with a home page that does not use frames, but includes a link to a page that does. The frame version of the web site must include a link to return to the original home page, thereby "turning frames off." The entire web site must then be developed in such a way that the end user will be able to access all critical information through both the frames and the non-frames version.

### **V. Credibility**

1. Each web page will include a footer consisting of the following information: The e-mail address and full name of the supervising web author(s), date last modified, link back to school page, and link to disclaimer/copyright information. Link addresses will be provided.
2. Copyrighted material that is included within the page must appear in accordance with the original copyright owner's requirements.
3. Do not create just a link for e-mail; type out the address.

### **VI. Navigational Tools**

Avoid the use of HyperGrammar. Examples of HyperGrammar include: "Click here to see our work" or "Go to the Next Page." It is better to create a link with a noun than it is to create a link with a verb. It is usually sufficient to write, "Examples of our work" or "Next page" and rely on the user's knowledge that the underlined text is a hyperlink.

# West Noble School Corporation

## Standards for Web Publication

All pages published on the West Noble web site will meet or exceed the following standards.

### Spelling/Grammar

No spelling or grammatical errors; writing is clear and concise; “voice” is appropriate and consistent for age/grade; grammar and word usage are correct and contribute to clarity of style.

### Content/Theme

Web pages are school related; theme is clear; purpose of page is clear; original content or research is present; writing is clear and holds the reader’s attention; ideas flow logically; information is accurate, complete and current; page meets all requirements of the *WNSC Web Publishing Guidebook*.

### Sources

All sources are cited in proper format; copyrighted information is clearly marked with permission to reproduce; valid, primary sources are used; work by others is accurately credited.

### Organization/Layout

Uses a wide variety of formatting options; tables, lists, or frames are used to vary layout; white space is used effectively; format contributes to the logical flow of information; different pages retain consistency of format; standard WNSC footer elements are present.

### Images

Images enhance page content; a variety of image editing techniques are evident; original images are used; images are used as links.

### Multimedia

Multimedia elements (sound, movies, animations, and VR) are essential to content and provide depth and extension to the page; users are warned about and directed to sources of necessary plug-ins or extensions; alternate content is provided for different browsers; alternate content is provided for viewers not wishing to download; elements are original.

### Navigation

All links work; navigation is consistent and easily understood; navigation conventions are clear; user is never lost or stranded; user feels confident of finding content; hypertext is used to expand meaning and add depth and does not confuse user; frames (if used) are targeted correctly and aid in navigation and user experience.

### Links

Links relate to theme or interest areas and contribute to overall content; links provide extension and depth to page content; links are age and content appropriate.

### Appearance

Page(s) show clear evidence of overall design themes; graphics are of high quality; text is easy to read in all instances.

### Appropriate Use of Medium

Global perspective is clear and prominent; project contributes new or original content or showcases exemplary work; project allows interaction and collaboration between author and users; project displays local content or research; project would not work in print or other media.

### Legal/Guidelines

Copyrighted images and materials are used with permission and clearly credited; all pages comply with the *WNSC Web Publishing Guidebook*.

### Technical

Pages are designed and optimized to load quickly; user retains control over events on the page; users are advised before downloading material that requires specialized plug-ins; pages work with all browsers; follows all WNSC *Technical Guidelines*.

### Timeliness

Material is current and dated correctly; e-mail addresses are current; no “under construction” messages are present; pages are updated as necessary.



West Noble School Corporation  
**Permission to Publish**  
On the World Wide Web

Project/Image: \_\_\_\_\_

Purpose: \_\_\_\_\_

---

I grant my permission for the above stated project/image to be published on a page of the West Noble School Corporation's Web Site.

\_\_\_\_\_  
Student signature

\_\_\_\_\_  
date

\_\_\_\_\_  
Parent/guardian signature

\_\_\_\_\_  
date

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**DISCLAIMER**

<http://westnoble.k12.in.us> is the only official web site of West Noble School Corporation. We strive to provide accurate and current information. Any inaccuracies that are brought to our attention will receive prompt attention. Links to external resources are provided as a service only, and as such, the West Noble School Corporation is not responsible for the content therein.



## West Noble School Corporation Copyright and Disclaimer Notice

All material on this web site and on all West Noble School Corporation web pages is copyrighted (©) by either the West Noble School Corporation (in the case of unsigned documents) or by the given author (in the case of signed documents).

As an educational institution, we recognize the need to share information among schools and districts. Much of our information is published so that other districts can learn and borrow from what we have done. We also sincerely acknowledge and appreciate the help we have received from other on-line schools and institutions.

Therefore, **we extend the following permissions to individuals, schools, districts, or other public institutions that wish to use material from our web site:**

1. **Links to any document**, whether signed or unsigned, on any of the West Noble School Corporation web pages are freely permitted;
2. Any **unsigned documents** including but not limited to forms, policies, and manuals, may be reproduced in print media or on the World Wide Web in whole or in part unless a specific copyright notice is visible in a specific document;
3. **Documents containing the signature** of an author or authors (students, parents, or staff members) remain the copyrighted material of the author(s) and may not be reproduced in any media in whole or in part without specific written permission from the author(s) (see #1 above).
4. **Graphic images** at our site are either
  - a) created by individual West Noble School Corporation authors,
  - b) purchased from clip art collections
  - c) retrieved from public-domain archives

Graphics from category (a) and (b) above **may not be reproduced** according to copyright law.

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- **Permission for any unsigned document** or any document for which specific copyright is claimed must be obtained in writing from [webmanager@westnoble.k12.in.us](mailto:webmanager@westnoble.k12.in.us).
- **Permission for any signed manuscript** must be obtained from the author. That process can be handled by the web manager at [webmanager@westnoble.k12.in.us](mailto:webmanager@westnoble.k12.in.us).

We are publishing this copyright notice to protect ourselves and our readers from potential legal difficulties arising from unintended copyright violations in an increasingly litigious society. We sincerely hope that our site is used openly and actively as a source of information and ideas for our colleagues around the world.

Please direct questions or comments to [webmanager@westnoble.k12.in.us](mailto:webmanager@westnoble.k12.in.us).

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West Noble School Corporation  
**Web Page Evaluation**



Teacher/Staff: \_\_\_\_\_

Folder Name \_\_\_\_\_  
 or URL: \_\_\_\_\_

Submission Date: \_\_\_\_\_

- |                               |                               |
|-------------------------------|-------------------------------|
| <input type="checkbox"/> WNHS | <input type="checkbox"/> WNMS |
| <input type="checkbox"/> WNES | <input type="checkbox"/> LES  |
|                               | <input type="checkbox"/> WNSC |

Directions: Using the *Standards for Web Publication*, evaluate each category of the submitted web pages and indicate your decision to recommend or deny publication.

	Web Manager	TAB	Building Administrator	Comments
Spelling/Grammar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Content/Theme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Organization/Layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Multimedia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Navigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Appropriate Use of Medium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Legal/Guidelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Technical	<input type="checkbox"/>			_____
Timeliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Web Manager: \_\_\_\_\_ Date: \_\_\_\_\_

- Recommend to TAB  Deny Publishing (Explanation on back)

TAB Chair: \_\_\_\_\_ Date: \_\_\_\_\_

- Recommend to Building Administrator  Deny Publishing (Explanation on back)

Administrator: \_\_\_\_\_ Date: \_\_\_\_\_

- Recommend for placement on WNSC web site  Deny Publishing (Explanation on back)

Publishing Date and Placement: \_\_\_\_\_

## West Noble School Corporation Aspiring Web Author Checklist

If you are a staff member wishing to publish on the West Noble School Corporation web site, this checklist of activities may be helpful. If you have questions, contact the Web Manager at extension 5028.

<b>I. The Planning Stage</b>	
1. Read the <i>WNSC Web Publishing Guidebook</i> and be familiar with all guidelines and standards.	
2. Determine if the Web is an appropriate medium for your web page idea. Make sure all guidelines for subject matter are met.	
3. Decide what information to include and gather that information.	
4. Organize your information and create a flowchart or diagram, grouping the information and showing how pages will link together.	
5. Become familiar with web publishing tools. Decide what tool to use: 1) an appropriate, free, noncommercial site or 2) HTML files programmed in HTML or created with a web page editor like Microsoft FrontPage.	
6. Decide on an overall 'look' for your web pages (font styles, font sizes, font colors, background colors, logos or repeated images such as lines and borders, picture sizes, link colors, etc.) Remember that the most attractive web sites have a consistent 'look' from page to page.	
<b>II. The Programming Stage</b>	
1. Create the pages using your flowchart/diagram as a guide.	
2. Use the correct file names and structure for all pages as described in the <i>Technical Guidelines</i> .	
3. Use HTML tags correctly as described in the <i>Technical Guidelines</i> .	
4. Follow the guidelines for images and frames in the <i>Technical Guidelines</i> .	
5. Include the standard WNSC footer on each page as described in the <i>Technical Guidelines</i> . Obtain link addresses and icons from the Web Manager.	
6. Obtain and file all required <i>Permission to Publish</i> forms for use of student information, images, or work as described in the <i>Content Guidelines</i> .	
7. Obtain and file written verification of permission for using copyrighted material according to original copyright owner's requirements.	
8. Verify that all links are necessary and appropriate.	
9. Verify the timeliness of all information. Develop a schedule for updates if necessary and determine an expiration date for your pages.	
10. Review <i>Standards for Web Publishing</i> and make sure that your pages meet or exceed the standard described for each category.	
<b>III. The Publishing Stage</b>	
1. Pat yourself on the back. It is a major accomplishment to get to this point. <b>Congratulations!</b>	
2. Make sure all parental permissions have been collected and filed.	
3. Make sure all copyright permissions have been collected and filed.	
4. Submit your pages for evaluation. * If submitting pages in HTML, copy all web page files and folders into a folder named by your network username. Place this folder in the WEB PAGE folder on the network P: drive. Keep the original in your home directory on the network. * If submitting pages created on another site, provide the exact URL.	
5. Fill out and turn in the <i>Web Page Submission Form</i> to the Web Manager at the WNSC Technology Office.	
6. Wait for approval or notification that revisions must be made. Evaluations are done by 1) the Web Manager, 2) the building TAB, and 3) the School Administrator.	
7. Your pages are published! You are notified of the exact URL and you can tell students, staff, parents, everyone ... to enjoy your pages.	



West Noble School Corporation  
**Web Page Submission Form**

I would like to submit web pages for publication on the WNSC web site.

I understand that all WNSC pages must be evaluated by the

- 1) Web Manager
- 2) Building TAB
- 3) Building Administrator

I will be notified when all approvals have been given.

Verify each of the following with a checkmark.

- I have read the WNSC Web Publishing Guidebook and have followed all guidelines and standards to the best of my ability.
- I verify that I have collected and filed all required parental permission forms.
- I verify that I have collected and filed all copyright permissions.
- I will update information on these pages as necessary by contacting the Web Manager for instructions.

Please indicate which format you are submitting.

- My files have been saved to the WEB PAGE folder on the **P:** drive of my school's network. The files are within a folder named \_\_\_\_\_.

OR

- My pages are on an appropriate, free, noncommercial web-hosting site. The exact URL is \_\_\_\_\_.

I would like these pages to expire (be removed from the site) on this date: \_\_\_\_\_.

\_\_\_\_\_  
Submitting Staff Member

\_\_\_\_\_  
date

If submitting on behalf of a student, please give the student's name: \_\_\_\_\_

Submit this form to: Web Manager, Corporation Technology Office.