



Howard University

Site Builder Guide

Best Practices for Content Creation and Accessibility Using the Drupal 8 Template

March 2022

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Getting Started in the *Staging Site*

The new site is a content management system (CMS) that allows department stakeholders to create and update content. The CMS uses [Drupal](#), which is similar to WordPress, but it's built to accommodate larger "enterprise" websites.

Many Howard University websites use Drupal, including the [university homepage](#), [Events Calendar](#), [Newsroom](#), and [People Profile](#).

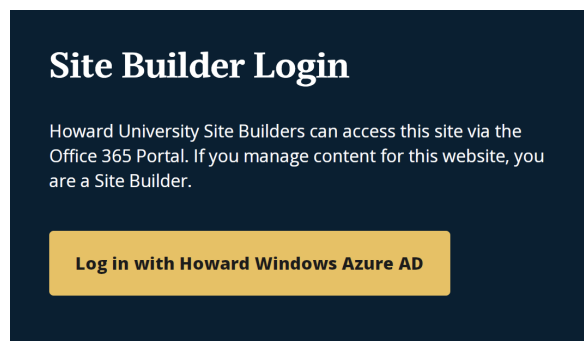
This approach provides a consistent user experience and allows us to create content on a core site, such as the Events Calendar, and display it on other Howard University websites.

Our staging site is: <http://stg.yourwebsite.howard.edu/> or <http://dev.yourwebsite.howard.edu/>

Note: Administrative pages listed below do not show the full web address.
An ellipsis (...) signifies the development site address.

Logging In

Go to: <http://stg.yourwebsite..howard.edu/user/login>



- **Click *Log in with Howard Windows Azure AD*.**
This will take you to the Office365 login page.
- **Enter your Howard University *Username* and *Password*.**
- **Click *Sign in*.**



Sign in with your Howard University **username** or **e-mail address**.
Example: john.doe or john.doe@howard.edu

Sign in

For more information about **Howard University's Office 365 portal**, click [here](#). For the **ETS Help Desk** website, click [here](#).

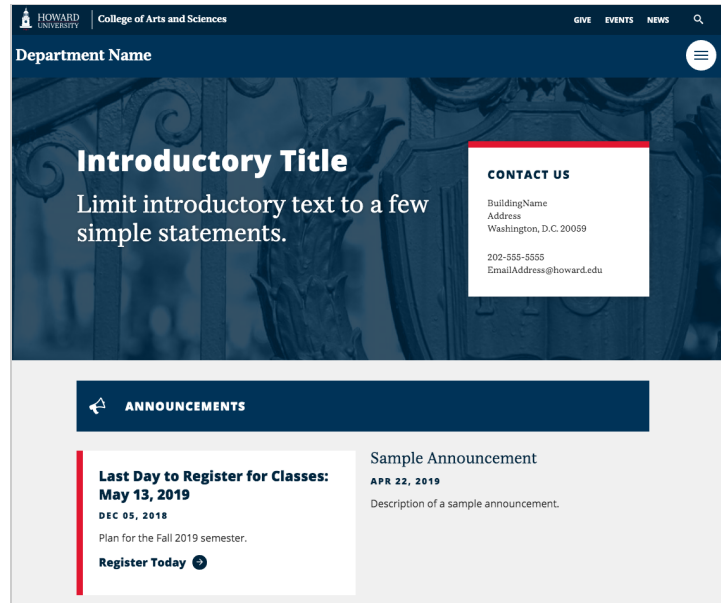
Content Preparation

Each department has Subject Matter Experts on the site content. You and your colleagues know what people need when they visit your website — and when that "critical mass" of content will be ready for launch. (Remember: You can always add content after the site launches.)

Primary Sections

You can add sections as needed.

However, we recommend limiting your site's Main Menu to five sections.



Content Planning

1. User Stories: Create User Stories for each audience type.

- What do they want to accomplish when they visit your website?
- What do you want them to do?

As a . . . I want to . . . so that

Example: As a current student, I want to review course offerings so that I can register for my classes.

2. Content Review

- Review content on your current website and print materials.
- Identify content to *Keep*, *Update* and *Delete*.

Building in Accessibility

Accessibility focuses on the way people with disabilities¹ access and/or benefit from content. Content that is fully legible to individuals without disabilities may be completely inaccessible to individuals with disabilities. It is important to keep accessibility in mind through all stages of the content creation process for two main reasons:

1. Inaccessible web content sends the message that people with disabilities are not welcome. Creating accessible content communicates that individuals with disabilities are valued and welcomed by the Howard community.
2. Inaccessible web content leaves us vulnerable to formal complaints, including lawsuits.

When accessibility is planned from the beginning, it that saves us the time and resources required to remediate an inaccessible site. To learn more about best practices of web accessibility, [read the “Accessibility Basics” article on usability.gov.](#)

Some rules of thumb:

- All images should have brief but descriptive alternate text for screen readers. For more information about writing effective alt text, [read Site Improve’s Alt Text guidelines.](#)

¹ There is an ongoing debate between disability rights advocates, scholars, and clinicians, regarding the correct terminology for individuals with disabilities. Some advocate for person-first language (e.g. “person with a disability”), while others operating under the [social model of disability](#) advocate for identity-first language (e.g. “disabled person”). We use person-first language, as it is the safest option; however, it is not universally approved. For example, the Deaf community (capital “D” to emphasize the communal language and culture of people who use sign language) and the autistic community both generally prefer identity-first language. To learn more about this issue, read [this Association of Health Care Journalists article.](#)

- Video and audio should have text transcripts and/or captions for individuals who are Deaf or hard of hearing.
- Link text must be descriptive; “click here” or “download here” is too vague and can be confusing for individuals using screen readers.
- Color contrast must be considered. When text color is too similar to the background color, it is difficult for individuals with low vision to understand the text. Text color should contrast the background color, e.g. black text on a white background, white text on a black background. For more information about color use in accessible sites, [read this W3C article](#).
- HTML heading tags should be correctly ordered. This makes it easier for screen reader users to understand content. Read [W3C's page structure tutorial](#) for guidelines on accessible headings.
- Keep the [four principles of accessibility](#) in mind:
 1. Perceivable: Users must be able to perceive the content with one or more senses.
 2. Operable: Users must be able to control user interface elements through a mouse, keyboard, voice commands, etc.
 3. Understandable: The content must be understandable to its users.
 4. Robust: The content must be developed using web standards that will work across various platforms.

Next Steps

- Compile the pages, PDFs and images that you want to include on your website.
- Define:
 - content that: is “critical for launch”; and
 - content that can be added after launch.
- Add the content to your *stg* site.
- Add events to the Calendar: <https://calendar.howard.edu>
- Update and publish Profiles: <https://profiles.howard.edu/>

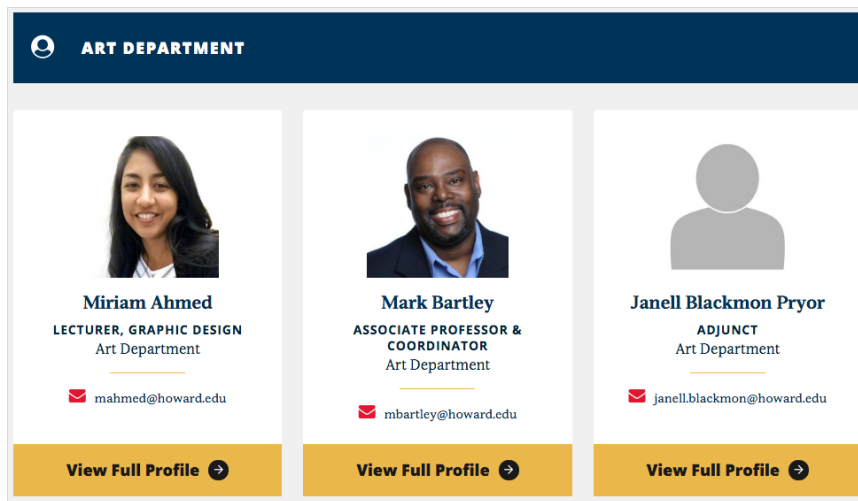
External Feeds for Your Site

A “Create Once, Publish Everywhere” model allows you to promote people, events, and news across Howard University web properties.

Faculty and Staff Profiles

People Profile (<https://profiles.howard.edu/>) provides a central location to display the current **faculty and staff at Howard University**. Each week the site receives an updated file from Human Resources to add and remove people associated with the community.

It's possible to display Leadership, Faculty and/or Staff associated with a Department.



Each person — or a designated moderator — can log into People Profile to confirm the profile:

- is visible (Check *Display My Profile*);
- includes a Department Role (Leadership, Faculty or Staff);
- includes the relevant Department/Office(s).

Then save the changes to profiles.howard.edu

Be prepared to:

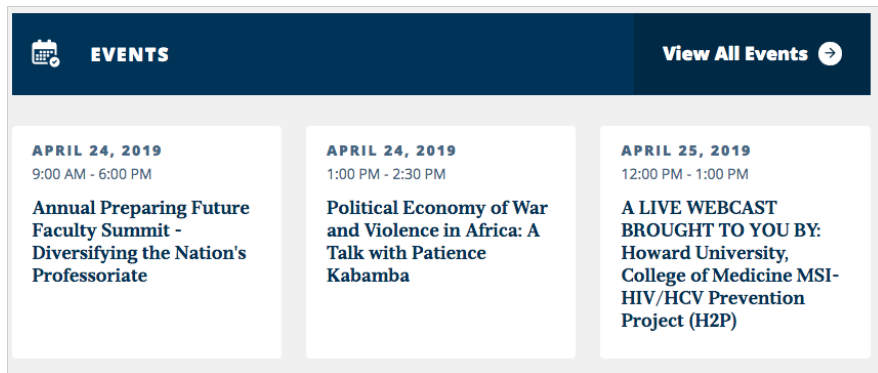
- Share the names, email addresses, and departments of faculty and staff you want to display.
- Identify any people who should serve as department moderators.

Watch the People Profile YouTube video: https://youtu.be/Gu_LJJG5yQ

Events

Howard Event Calendar (<https://calendar.howard.edu/>) is a campus events calendar.


It's possible to tag an event by School/College, Department, or Category for filters and feeds.




Designated moderators can create, edit, and tag events as needed — and hide events from the main feed. For example, promote a guest lecturer on the Calendar and your site; promote a weekly study session only on your site.

Alumni Magazine and Newsroom Articles

Display recent articles published by Office of University Communications on the Howard Newsroom “The Dig” (<https://thedig.howard.edu/>); and *Howard Magazine* (<https://magazine.howard.edu/>), which publishes three times a year.


 NEWS

View More News →




JANUARY 28, 2020

Howard University Appoints Author Lisa Farrington as Division of Fine Arts Associate Dean




JANUARY 28, 2020

Howard University Appoints Author Lisa Farrington as Division of Fine Arts Associate Dean




JANUARY 28, 2020

Valerie Jarrett Talks Vulnerability, Michelle Obama and More During Fireside Chat with Howard University President Frederick


 HOWARD MAGAZINE ARTICLES

View All →




2000'S MILESTONES: ALUMNI ACHIEVEMENTS

Jeffrey Henry (BBA '05) and Jennifer Henry (B.S. '06) welcomed their second child, Jones Ira Linvol Henry, on Sept. 5, 2017. MILESTONES - BrittanyThomasGarethFearon.jpg
Brittany Gail Thomas (B.A.)



The Art of Impact

Impact. verb /im'pakt/ 1. have a strong effect on someone or something. Not everybody can do it. Not every university is capable of it. Impacting the world is not easy.



Provost Anthony K. Wutoh Receives Edward Bouchet Legacy Award

Howard University Provost Anthony K.

Best Practices for Media

Naming Conventions for Files

A descriptive file name can help your team keep track of resources — and provide context for users to understand a document's audience and purpose.

For example, *StudentReferenceManual_17072013.pdf* indicates:

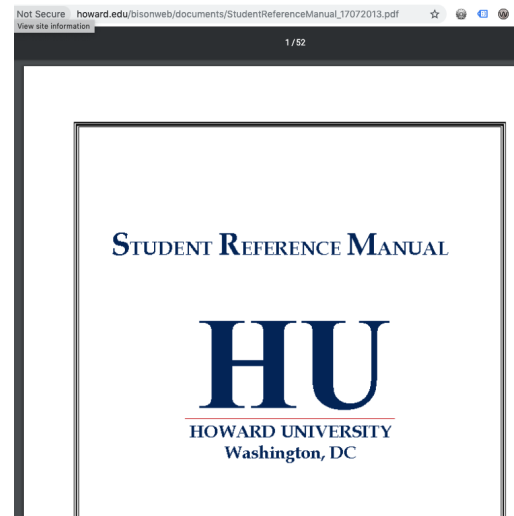
- Students are the primary audience;
- The file was last updated in July 2013.

Use dashes (-) or underscores (_) between words in the file name.

Do not use spaces or periods. Browsers may not interpret those characters correctly and users may have difficulty accessing the files.

For example, change: *Certification Request Formedit.pdf*
to: *DiplomaCertificationRequest_Edit.pdf*

If you start with consistent naming conventions when you create files in Microsoft Word, they will carry over when you export the file as a PDF.



Accessibility Resources for Microsoft Word Documents and PDFs

Many documents are created in Microsoft Word then exported as PDFs. It is important to support accessibility in the original document before converting it to a PDF.

Adobe Acrobat DC is available upon request from ETS. Your team can use Acrobat DC's Accessibility Checker to identify and resolve any issues with the existing PDFs.

For more information, please review our *PDF Accessibility and Best Practices* guide:
https://drive.google.com/drive/folders/1KYrsZvOxFLTy7sijw04GpDs_EK5w6bU8?usp=sharing

Select Images for Your Site

Make sure you have permission to use all of the images on your website. Here are a couple resources available to supplement your content.

Howard University Photoshelter Account

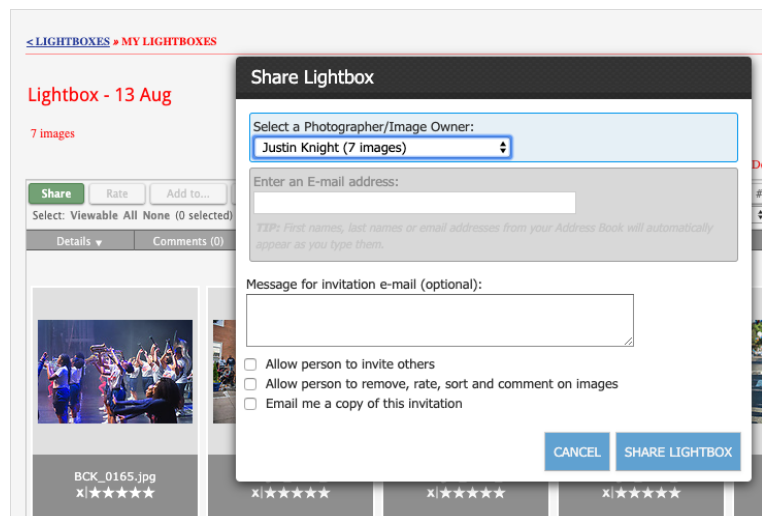
Office of University Communications posts photos of university events, such as Convocation, Charter Day, and Homecoming: <https://howardu.photoshelter.com/index>



- Register for a Free Account with your Howard University email address:

<https://howardu.photoshelter.com/signup/signup/free>

- Add Images to a Lightbox.
- Share the Lightbox with *Justin Knight, OUC Photographer*, including a note that lists the website you're working on.



Royalty Free Image Options

Consider supplementing the site content with images from:

- Unsplash (<https://unsplash.com/>) and
- Wikimedia Commons (https://commons.wikimedia.org/wiki/Main_Page)

Search for terms related to your school, department, or discipline.

Optimize Images to Improve Website Performance

Photos downloaded directly from a camera or a smartphone are often very large, high-resolution images that are suitable for print publications.

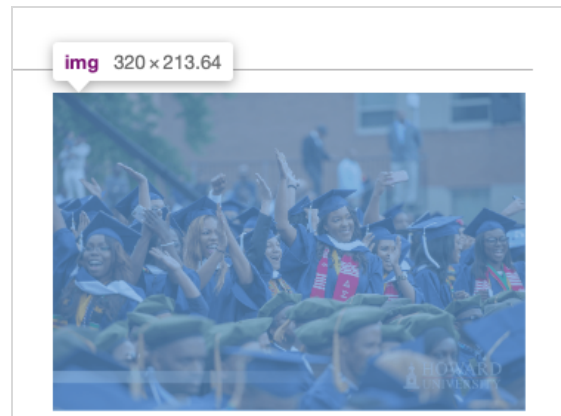
This increases the amount of data — and time — required to load and display the picture, up to five times the optimal file size. And it may impact your search results in Google.

Images on a web page can usually be significantly smaller than the original file, in terms of dimensions and overall file size.

Saving the image at twice the width that appears on the web page is sufficient for any display.

For example, this sample image appears in a space that is 320 pixels wide.

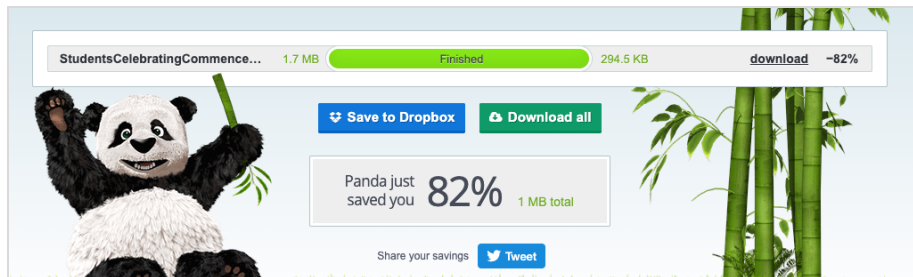
If the image is originally 1,920 pixels wide, saving and uploading a version that is 640 pixels will give you the same content at one-third of the data requirements.



Resize and Crop Photos

Use a tool such as Photo Resizer (<https://www.photoresizer.com/>) to crop and resize each image.

Compress Images to Create a Smaller File Size



Use a service such as TinyPNG (<https://tinypng.com/>) to compress the file size of each image.

Then download the compressed image(s) to your computer.

Add *Alternative Text* to Images

Alternative (alt) text is required for every image you upload to the website. It is used to describe images when images are blocked or screen readers are in use.

Without alternative text, the content of an image will not be available to screen reader users or when the image is unavailable.



The screenshot shows a web form with two main sections. The first section is labeled 'Name' with a red asterisk, containing a text input field with the value 'Talitha Washington'. The second section is labeled 'Image' with a red asterisk. It features a small thumbnail image of a woman, a label 'Alternative text' with a red asterisk, and a text input field with the value 'Talitha Washington'. Below the input field is a small text description: 'Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.' At the bottom of the image section, there is a file name 'TalithaWashington-790px.png (149.17 KB)' and a 'Remove' button.

When writing alternative text for your images, make sure it:

- accurately describes the content;
- is limited to 125 characters or less;
- includes some of your site's keywords for SEO value, but avoid "keyword stuffing" or adding terms that are valuable but not relevant to the image.
- avoids the phrases "image of" or "picture of."

For example, if you're writing alt text for a picture of a basket of apples, alt text of "apples" isn't as accessible or helpful as, "A basket of red apples sitting on a table."

Learn More About Best Practices

For more information about effective alternative text, visit the Web Accessibility Alt Decision Tree: <https://www.w3.org/WAI/tutorials/images/decision-tree/>.

Adding Images, PDFs, and Other Media

Go to: `.../admin/content/media` (Or click the *Media* tab.)

Media ☆

[Content](#)[Comments](#)[Files](#)[Media](#)

[Home](#) » [Administration](#) » [Content](#)

[+ Upload media in bulk](#)[+ Add media](#)

Media name

Type

Published status

Language

- Any -

- Any -



- Any -

Filter

Action

Delete media

Apply to selected items

<input type="checkbox"/>	THUMBNAIL	MEDIA NAME	TYPE	AUTHOR	STATUS
<input type="checkbox"/>		People Profile Guide	Remote video	danrogers	Published
<input type="checkbox"/>		Research Student	Image	danrogers	Published

Add One Media File

- Click the *Add media* button.
- Select the file format. (The following file formats are compatible.)
 - **Audio:** Locally hosted audio files: .aac, .mp3, .wav
 - **File:** Locally hosted documents: .pdf, .doc, .docx
 - **Image:** Locally hosted pictures: .jpg, .jpeg, .png
 - Enter the *Name*.
 - Click *Choose File* to upload a File from your computer.

- Click *Save*.
- **Remote Video:** Hosted on YouTube or Vimeo.
 - In a separate window, go to the video site.
 - Click the *Share* link.
 - Copy the URL from the field.
 - Paste the *Share* link into the Remote Video field.

Howard University 2019 Commencement Recap

395 views

👍 21 💬 0 ➦ SHARE



Embed



Facebook



Twitter



Blogger



reddit



Tumblr



<https://youtu.be/eM78Z6Tmv0E>

COPY

Add Multiple Media Images

- Click the *Upload media in bulk* button.
- Select *Files or Images*.
- Select the files to add from your computer.
- Click *Open*.
- Enter the *Name*.
- Click *Submit*.

Images and files can be linked within each content type.

Multiple upload ☆

[Home](#) » [Bulk upload media](#)

Information

Media Types:

- File (max 256 MB): doc, docx, pdf

Please be aware that if file extensions overlap between the media types that are available in this upload form, types.

Dropzone *

Click or drop your files here

or

Select files

Adding or Editing Content

Go to: `.../admin/content` (Or click the *Content* tab)

Content

[Content](#)[Comments](#)[Files](#)[Media](#)

[Home](#) » [Administration](#)

[+ Add content](#)

Title

Content type

Published status

Language

- Any -

- Any -

- Any -

Filter

Reset

Action

Delete content

Apply to selected items

<input type="checkbox"/>	TITLE	CONTENT TYPE	AUTHOR	STATUS	UPDATED	OPERATIONS
<input type="checkbox"/>	About	HC Page	webservices	Published	04/17/2019 - 10:44	<div>Edit</div>
<input type="checkbox"/>	Academics	HC Page	danrogers	Published	12/19/2018 - 21:39	<div>Edit</div>
<input type="checkbox"/>	Alumni Spotlight	HC Page	webservices	Published	11/16/2018 - 10:46	<div>Edit</div>

- Click *Add Content* to create a new piece of content.
- To edit existing content:
 - Search for *Title*; or
 - Filter by *Content Type* or *Published Status* (Published; Unpublished).
 - Click *Operations* to change an existing piece of Content:
 - *Edit*: Modify the content;
 - *Clone*: Duplicate the content; and
 - *Delete*: Remove the content.

Content Types

Please Note: The red asterisk marks a required field in each content type.

Announcement

Time-sensitive information that can appear on the Homepage or a Page.

Go to: `.../node/add/hc_announcement` (Or click *Content / Add content / HC Announcement*)

 **ANNOUNCEMENTS**

Annual Omicron Delta Epsilon Dinner Lecture

MAR 21, 2019

On April 25th, Thursday, at 6:30 pm, Omicron Delta Epsilon (ODE) will be hosting their annual dinner lecture. This year's guest speaker will be Boyd K. Rutherford, Lieutenant Governor of the State of Maryland.

Flyer →

To create an **Announcement**, complete the following fields:

- **Title:** The headline.
- **Start and End Dates**
When the *End Date* passes, the Announcement will disappear from the site.
- **Featured:** Indicate this should appear first in the list of Announcements.
- **Summary:** Describe the event or actionable task for the Announcement.
- **Link:** Reference a Page — or a link to an external site — that someone needs to visit.
 - **Target:** Indicate if the link should open in a New Tab (*_blank*).

Title *
Last Day to Register for Classes: May 13, 2019

▼ DATES *

START DATE *
05/10/2019 09:49:06 AM

END DATE *
05/13/2019 12:00:00 PM

▼ DETAILS *

Choose if this announcement should be featured or not.

☒ **Featured**

Summary
Plan for the Fall 2019 semester.

LINK
URL
Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page.
https://www.google.com

Link text *
Register Today

Select a target
Select a link behavior. `_self` will open the link in the current window. `_blank` will open the link in a new window or tab. `_parent` and `_top` will generally open in the same window or tab, but in some cases will open in a different window.
New window (_blank)

☒ **Published**
Save **Preview** **Delete**

Article

A local news item, such as a blog post.

Go to: [.../node/add/hc_article](#) (Or click *Content / Add content / HC Article*)

Dr. Jules Harrell Awarded NSF Grant: Developmental Mechanisms of African American Ethnic and Racial Identity During the Transition to Adulthood

[Home](#) > [Dr. Jules Harrell Awarded NSF Grant: Developmental Mechanisms of African American Ethnic and Racial Identity During the Transition to Adulthood](#)

- [Home](#)
- [Undergraduate](#)
- [Graduate](#)
- [Research](#)
- [Faculty & Staff](#)
- [News & Announcements](#)



Dr. Jules Harrell (PI) was awarded a 3-year grant by the [National Science Foundation](#), *Developmental Mechanisms of African American Ethnic and Racial Identity During the Transition to Adulthood*, to examine the multifaceted ways in which African American ethnic identity and racial identity (ERI) - the personal significance and meaning of race and ethnicity to an individual - shapes the association between racial discrimination experiences and biopsychosocial development during the transition to adulthood.

Categories

[Research](#)

To create an **Article**, complete:

- **Title:** The headline.
- **Header Media:** Show or Hide a *Header Image* in the Hero section at the top of the page.
- **Featured Image:** Upload or select an image that appears on the page and as part of an Article feed.
- **Category:** Select the relevant tags so that the Article appears in the feed.
- **Summary:** A brief description of the Article for its feed.
- **Body:** Information that appears in the Article.

Title *

▼ HEADER MEDIA
Choose this option if you wish to hide the header image for this page.
☐ Hide Header Image
[▶ HEADER IMAGE](#)

▼ FEATURED IMAGE
▼ FEATURED IMAGE
Choose a featured Image for this content.
Talitha Washington
[Remove](#)
[Edit](#)

▼ CATEGORY
HC Article Category
☐ Conferences
☒ Research
☐ Scholarship
☐ Study Abroad
Please categorize this article.

Summary (Hide summary)
Leave blank to use trimmed value of full text as the summary.
Congratulations to Talitha Washington, on her prestigious appointment by the National Science Foundation (NSF) as the Division of Undergraduate Education (DUE) Program Director for the Improving Undergraduate STEM Education (IUSE) program.

Body

B **I** **E** **Format**

Congratulations to Talitha Washington, associate professor of mathematics at Howard University, on her prestigious appointment by the National Science Foundation (NSF) as the Division of Undergraduate Education (DUE) Program Director for the Improving Undergraduate STEM Education (IUSE) program.

Resource

A set of links and PDFs related to a specific topic.

Go to: [.../node/add/hc_resource](#) (Or click *Content / Add content / HC Resource*)

To create a Resource, complete:

- **Title:** The headline.
- **Header Media:** Show or Hide a *Header Image* in the Hero section at the top of the page.
- **Lead in:** Optional introductory text.
- **Body:** Description for the resource.
- **Category:** Select the relevant tags so that the Resource appears in the feed.
- **Contact:** Add a Title, Name, Email Address, and Address and Hours
- **Resource CTA Link:** Add a local or external link.
- **Documents:** Select PDFs from the Media Library.

An Example resource

Home > All Resources > An Example resource

The standard Lorem Ipsum passage, used since the 1500s


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 anim id est laborum.


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 anim id est laborum.

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 anim id est laborum.

HAVE A QUESTION?
Test Contact
test@howard.edu
Street Address
Washington, D.C. 20059
Phone: (555) 555-5555

Google

 **DOCUMENTS & FORMS**

Sample File 

Title *

An Example resource






► **HEADER IMAGE**

Lead In

Optional. Provide a lead-in sentence or two that will be displayed in large text.

The standard Lorem Ipsum passage, used since the 1500s

Body

B I     **E** | Format - |  Source

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Text format Basic HTML ▼

▼ **CATEGORY ***

Resource Category *

☒ Alumni Resources

☐ Faculty & Staff Resources

☐ Student Resources

Please categorize this resource. You may add additional terms in the HC Resource Category taxonomy.

▼ **CONTACT**

Resource Sidebar Title

Have a question?

Contact Name

Test Contact

Contact Email

test@howard.edu

Contact Address/Hours

Street Address
Washington, D.C. 20059
Phone: (555) 555-5555

▼ **LINKS ***

RESOURCE CTA LINK

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as ,

http://google.com

✚ **Link text ***

Google

Select a target

Select a link behavior. *_self* will open the link in the current window. *_blank* will open the link in a

- None - ▼

Page

The most common content type on the site, the page includes modular Kitchen Sink Widgets that serve as the building blocks of your page.

Go to: [.../node/add/hc_page](#) (Or click *Content / Add content / HC Page*)

To create a Page, complete:

- *Title*: The name of the page.
- *Header Image*: An optional hero image (1,920 x 1,080 pixels).
- *Page Options*: Hide the sidebar that displays the navigation menu in the left sidebar.
- *Lead In*: An optional introductory sentence (or two) that will appear in large text.
- *KS Widgets*: A set of modular widgets, including accordions, cards, external site feeds, embedded content, and image galleries to feature information.
- *Rounding Out the Page*: Additional full-width widgets that appear below the KS Widgets.

Title *

▼ HEADER IMAGE

Choose this option if you wish to hide the header image for this page.

☐ Hide Header Image

▼ HEADER IMAGE

Purpose: A featured image that is vertically and horizontally centered.

Dimensions: 1920x1080 pixels;

File Size: < 300kb, if possible

[Select Images](#)

▼ PAGE OPTIONS

Choosing this option will hide the sidebar, making the page function more like a landing page, with

☐ Hide Sidebar

▼ KITCHEN SINK

Lead In

Optional. Provide a lead-in sentence or two that will be displayed in large text above the widgets.

KS Widgets

No Paragraph added yet.

This field holds all the main content for your page. You may add/rearrange widgets on this page any way

[Add HP Announcements](#) to KS Widgets

► ROUNDING OUT THE PAGE

Click the *Kitchen Sink* menu to select the widget you want to add.

Rearrange the order of the widgets on the page as needed.

▼ KITCHEN SINK

KS Widgets

No Paragraph added yet.

This field holds all the main content for your page. You may add/rearrange widgets generally advised that you start with an HTML Block However.

[Add HP HTML](#) to KS Widgets

[Add HP Accordion Group](#)

[Add HP Announcements](#)

[Add HP Articles](#)

[Add HP Featured Article](#)

[Add HP Button or Link](#)

[Add HP Cards](#)

[Add HP Carousel with Caption](#)

[Add HP Carousel with Modal](#)

[Add HP Media](#)

[Add HP Promotional Space](#)

Kitchen Sink Widgets

Widget	Function	Approach/Example
Add HTML	Create and style basic text and image content on your page using the WYSIWYG toolbar.	Use these buttons to bold and italicize text, create links, create ordered and unordered lists; and embed images and PDFs.
	Add an optional sidebar to display contact information or a clear call to action.	

Body Toolbar Buttons

- **B:** Bold
- *I*: Italicize
- Add / Remove Links
- Bulleted Lists
- Ordered Lists (i.e., numbered lists)
- Blockquote
- **E:** Embed an Image or PDF via the Media Library
- **Format:** Apply styles such as Normal and Heading 2, 3, 4, etc.
- **Source:** View the HTML code.

Body

B

I

E

Normal

Source

Feature the **most recent posts** for [Announcements](#) and [Articles](#) on a Page.

body p

Text format

Basic HTML

SIDEBAR

Should the sidebar be shown for this widget?

☒ Show Sidebar

Sidebar Title

Department Name

Sidebar Body

B

I

E

Normal

Source

Address 1

Address 2

City, State Zip

202-555-5555

[department@howard.edu](#)

Widget	Function	Approach/Example
Add Announcements	Show content with a Start and End Date in a One- or Two-Column layout.	Good for calls to action and time-sensitive deadlines.

ANNOUNCEMENTS

Last Day to Register for Classes: May 13, 2019

DEC 05, 2018

Plan for the Fall 2019 semester.

Register Today →

Sample Announcement

APR 22, 2019

Description of a sample announcement.

Test KS Page →

HP Announcements

Feed Type *

One Column ▼

Title

Add a title here. If left blank, it will be labeled "Announcements".

Local articles refer to articles that exist locally to the site and are NOT coming from newsroom.howard.edu, as global Howard University articles.

Local articles can be of two different types:

1. Internal. The article copy is created on and lives on the local site.
2. External. This is an article written by an external outlet, and you wish to link to it.

There are two available widgets for local articles:

1. HP Articles: The card display is used for a feed of local articles. Usually, this is best limited to three, but more can be displayed if needed.
2. HP Featured Article: One local article can be shown in a featured area.


Widget	Function	Approach/Example
Add Articles	Show the most recent articles, based on a Category.	Insert a group of articles onto a page. Select <i>None</i> to show all recent articles.

HP Articles

Article Category Filter

If you wish to filter for a specific category of articles, do so here.

Add Featured Article	Display one article.	Start typing the name of the article you want to highlight. Select it via autocomplete.
-----------------------------	----------------------	---


FEATURED ARTICLE



Dr. Jules Harrell Awarded NSF Grant: Developmental Mechanisms of African American Ethnic and Racial Identity During the Transition to Adulthood

Dr. Jules Harrell (PI) was awarded a 3-year grant by the National Science Foundation, Developmental Mechanisms of African American Ethnic and Racial Identity During the Transition to Adulthood, to examine the multifaceted ways in which African American ethnic identity and racial identity (ERI) - the personal significance and meaning of race and ethnicity to an individual - shapes the association between racial discrimination experiences and biopsychosocial development during the transition to adulthood.

Read the Article ➔

Widget	Function	Approach/Example
Add Button or Link	Display links as a button or text link.	Select <i>Button</i> or <i>Fancy Link</i> .

Sample Button

Sample Link ➔

HP Button or Link

Collapse ▼

Link Type
Please choose what type of link(s) these should be.

Button ▼

Show row weights

LINK

✚ URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<nolink>` to display link text only.

Link text *

Select a target
Select a link behavior. `_self` will open the link in the current window. `_blank` will open the link in a new window or tab. `_parent` and `_top` will generally open in the same window or tab, but in some cases will open in a different window.

- None - ▼

Best Practices for Links and Buttons

1. **Link text should be relevant to the content associated with the hyperlink.** Avoid using words and phrases that may be considered suspicious text, including: “Here” “Click here” “This page” “Continue” “Detail” and “More detail.”

For example, rather than saying, “Please submit the form located here,” it should say “Please download the transcript request form.” This gives the viewer an idea of what the links point to, and helps search engines index the page.

2. **Avoid linking content in multiple places on one page.** A link that is the same as nearby or adjacent text will be presented multiple times to screen readers or when images are unavailable.
3. **Microsoft Word documents often have accessibility issues, unless they are written with accessibility in mind.** They can also cause confusion and navigation difficulties because they require a separate application. Whenever possible, link to a PDF instead.

Widget	Function	Approach/Example
Add Cards	Show <i>Titles, Text, Links</i> and optional <i>Images</i> in a three-column layout.	Link to other parts of the site with an image and supporting text.



Learn a Language

Become proficient in one or more of the fascinating languages, cultures, and literatures of Amharic, Arabic, Chinese, French, German, Haitian Creole, Japanese, Korean, Portuguese, Russian, Spanish, Swahili, Wolof, Yoruba, and Zulu.

And participate in one of our many extracurricular offerings.



Choose a Major or Minor

Earn Bachelor of Arts degree in Spanish or French.

Choose from a diverse range of minors in Arabic, French, German, Japanese, Portuguese, Russian, Spanish and Swahili.


Or combine a foreign language major or minor with another major (e.g. Biology, Chemistry, International Business, International Relations, etc.).



Explore the World


Prepare to be competitive in the global market by participating in a study abroad program, including France, Spain, Colombia, Brazil, Costa Rica, China, Colombia, Kenya, Mexico and Nigeria.

Learn about the languages and cultures of other countries. And plan for a fulfilling professional career working in the foreign service, NGOs, education, or technology.




Card 1

Card 1 Text



Card 2



Card 3

Card 1

Card 1 Text

Card 1 Link →

Card 2

Card 3

HP Cards

Layout *

Please choose which layout you would like for this callout.

Card with Image ▼

CARDS

⊕ HP Card

Title

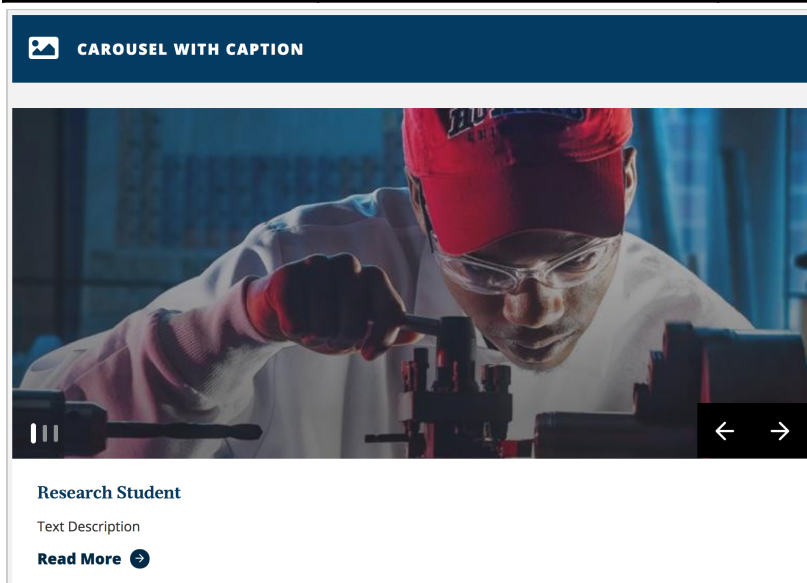
Card 1

Text

B *I* | | | **E** | Format ▼ | Source

Lorem Ipsum is simply dummy text of the printing and typesetting industry. I

Widget	Function	Approach/Example
Add Carousel with Caption	Create a slideshow with a Title, Description and Link.	Feature three or more images in the slideshow.



HP Carousel with Caption

Title

Carousel with Caption

SLIDES

⊕ HP Carousel with Caption Slide

▼ IMAGE

Research Student

Remove

Edit

Title

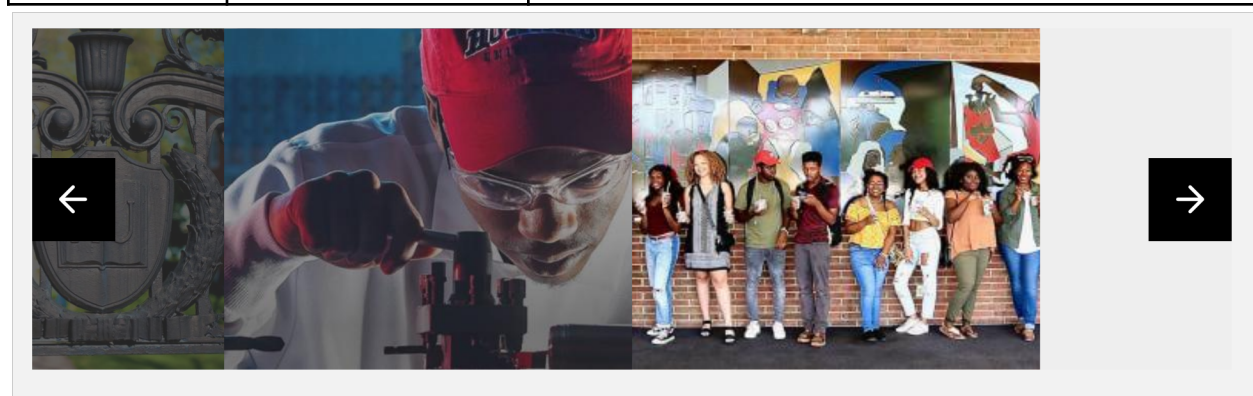
Research Student

Text

B I | 🔗 | 📄 | 📏 | 📐 | 📏 | 📏 | E | Format | 📄 Source

Text Description

Widget	Function	Approach/Example
Add Carousel with Modal	Create a slideshow with an image that opens in a pop-up / modal window.	<p>Feature at least three images in the slideshow without the supporting text.</p> <p>Use the crosshairs, located to the left of <i>HP Carousel with Modal Slide</i>, to rearrange the order of the slides.</p>



HP Carousel with Caption

Title

Carousel with Caption

SLIDES

⊕

HP Carousel with Caption Slide

▼ IMAGE

Research Student

Remove

Edit

Title

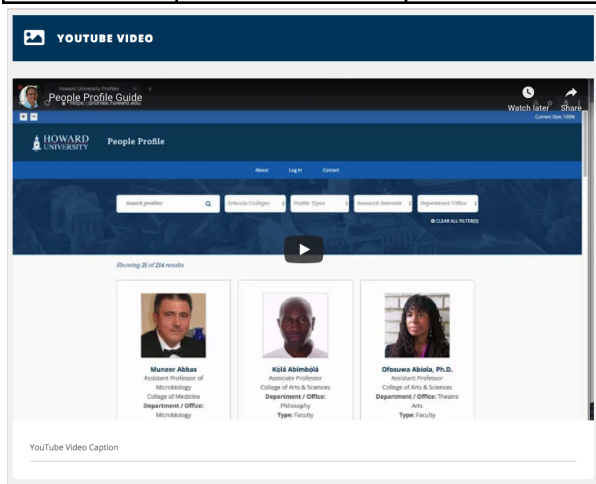
Research Student

Text

B *I* | | | **E** | Format | Source

Text Description

Widget	Function	Approach/Example
Add Media	Link to Local or Remote Media.	<p>You must Add Media to the site before you can link to it in this widget.</p> <ul style="list-style-type: none"> Go to: .../media/add Select: <i>Audio</i> (.mp3), <i>File</i> (PDF), <i>Image</i> (jpg), or <i>Remote Video</i> (YouTube or Vimeo link via Share).



HP Media

Title

Optional Title

YouTube Video

▼ MEDIA

People Profile Guide

Remove

Edit

Caption

B I | | | 1 2 | | E | Format | Source


YouTube Video Caption

Widget	Function	Approach/Example
Add Promotional Space	Display Title, Text, Promotional Link and Image	Feature an event or activity.

Promotional Title

Promo text describing the event or activity.

Promo Link ➔



HP Promotional Space

Promo Title

Promotional Title

Promo Text

B *I* | | | **E** | Format | Source

Promo text describing the event or activity.

Text format

Basic HTML

PROMO LINKS

URL

Start typing the title of a piece of content to select it. You can also enter an internal path : to link to the front page. Enter *<nolink>* to display link text only.

https://www.google.com

Link text *

Promo Link

Select a target

Select a link behavior. *_self* will open the link in the current window. *_blank* will open the window or tab, but in some cases will open in a different window.

New window (_blank)


▼ PROMO IMAGE

Research Student

Remove

Edit

Widget	Function	Approach/Example
Add Table	Display content in a table, including a Title, Caption and cells in Rows and Columns.	Customize a table by adjusting the number of Rows and Columns as needed. Or import a table from a .csv file.

 TABLE TITLE		
Row 1, Column 1	Row 1, Column 2	Row 1, Column 3
Row 2, Column 1	Row 2, Column 2	Row 2, Column 3
Row 3, Column 1	Row 3, Column 2	Row 3, Column 3

HP Table

Table Title

If you add a title here, it will appear above the table.

Table Caption


This brief caption will be associated with the table and will help screen reader better describe the content within.

Table

Row 1, Column 1	Row 1, Column 2	Row 1, Column 3
Row 2, Column 1	Row 2, Column 2	Row 2, Column 3
Row 3, Column 1	Row 3, Column 2	Row 3, Column 3

Add Row

Widget	Function	Approach/Example
Add Testimonial	Show an Image (preferably a headshot), Caption, Introductory Text and Quotation.	You must Add Media to the site before you can link the image to this widget. Go to: <i>.../media/add</i> Select <i>Image</i> (jpg)



Talitha Washington
MATH PROFESSOR

Learn more about our program.

“ We are a dynamic unit within a comprehensive research-oriented institution. Consistent with the university's mission and core values, our department is committed to providing an educational experience of exceptional quality to students from internationally diverse backgrounds.

HP Testimonial

▼ IMAGE

Talitha Washington

Remove

Edit

Name



Talitha Washington



Title


Math Professor

Intro

B I







E

Format

▼

 Source

Learn more about our program.

idfive

35

Widget	Function	Approach/Example
Add Embed	Copy and paste the embed codes to host content from third-party sites.	Add a Google Map or other content from third-party sites.



HP Embed

Embed Code

Please paste html embeds here.

Widget	Function	Approach/Example
Add Events Feed	Display events from https://calendar.howard.edu	Select a <i>Category</i> to filter by topic (Arts & Culture, STEM, etc.) or <i>Admin Category</i> to filter by Department.


EVENTS

View All Events →

APRIL 24, 2019
9:00 AM - 6:00 PM
Annual Preparing Future Faculty Summit - Diversifying the Nation's Professoriate

APRIL 24, 2019
1:00 PM - 2:30 PM
Political Economy of War and Violence in Africa: A Talk with Patience Kabamba

APRIL 25, 2019
12:00 PM - 1:00 PM
A LIVE WEBCAST BROUGHT TO YOU BY: Howard University, College of Medicine MSI-HIV/HCV Prevention Project (H2P)

Environment *
Choose which environment to pull Howard Events from, normally, this should be "Production" unless you are testing events on another environment.

Production ▼


Event Category
Optionally, filter this feed by category. These categories are pulled from the "Category" taxonomy (calendar_taxonomy_3) on the prod installation of calendar.howard.edu.

Arts & Culture ▼

Event Admin Category
Optionally, filter this feed by admin category. These categories are pulled from the "Administrative Only" taxonomy (calendar_taxonomy_5) on the prod installation of calendar.howard.edu.

Biology Department ▼

Widget	Function	Approach/Example
Add Deadlines Feed	Display custom dates and deadlines from https://calendar.howard.edu	Select a <i>Category</i> to filter by Department or School / College.


UPCOMING DEADLINES

Deadline For	Date
Fall application deadline for unclassified students	July 1, 2020 5:00 PM
Fall application deadline for returning students	July 20, 2020 5:00 PM
Deferment deadline for accepted fall transfer applicants	July 30, 2020 5:00 PM

HP Deadline Feed
Remove

Title *
Upcoming Deadlines

▼ DISPLAY OPTIONS *

Number of Deadlines to display *

Please choose the number of deadlines you wish to display. The max number is 50. It will only still display currently active deadlines, however, so if you choose 50, and only 10 are available, 10 would display.

Selecting "Hide time in deadline" will allow you to hide the time on deadlines, and display date only, with no time.

☐ Hide time in deadline

Selecting "Hide Schools / Colleges column" will allow you to hide the column on the table display.

☒ Hide Schools / Colleges column

Selecting "Hide Department / Admin column" will allow you to hide the column on the table display.

☒ Hide Department / Admin column

▼ DEADLINE FILTERING OPTIONS

This allows you to narrow down which deadlines from calendar.howard.edu you wish to display. Remember that this feed displays upcoming deadlines only, not past deadlines.

Environment

Choose which environment to pull Howard Deadlines from, normally, this should be "Production" unless you are testing deadlines on another environment.


Department / Admin


Optionally, filter this feed by the admin category. These categories are pulled from the "Administrative Only" taxonomy (calendar_taxonomy_5) on the prod installation of calendar.howard.edu.

Schools / Colleges

Optionally, filter this feed by Schools and Colleges. These schools/colleges are pulled from the "Schools and Colleges" taxonomy (calendar_taxonomy_1) on the prod installation of calendar.howard.edu.


Widget	Function	Approach/Example
Add Magazine Feed	Display articles from https://magazine.howard.edu	Select a <i>Category</i> .


HOWARD MAGAZINE ARTICLES
View All




**2000'S MILESTONES:
ALUMNI ACHIEVEMENTS**

Jeffrey Henry (BBA '05) and Jennifer Henry (B.S. '06) welcomed their second child, Jones Ira Linvol Henry, on Sept. 5, 2017. MILESTONES - BrittanyThomasGarethFearon.jpg
Brittany Gail Thomas (B.A.



The Art of Impact

Impact. verb /im'pakt/ 1. have a strong effect on someone or something. Not everybody can do it. Not every university is capable of it. Impacting the world is not easy.



**Provost Anthony K. Wutoh
Receives Edward Bouchet
Legacy Award**

Howard University Provost Anthony K.

HP Magazine Feed
Collapse

Title
Howard Magazine Articles

LINK
URL
Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page.

Link text *


Select a target
Select a link behavior. `_self` will open the link in the current window. `_blank` will open the link in a new window or tab. `_parent` and `_top` will generally open in the same window or tab, but in some cases will open in a different window.

Environment *
Choose which environment to pull Howard Magazine Articles from, normally, this should be "Production" unless you are testing events on another environment.


Article Category
Optionally, filter this feed by category. These categories are pulled from the "Category" taxonomy (categories) on the prod installation of magazine.howard.edu.

Article Admin Category
Optionally, filter this feed by admin category. These categories are pulled from the "Administrative Category" taxonomy (admin_categories) on the prod installation of magazine.howard.edu.

Widget	Function	Approach/Example
Add News Feed	Display articles from https://thedig.howard.edu/	Define the <i>Feed Type</i> , with or without a Featured Story. Then select a <i>Category</i> .


BISON NEWS


View More News



FEBRUARY 11, 2019

Howard University Launches "Second Year Experience: Mecca Made" to Increase Retention and On-time Graduation


The Office of Undergraduate Studies is proud to launch their new program, Sophomore Year Experience: Mecca Made this Spring!



FEBRUARY 9, 2019

Alumna Taraji P. Henson Reminisces on Howard Days, and One Regret, During the DC Premiere of Her Movie "What Men Want" – Out Now!

After the screening, Henson discussed her rise from Howard to Hollywood.



JANUARY 24, 2019

Howard University's Ralph J. Bunche Center Sends Students to 21 Countries This Spring for Study Abroad Programs

The Ralph J. Bunche Center advances the #StudyAbroadSoBlack initiative through international travel for Howard University undergraduate students.

HP News Feed Collapse

Title

News

LINK

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/add` or an external URL such as `http://example.com`. Enter `<front>` to link to the front page.

https://newsroom.howard.edu

Link text *

View More News

Select a target

Select a link behavior. `_self` will open the link in the current window. `_blank` will open the link in a new window or tab. `_parent` and `_top` will generally open in the same window or tab, but in some cases will open in a different window.

New window (_blank)

Feed Type *

Please choose the type of format desired for the news feed.

Three News Stories With Images

Environment *

Choose which environment to pull Howard News from, normally, this should be "Production" unless you are testing events on another environment.

Production

News Category

Optionally, filter this feed by category. These categories are pulled from the "Category" taxonomy (calendar_taxonomy_3) on the prod installation of newsroom.howard.edu.


STEM


News Admin Category

Optionally, filter this feed by admin category. These categories are pulled from the "Administrative Only" taxonomy (calendar_taxonomy_5) on the prod installation of newsroom.howard.edu.

Biology Department

Widget	Function	Approach/Example
Add Profiles Feed	Display articles from https://profiles.howard.edu	Define the <i>Department</i> . Select an optional <i>Department Level</i> , such as <i>Leadership</i> , <i>Faculty</i> or <i>Staff</i> .



ART DEPARTMENT



Miriam Ahmed
LECTURER, GRAPHIC DESIGN
Art Department

✉ mahmed@howard.edu


View Full Profile →



Mark Bartley
ASSOCIATE PROFESSOR &
COORDINATOR
Art Department

✉ mbartley@howard.edu

View Full Profile →



Janell Blackmon Pryor
ADJUNCT
Art Department

✉ janell.blackmon@howard.edu

View Full Profile →

HP Profiles Feed
Collapse ▾

Title

Environment *

Choose which environment to pull Howard News from, normally, this should be "Production" unless you are testing events on another environment.

 ▾

Department

Optionally, filter this feed by department. These categories are pulled from the "Department" taxonomy (profile_department) on the prod installation of profiles.howard.edu.

 ▾

Department Level

Optionally, filter this feed by department level. These levels are pulled from the "Department Level" on each profile.

 ▾

Widget	Function	Approach/Example
Add Resources View	Display a list of Resources, providing options to <i>Search by Keyword</i> and <i>Filter by Topic</i> .	Make sure the View name is set to <i>HC Resources Feed</i> .

Keyword	Topic	
<input type="text"/>	- Any -	<input type="button" value="Apply"/>

Resource	Topic
An Example resource	Alumni Resources
Another Example resource	Faculty & Staff Resources

HP Views Embed

HP VIEWS EMBED: ADMINISTRATOR USE ONLY

This widget is primarily designed for administrators to add specially why they are there.

[Views Embed Help](#)

View Title

If you add a title here, it will appear above the view.

VIEW

View

View name.

HC Resources Feed

Display

View display to be used.

Block

Widget	Function	Approach/Example
Add Webform Embed	Show a contact form on a page.	Use these forms to collect information from your users.

First Name

First Name

Last Name

Last Name

Preferred Email

E-mail

Confirm email

Confirm E-mail

Message

Send message

HP Webform Embed

Webform Title

If you add a title here, it will appear above the view.

Webform

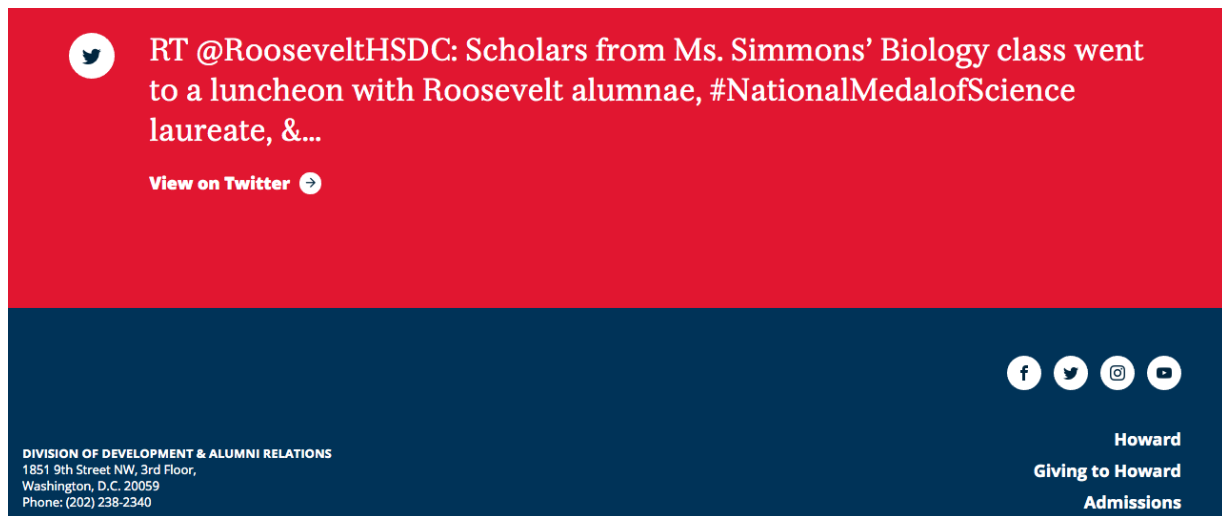
Please choose the view you wish to embed here.

Contact ▼

► WEBFORM SETTINGS

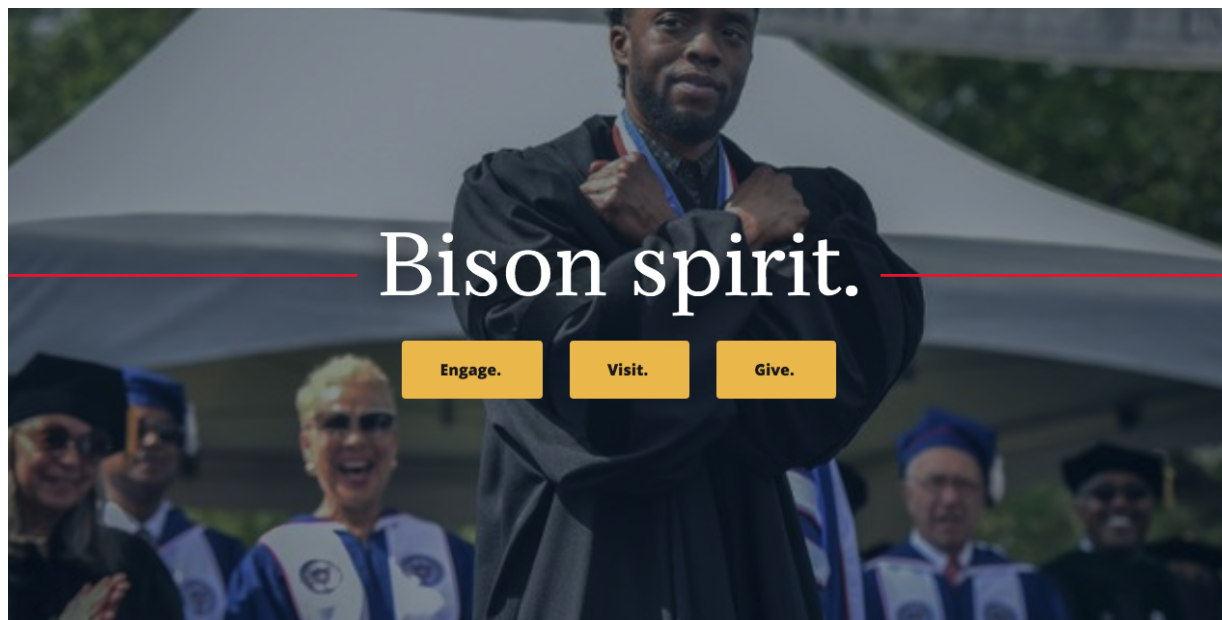
Rounding Out the Page, Full-Width Widgets

Twitter	Display the most recent post from a Twitter account.	Define the number of tweets to display at once.
----------------	--	---



A Twitter widget example. The top section is red and features a white Twitter bird icon, the text "RT @RooseveltHSDC: Scholars from Ms. Simmons' Biology class went to a luncheon with Roosevelt alumnae, #NationalMedalofScience laureate, &...", and a "View on Twitter" link with an external link icon. The bottom section is dark blue and contains social media icons for Facebook, Twitter, Instagram, and YouTube on the right. On the left, it lists contact information for the Division of Development & Alumni Relations: "1851 9th Street NW, 3rd Floor, Washington, D.C. 20059 Phone: (202) 238-2340". On the right, it says "Howard Giving to Howard Admissions".

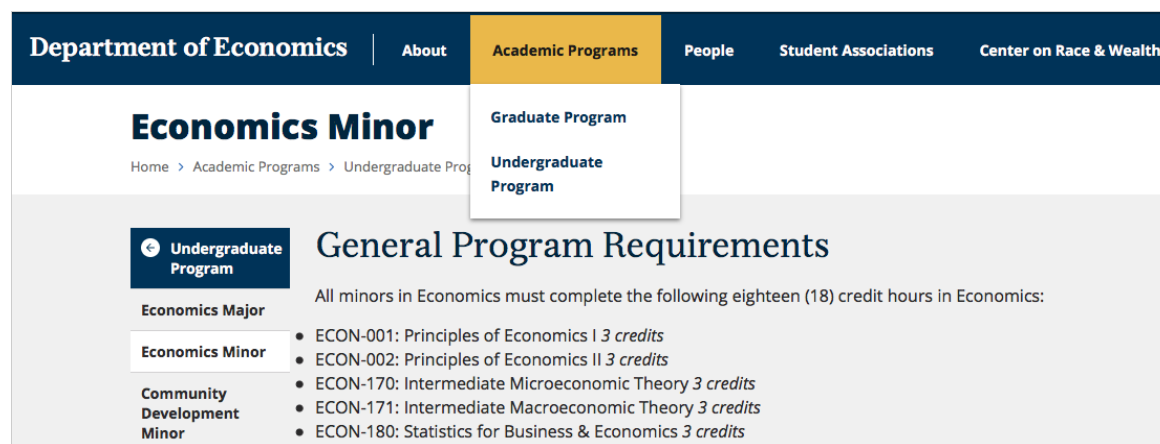
Callout	Display Text and Buttons on a Large Background Image	Select <i>Standard</i> or <i>Large Homepage Style</i> . Add a <i>Callout Title</i> and <i>Links</i> .
----------------	--	---



A callout widget example. It features a large background image of a man in a graduation gown with his arms crossed. Overlaid on the image is the text "Bison spirit." in a large, white serif font. Below the text are three yellow buttons with black text: "Engage.", "Visit.", and "Give.".

Menu Settings

Create relationships between your pages so that they're visible in menus and breadcrumb links.



For example, the *Economics Minor* is a “child” of the *Undergraduate Program* page.

Define that relationship in the right sidebar of each page.

- Check *Provide a menu link*.
- Select the *Parent item*.

This creates links that appear in the Main Menu and the left sidebar menu.

Breadcrumb links, located below the page title, should reflect the same Parent-Child relationship:

[Home](#) > [Academic Programs](#) > [Undergraduate Programs](#) > [Economics Minor](#)

Breadcrumbs are based on the *URL Alias* set to: *Generate automatic URL alias*.

If you update the *Parent item* or change the page *Name / Title*, the Breadcrumb may not display correctly.

- Uncheck *Generate automatic URL alias*.
- Delete the *URL Alias* in the field.
- Check *Generate automatic URL alias*.

A screenshot of a 'MENU SETTINGS' form. The 'MENU SETTINGS' section has a checked checkbox for 'Provide a menu link'. The 'Menu link title' field contains 'Economics Minor'. The 'Description' field is empty. The 'Parent item' dropdown menu is set to 'Undergraduate Program'. The 'Weight' field contains '-49'. Below this are three expandable sections: 'METATAGS', 'SIMPLE XML SITEMAP', and 'URL ALIAS'. The 'URL ALIAS' section is expanded, showing an unchecked checkbox for 'Uncheck this to create a custom alias below. Configure URL alias patterns.' and a checked checkbox for 'Generate automatic URL alias'. Below this, the 'URL alias' field contains the path '/academic-programs/undergraduate-program/economics-minor'.

Additional Resources

- **Website Speed Tests**

Determine how fast pages load on your site and identify any elements to optimize.

- <https://tools.pingdom.com/>
- <https://developers.google.com/speed/pagespeed/insights/>

- **Broken Links**

Check for links that don't load content on your website.

- <https://www.drlinkcheck.com/>