Website banner image guidelines

Image purpose
The images used for the One Stop website reflect the activities and environment experienced by University students, staff, and faculty on University of Minnesota’s Twin Cities.

The One Stop banner image highlights student engagement and achievement to

- Reflect its service role in support of the goals and values of the University.
- Portray a student body that is positive, energetic, and confident.
- Encourage balanced participation in all aspects of campus life.
- Visualize the campus setting as friendly and easy to navigate.
- Represent activities appropriate to the season

Image quality
Images will be used that have high graphic appeal with easily recognized subjects

Photographs will be selected for excellence in composition, color, exposure, and focus.

Ideally, one image will be selected that can be cropped to fit the 570 x 96 pixel dimension of the banner.

If two photos are combined, they should have a clear, easily recognizable meaning and relationship to each other.

Resources
The University’s image library is the main source of high quality, diverse images.

Photos will be adapted to the banner following University guidelines and best practices

Students will be consulted about the efficacy of banner images via surveys, usability testing, and focus groups.

University Image Library,

Selected images
The creative director for One Stop is responsible for creating at least three proofs of potential images to be used in the banner.

A schedule of proofs will be provided on a regular cycle to maintain banner images three-months in advance.

The director of One Stop Student Services and the information architect for the One Stop website will make a final determination of the images to be used.
APPENDIX A:

One Stop Web site role & values

Revised in 2007

A. Role of the One Stop Web site—“One Stop will provide help and comprehensive business-oriented information related to campus-based services.”

B. Communication values for the One Stop Web site
   a. Visibility based on relative importance
      i. Low scrolling
      ii. Logical pathways
      iii. Category-based navigation (rather than hierarchy-based)
      iv. Self-service applications (taking care of business) are a priority
   b. Consistent content (Language)
      i. Plain English
      ii. Shared tone, voice, consistent use of language
         1. 2nd person (“you”)
      iii. Accurate and timely
         1. Timestamp pages (last updated…)
   c. Comprehensive and complete
      i. Space in architecture for non ASR content if demanded by audience
      ii. Not competing with MyU Portal for “personalization”
   d. Fast and easy to use (and to maintain)
      i. Quick download times
      ii. Intuitive navigation
         1. Similar navigational patterns in each section and on each page
         2. Use consistent vocabulary across campus (be willing to compromise to forge a shared subject taxonomy.)
         3. Separate related (direct sub category) vs. associated information
      iii. Direct pathways to information
   e. Consistent look and feel
      i. Style guide or look and feel
   f. Context-based decisions (design decisions make sense for the content.)
   g. Graceful degradation: One Stop will be designed to function effectively on all possible browsers. We will not make extraordinary efforts to keep the look consistent on browsers that are little used or obsolete.
   h. Evaluate and base changes on evaluation