

# BEST PRACTICES FOR MANAGING YOUR UNIFR WEBSITE

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## 1. INTRODUCTION

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This in-depth course is intended for all webpublishers who have the task of creating or updating a UNIFR institutional website. It is the logical continuation of the *introductory course on the use of the MODX CMS*. The objective of the course is to provide webpublishers with a number of **recommendations and** best practices for the design of their website and the layout of their content. After this course, webpublishers will be able to:

- understand the essential rules of web publishing
- design a user-friendly navigation system
- compose intuitive and ergonomic web pages
- select relevant content adapted to their target audience

Participation in the in-depth course is **mandatory** for all UNIFR webpublishers.

WEBUNIFR refers to the grouping under a single identity of all UNIFR institutional sites. It is not only a **new graphic appearance** (*look and feel*) but also a **new philosophy** for a sustainable academic web. From this philosophy flow a number of rules and recommendations that will be explained in this course.

The project is based on four cardinal points:

1. user centered
2. content strategy
3. consistency and homogeneity
4. Integration

### 1.1 USER-CENTERED

User-centred design is about taking into account the needs and expectations of end users when designing a product. It is based on the idea that end-users are in the best position to evaluate and use a product and that its success lies in its ability to meet their needs and expectations.

The WEBUNIFR approach is user-centred. This means that the organization, form and content of websites depend on their needs and that particular emphasis is placed on the ergonomics and user-friendliness of the presentation.

**Implications for webpublishers:**

- **Adopt your users' point of view** to evaluate the relevance of your content, identify essential information, find the best formulations and the most appropriate format
- **Stay away from your organizational unit**, and always assume that users do not know your internal organization
- **Identify your target audience** to better understand their expectations. To help you, we have identified standard profiles (*personas*), and for each one, we have established a form corresponding to their needs and behaviours (See Personas Webunifr: <https://www3.unifr.ch/webunifr/doc>) Then check if your website is suitable for these *personas*.

### 1.2 CONTENT STRATEGY

There are more than 200 UNIFR websites, which are spread over several levels of information (central services, faculties, departments, institutes, chairs, research groups, etc.) In order for the user not to get lost in this multitude, WEBUNIFR presupposes a content strategy that aims at the complementarity of websites and seeks to avoid duplication and compartmentalization.

In addition, each Faculty has established rules for the distribution of information within the different levels of information.

On the other hand, WEBUNIFR sites are not intended to be used for internal communication or for sharing educational documents. Other platforms specially dedicated for this purpose (Switchdrive, Moodle, etc.) exist and can be used for this purpose.

#### Implications for webpublishers:

- Consider your website as **part of a larger whole** and not as a closed world
- **Visit** other UNIFR websites regularly and check your position
- Publish only information or documents **that come directly from** or are owned by **your unit**
- Do not include the contents of other units but **make links to** the source of the information (e. g. admission service) and check regularly the functioning of these links
- In case of doubt, **consult** your faculty's **web coordinator** or UNICOM service

### 1.3 CONSISTENCY AND HOMOGENEITY

WEBUNIFR aims to set up a coherent and homogeneous whole. This means that

1. the organization of content and
2. how to present them

obey **certain rules that are** common to all websites.

These rules, which will be explained throughout the course, mainly concern the structuring of navigation, the organisation of the home page, the layout of content and the use of colours.

Coherence and homogeneity benefit the user by producing a characteristic familiar environment that will help him/her in his/her orientation and search for information. In the WEBUNIFR approach, the emphasis is therefore on regularity and the use of proven models, rather than originality.

### 1.4 INTEGRATION

The WEBUNIFR approach aims to maximize synergies with other existing public data sources at UNIFR. Instead of reproducing these data on websites, mechanisms are proposed to **integrate** them directly. This includes data from the staff directory, the course programme, the central agenda and news.

## 2. DESIGNING NAVIGATION

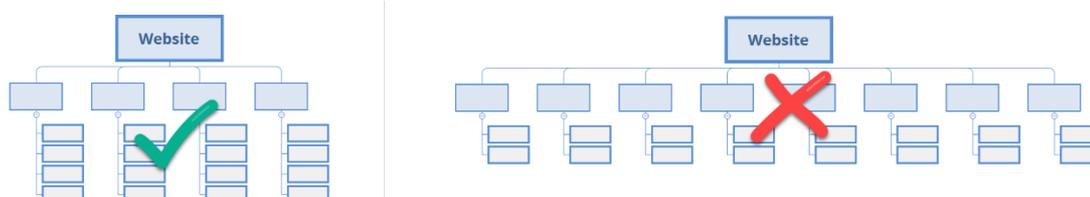
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A simple and easy-to-understand navigation structure is the cornerstone of a successful website. The navigation should allow the user to intuitively click through the site structure and quickly find what he is looking for. It should also provide an overview of your unit's business areas.

## 2.1 NAVIGATION LEVELS

The WEBUNIFR model allows you to display up to 4 levels of navigation. In practice, however, it is recommended not to exceed **3 levels**. Beyond that, navigation will be difficult to understand and may cause problems for mobile phone users.

Rather than multiplying the levels, it is better to adopt a **logical and balanced hierarchical order** by choosing the right groupings. It is therefore preferable to have 4 headings each containing 4 subpages, rather than 8 headings each with 2 subpages.



## 2.2 FIRST LEVEL CLEAR AND INTUITIVE

The first level of navigation must have a clear and intuitive structure, understandable to any user, even if they are not familiar with your field of activity. It should also reflect the main areas of activity of your unit.

To do this, the following rules must be observed:

- In principle 5 main categories (plus or minus 2)
- Favour **simple and generic terms** that are understandable to everyone (e.g. *Studies, Research, Services, Archives*, etc.)
- **Prohibit abbreviations** and acronyms
- **Avoid compound terms** that make navigation more difficult to read (e. g. *Research and publication, Research projects*); in this case, choose the most generic term
- Choose **contrasting and exclusive terms** and avoid juxtaposing terms that are too close or confusing (e.g. *Advice* vs. *Support*)
- Avoid juxtaposition of terms with **too different a level of precision** (e. g. *Studies* vs. *CAS in construction law*)

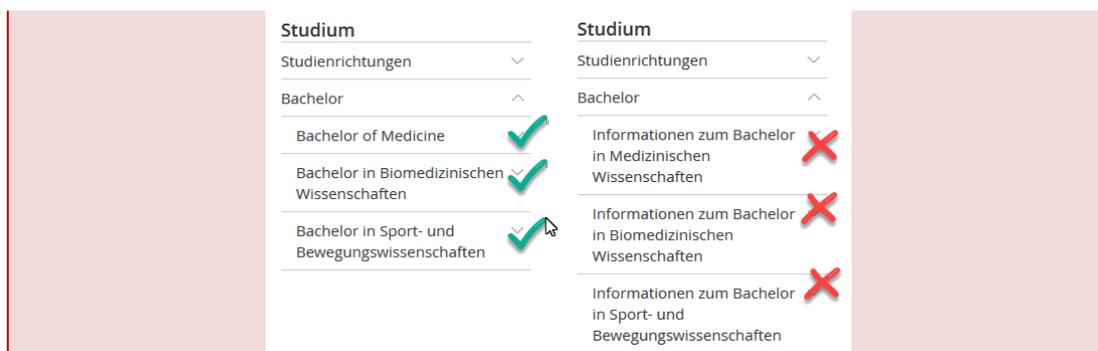
*In principle, the first level of navigation of each website was defined at the time of its design in accordance with your faculty's content strategy. **Do not modify this first level without prior consultation with the webmaster of your Faculty or the UNICOM service.***

## 2.3 TITLE OF THE PAGES

The way you call the pages of your website has a direct impact on the ergonomics and readability of the navigation, since it is the page titles that are used to generate it. Page titles are also important for the referencing of your site, since they will be used as criteria by search engines.

In addition to the rules set out above, it will therefore also be important to ensure that:

- Choose **meaningful and promising** securities (e.g. *Presentation of the mobility service* rather than *About us*)
- Choose titles that do not **exceed 2 lines** in the navigation



If the page title is too long, the **Title Menu** field allows you to enter a second shorter alternative title that will only be used in navigation.

The image shows a form with several fields. On the left side, there are four text input fields: 'Title\*' (containing 'Présentation du service de mobilité universitaire'), 'Long Title' (containing 'Département'), 'Description' (empty), and 'Summary (introtext)' (empty). On the right side, there are four more fields: 'Uses Template' (a dropdown menu set to 'Full'), 'Resource Alias' (containing 'presentation|'), 'Menu Title' (containing 'Présentation du service'), and 'Link Attributes' (empty). A red arrow points from the 'Title\*' field to the 'Menu Title' field.

### 3. CONTENT LAYOUT

By combining **layouts** and **content elements** (see introductory course), MODX offers endless possibilities to design your web pages, but not all of them can convince by their user-friendliness. Internet users are used to certain standards in terms of page structure and prefer regularity to originality. Web publishers must ensure this by setting up their content. This chapter and the following one are intended to explain some WEBUNIFR standards in terms of page layout and content layout.

#### 3.1 ANATOMY OF A PAGE

The anatomy of the WEBUNIFR pages is divided into four basic compositions that will constitute templates for most of your pages.

## STANDARD CONTENT PAGE (ONE-COLUMN)

### 1. A banner image

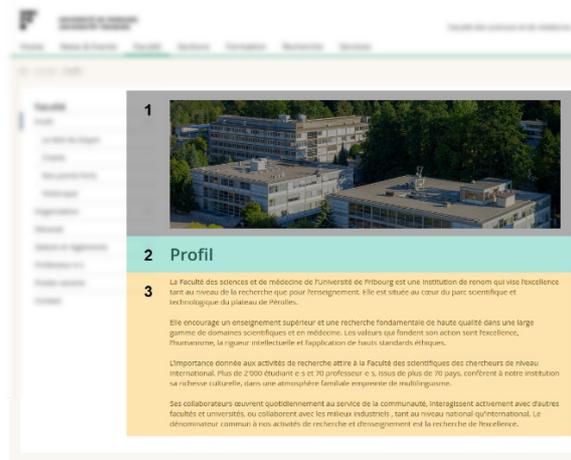
It serves as an illustration and makes the page more user-friendly. The use of a banner is nevertheless optional

### 2. A title

Each page must have a title. In principle, it is the same title as the page title, but it can be a longer version. The title must have the **size H2**

### 3. A text

As required, it will contain links and/or be divided into several parts separated by subtitles. The subtitles will be in **sizes H3 or H4**.



*The banner image is always placed before the title.*

## TWO-COLUMN CONTENT PAGE

A second configuration that is quite typical consists of a **two-column layout (2/3 + 1/3)**, with

- a large column for the **main content**
- a side column to accommodate **accessory content**.

### 1. A banner image

optional

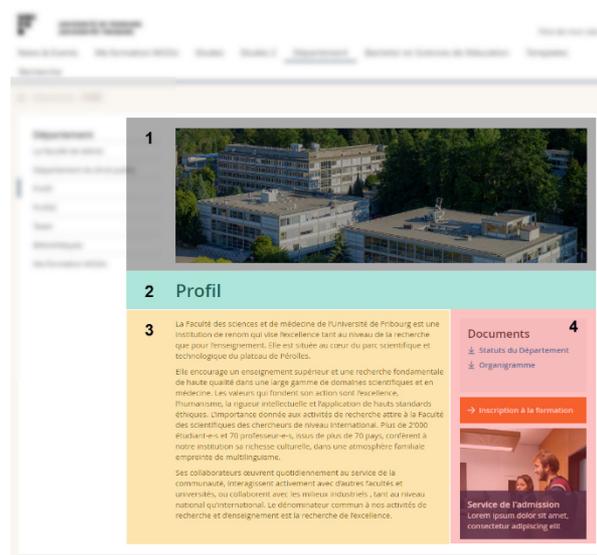
### 2. A title

Size H2

### 3. A text

### 4. Ancillary content

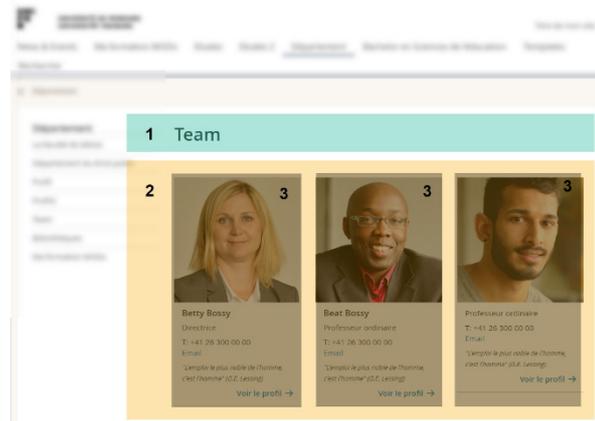
Downloadable documents, links, calls to action, contact information, etc.



## TEAM PAGE

This composition is suitable for presenting lists of people, with their contact details and/or photos.

1. **A title**  
Size H2
2. **A Layout on 3 columns**  
which can be iterated several times down depending on the number of people to be displayed
3. **A box for each person**  
with a brief description and possibly a link to a detailed profile

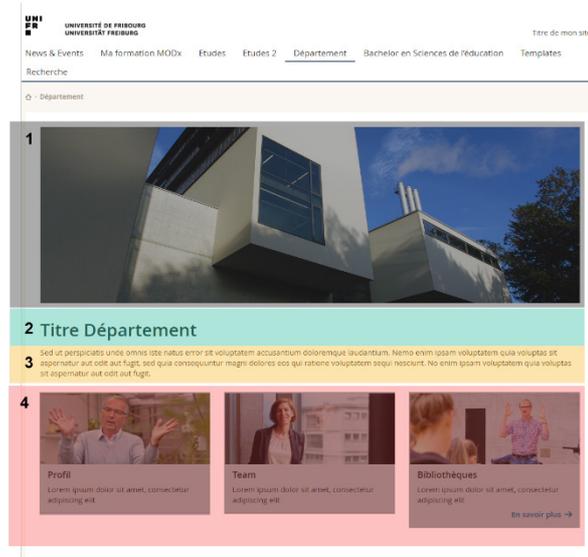


## LANDING PAGE

This composition is especially suitable for the **entry pages of the first level navigation topics that are** used to present the contents of the subpages.

See below under "**Creating a landing page**".

1. **A banner image**  
optional
2. **A title**  
Size H2
3. **A Text**  
Obviously short on a landing page
4. **A Layout on 3 or 4 columns**  
which can be iterated several times down depending on the number of subpages to be displayed
5. **A box for each subpage**  
with a brief description and link to the subpage



### 3.2 USE OF CONTENT TEMPLATES

*Content Block Templates* are **prebuilt layouts of Layouts** (columns) and content elements. They allow to quickly build a page while respecting the WEBUNIFR standards.

MODX provides 4 content templates:



#### Landing 1

Used to quickly create a **landing page**



#### Standard page 1

Can be used to quickly create a **page with two columns of content**



#### Standard page 2

Used to quickly create a **page content on a single column.**



#### Team

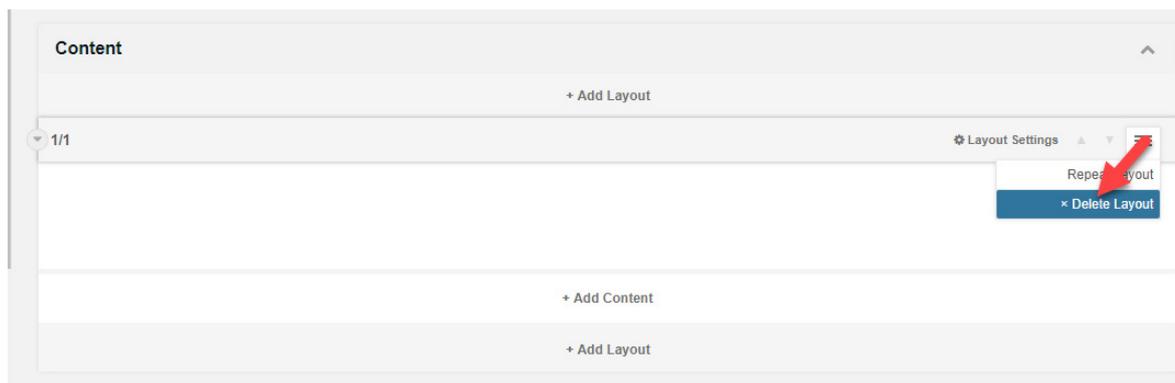
Used to quickly create a **team page.**

To apply a Content Template to a page, proceed as follows.

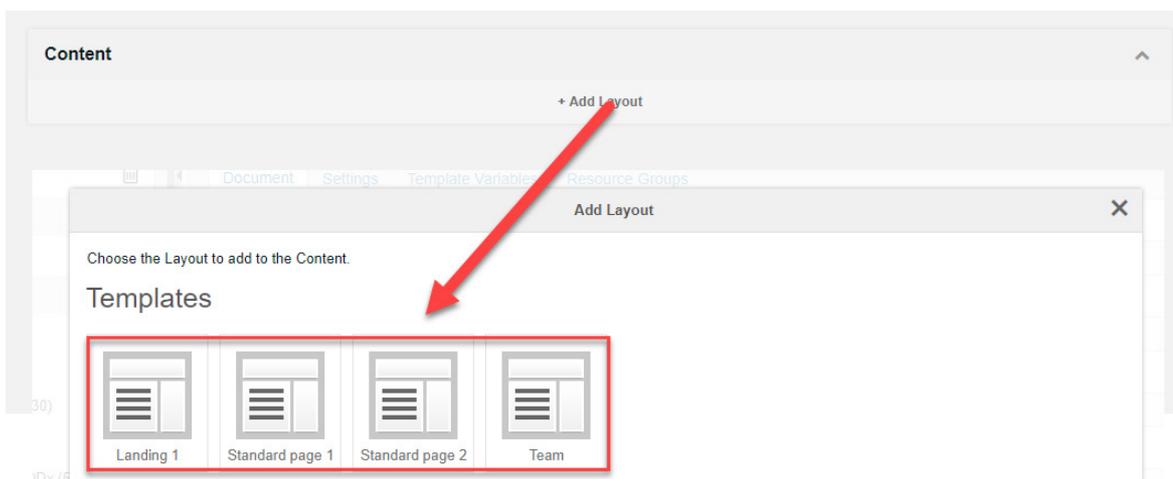
Create a **new blank page** in the site tree structure. Select the *Sidebar* or *Full page template* **according to the** desired basic framework (see the *introductory course to the MODX CMS*)

The newly created page contains a default Layout (Layout 1/1). It is **essential to empty the entire page**, including the default layout, in order to apply a content template.

To do this, open the drop-down menu to the right of the Layout and select **Delete Layout**.



Then click on **+Add Layout** and **select** the desired content template from the list of **Templates**.



The page is then filled with a preconfigured layout of Layouts and content elements. Simply replace the default content with your texts and delete any content elements you do not need.

*To design your new web pages, always use content templates. This will make you much faster and more efficient and ensure that you comply with WEBUNIFR standards.*

### 3.3 ADVANCED LAYOUTS

The page templates described above and the use of content templates will cover most layout needs. For **more specific needs**, more complex layouts can exceptionally be developed using the *Layouts* provided by MODX. See in this regard the *introductory course to the MODX CMS*.

However, when preparing complex layouts, a few rules must be observed.

- Always place a **banner image** (optional) followed immediately by an **H2 title in the** first position; a page cannot start with untitled text or other content element
- Always place **the banner image** in one 1/1 layout **and the title** in another 1/1 layout
- Use a **maximum of 3 columns** horizontally; beyond 3 columns, adverse effects may occur
- Focus on **simplicity** (*Less is more!*): a layout that is too complex will affect the readability of content
- Favour **regularity**: pages of the same type must have the same layout; diversity will confuse users

#### Exercise 1

- *In the Services section of the demo site, create 3 new subpages and assign a predefined content template to each page.*

## 4. USER-FRIENDLY AND ERGONOMIC LAYOUTS

This chapter sets out some general rules and tools for a user-friendly layout of content on your web pages.

## 4.1 PREFER SIMPLE PAGES

Always keep in mind that most Internet users never read a web page in its entirety but content themselves with a **transversal reading** or a **visual overview in** search of the content that really interests them. Sober, easy-to-read pages with content that goes to the heart of the matter will make it easier to read across the board.

The following tips make it **easier to read across the board**:

- **Avoid long introductory texts**  
and go directly to the important essential information
- **Short but explicit title**  
Choose a title that clearly and immediately indicates the topics covered on your web page.
- **Use subtitles (H3, H4)**  
Divide long content into several parts, identified by talking subtitles
- **Mark important words in bold**  
keywords that are essential to understand a text should be in bold

See also our **writing recommendations for the web** on this subject. (Online documentation <https://www3.unifr.ch/webunifr/doc>)

If you have more complex information to publish, then you must ensure that you **gradually bring the user to complexity**:

- **Spread the information over several pages**  
Create an introductory page and place the complex information in subpages (1 page = 1 idea)
- **Propose documents to download**  
Longer texts or texts requiring a complex layout (tables, matrices) as well as regulations offering "only" detailed information should be available for download in PDF format
- **Use on-demand display mechanisms**  
See below Accordions and Tabs

## 4.2 ENHANCEMENT OF CONTENT

To highlight certain important information in a page and thus allow a transversal reading, MODX provides several elements of content.



### Box 1 - Infobox

Used to add a colored background to a text and visually distinguish it within the page. Used only for short information, but not for long texts. To be placed mainly in the column of accessory contents.

sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Document importants

- Plan d'études
- Programme des cours

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis



### Box 7 - Panel box

Used to highlight a message or create a warning in a content page.

Conditions d'admission

- Maturité gymnasiale  
ou
- Maturité professionnelle ou spécialisée  
+ Certificat d'examen complémentaire de la Commission suisse de maturité (passerelle)  
ou
- Bachelor d'une université, haute école spécialisée (HES) ou haute école pédagogique (HEP)

## 4.3 ACCORDIONS AND TABS

To structure complex information within a page without compromising a good overview, MODX provides two content elements:



### Element - Accordion

The accordion is used to stack a series of secondary information that is hidden by default and can be viewed on demand.

Offre d'études

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Matière 1

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.

Je veux m'inscrire

→ Site web

→ Plan d'études

🔗 Voir la fiche complète

Matière 2

Matière 3



### Element - Tabs

Tabs are used to distribute content across **multiple tabs** or to present content in a matrix format.

Programmes doctoraux    Formalités    Inscription

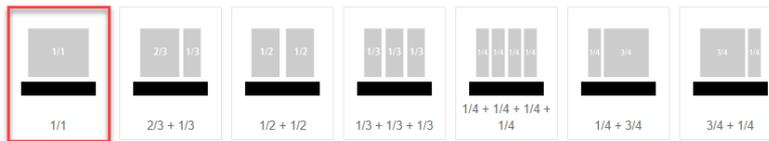
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non.

To add an accordion to a page, click on **+ Add Content**, then select the **Accordion** element.



The system immediately suggests that you then choose a **layout**. Indeed, each flap of the accordion can be formatted using columns. In most cases, choose **layout 1/1**.

## Layouts



Each part of the accordion is designed as a separate content area. It is therefore necessary to add one or more elements of content. In principle, it is sufficient to add a **Rich Text** element to it.



Three specific properties are available for each flap (item) of the accordion:

- **Salt** (optional): To make your Item unique (only relevant if you have several accordions on a page)
- **Idalias** (optional): by indicating an identifier at this point, you can then call the page with a particular item pre-opened: `urldemapage#idalias`
- **State**: to define the initial state of an accordion element when opening the page (default *Closed*)

To add tabs to a page, click **+ Add Content**, then select the **Tabs** item.



The procedure is then similar to that of creating an accordion.

The tabs are particularly suitable for **reorganizing your information without tables**. Indeed, HTML tables are not welcome in the *responsive* web environment.

Here is an example of reorganizing information from a traditional table....

Activity	Morning	Afternoon
Rowing on the lake Don't forget the lifejacket	8:30 am to 11:30 am	
Grilling by the lake Don't forget the drink		1:30 pm to 4:00 pm

... with tabs.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ut. Nullam vitae lectus molestie, convallis orci ac, tincidunt nunc pellentesque nisi cursus. Nunc id erat ut ligula tempor bibere.



*Accordions and tabs provide a convenient way to structure complex information. However, they are intended to accommodate **secondary information** that requires an introduction. Thus a page cannot be composed only of an accordion but must at least include a main text.*

These two elements should also be used sparingly:

- **No accordions or nested tabs**  
(e. g. accordion inside an accordion)
- No accordions or tabs on the **home page**
- **Minimum column 2/3**  
(no accordions or tabs in a 1/3 or 1/4 column)

## 4.4 CALLS TO ACTION

A good ergonomic practice is to create calls to **action** (*call-to-action*), when you want to invite an Internet user to perform an action on a web page, such as :

- Download a document
- Register for a training course
- Switch from one page to another
- Subscribe to a subscription

In concrete terms, it is a matter of creating a button that is clearly visible and as explicit as possible. The interest is to make Internet users understand what they will discover by clicking on the button. Preferably, a verb with infinitive or imperative should be used rather than a noun.

A call to action will ideally be placed in the right-hand column of a page layout on two columns in a **2/3+1/3 layout**.

Click on **+Add Content** then add content element **Box 1**.



Write the wording of the text in such a way that it fits on a single line.

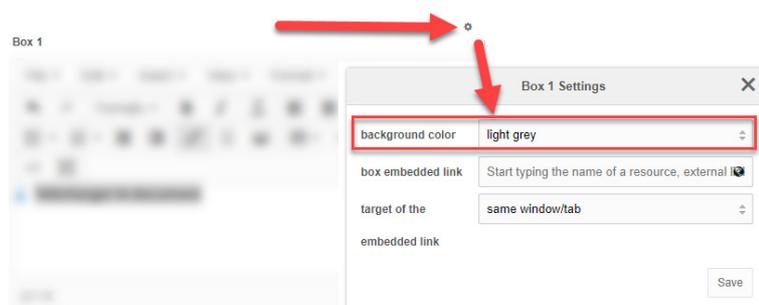
Create a link to the target page of the action using the text editor. Apply to the link a **class** corresponding to the desired graphic style.

The 'Insert link' dialog box contains the following fields:

- Url: #
- Search: (empty)
- Text to display: Télécharger le document
- Title: (empty)
- Target: None
- Class: Download

- Class => **Link or Inline link right after for** a link to an **internal page of** your site
- Class **External link** for a link to an **external page**
- Class **Download** for a link to a **document to download**

Open the **settings of** Box 1 and define a background color in the **background color** field.



For a **standard button** and limited contrast, use **light grey**:



↓ Télécharger le document

For a **strong contrast**, use the **color assigned to your faculty or simply brand**:



Lire la suite →

For **maximum contrast**, use **orange**:



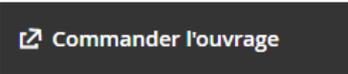
↓ Télécharger la brochure

For an action that leads to an **academic or administrative service**, use **central**:



→ Inscrivez-vous

For an action that leads to a **website external to UNIFR**, use **external**:



↗ Commander l'ouvrage

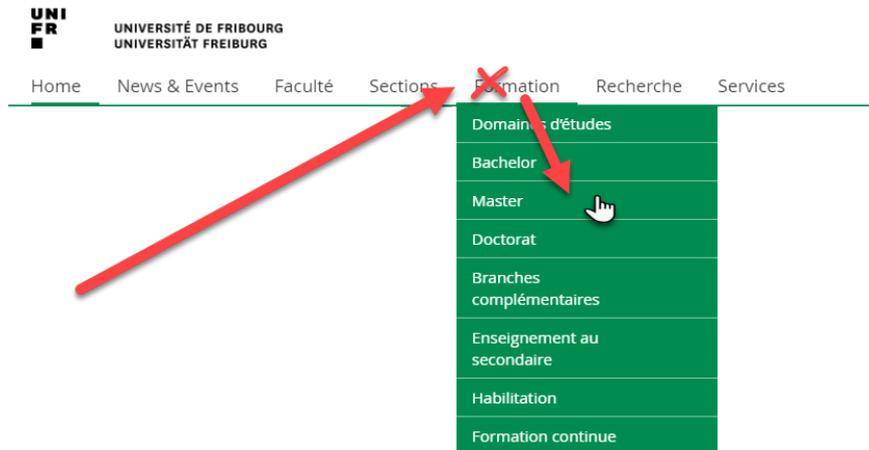
*In the WEBUNIFR environment, each Faculty has a reserved color. Do not use for your boxes the color reserved for another faculty, unless of course your button leads to a web page of that faculty.*

## 5. MANAGING TRANSITIONS

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An important aspect of the ergonomics of your website is the transition between pages, especially between the **top** and **bottom pages** of your site. To understand this importance, it is imperative to put yourself in the Internet user's shoes.

When browsing the main navigation tabs of your site, the user will probably click directly on a lower page (e. g. *Master*) that interests him without necessarily visiting the main page (e. g. *Training*) of your section. If you place essential information on the main page, it may never be viewed by your visitors.



There are two solutions to this problem:

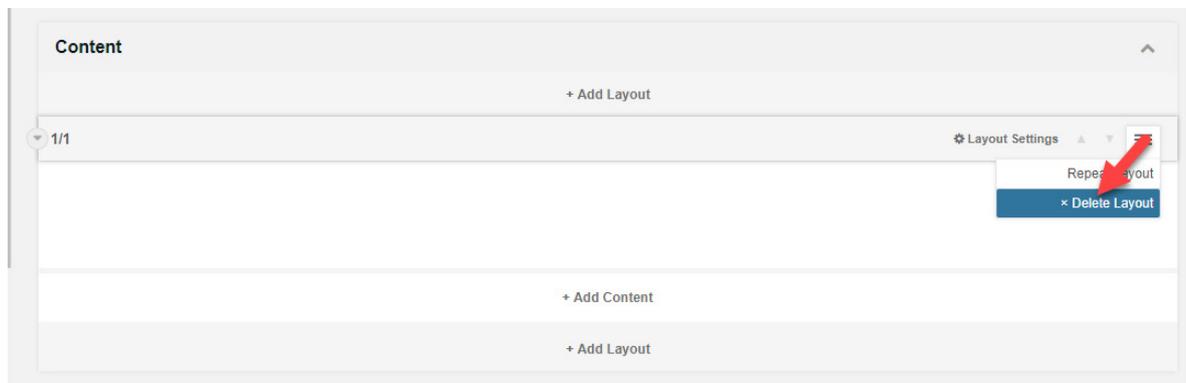
- Design the entry pages of the headings as **landing pages**
- Configure the entry pages of topics such as **weblinks**

## 5.1 CREATE A LANDING PAGE

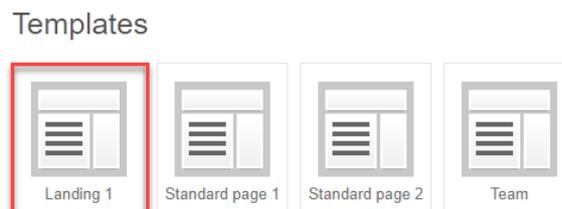
Landing pages, or *Landing Pages*, are pages that contain little or no content but only briefly present the contents of the subpages in the form of a "teaser".

To quickly create a Landing Page, MODX provides a content template.

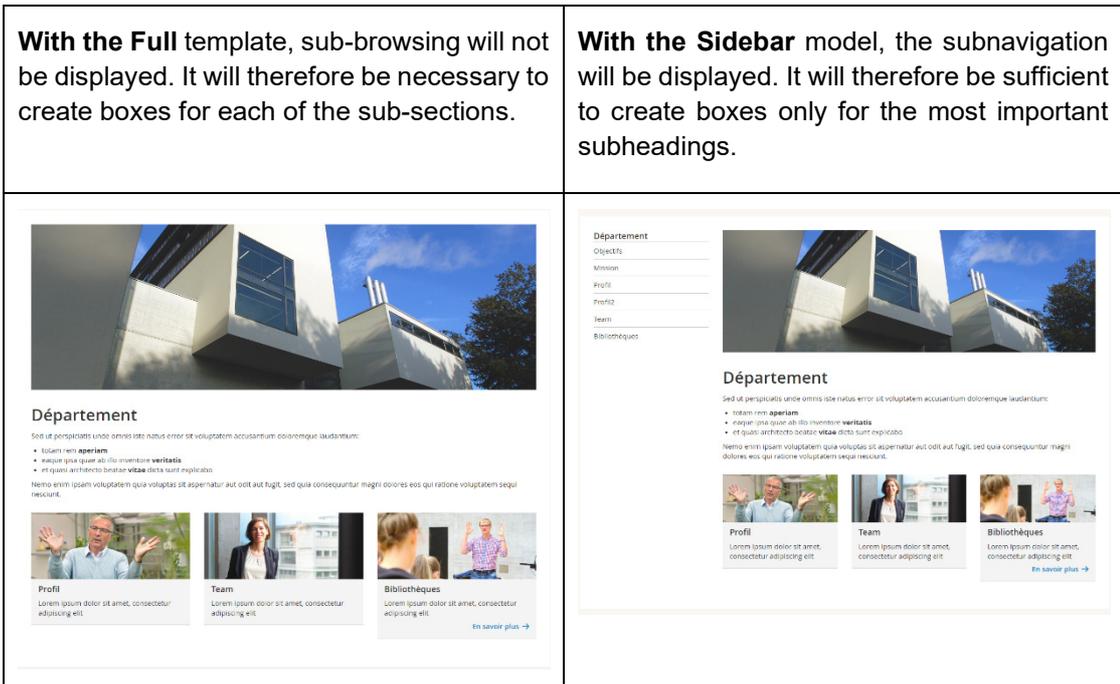
After **creating a new page** in the tree structure, you must first **empty the entire page**, including the default layout, before you can apply a content template to it.



Then click on **+Add Layout** and **select** the **Landing 1** content template from the list of Templates.



In the page properties, under the **Use Template** field, choose a page template between **Full** or **Sidebar**.



The presentation of the lower contents will be done with the help of *boxes*. The **Landing 1** template contains 3 default boxes. As many boxes as necessary can be added depending on the number of subpages to be presented.

*For a unified presentation of all landing pages, it is recommended to use only **Box 2** (with or without images).*



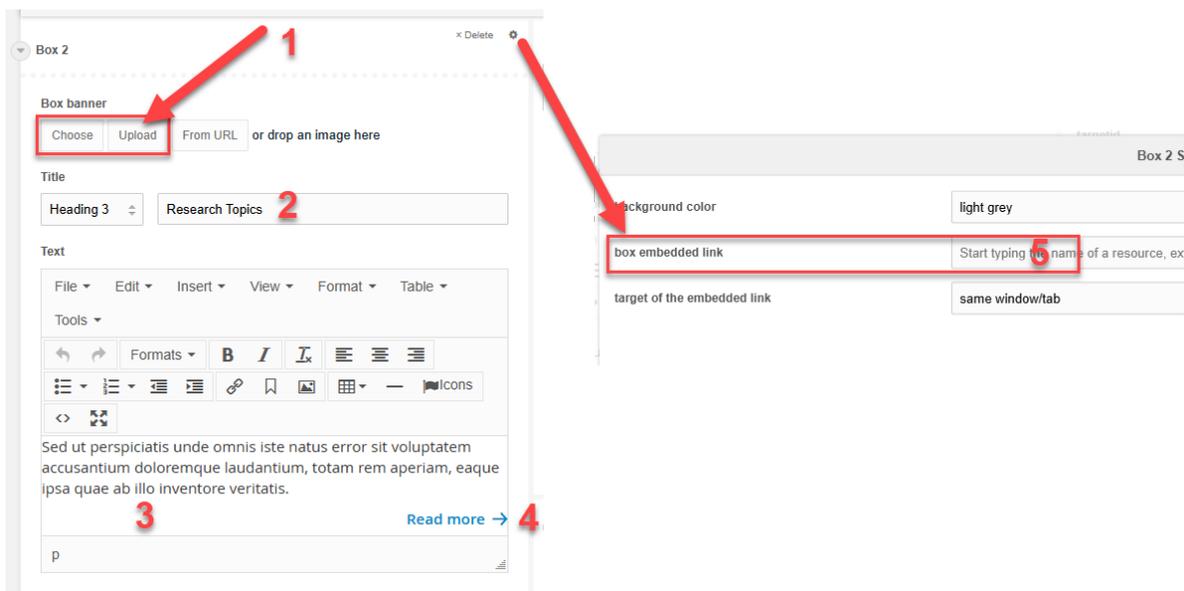
## 5.2 ANATOMY OF A BOX

A box usually consists of the following elements.

1. **An image** (optional)  
Preferably a pure photograph, no graphics, no overprinted text, no white background
2. **A title**
3. **A text** (optional)  
A short and punchy catchphrase text that does not exceed 2 or 3 lines
4. **A link to the subpage**  
With the link class **Inline link right after**



Let's look at how these elements are configured in the MODX **Box 1** content element.



1. Select an image from the CDN by clicking **Choose** or upload a new image from your workspace by clicking **Upload**. The image must be cropped to **800 x 335 pixels**.

2. For the **title of the box**, 3 sizes can be chosen

3. The **teaser text** will be entered in the text editor

To enter the **link** two options are possible:

4. Create a hyperlink via the text editor
5. Call the **settings of the** box and indicate the target page in the **box embedded link** field

*Using the **box embedded link** option, the whole box will be activated as a link. This option will be more ergonomic and appreciated by your smartphone users.*

6. When calling up the **settings of the** box, the **background color** field also allows you to define the background color of the box.

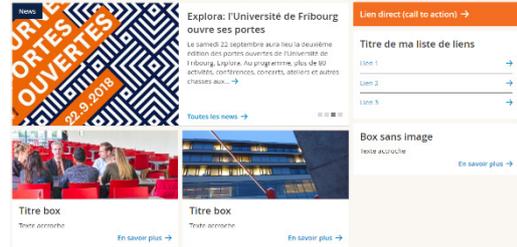
As **default color** choose **light grey**.



For a **strong contrast** or to highlight a particular box, use the **color assigned to your faculty or simply brand**



For the home page, choose **white**.



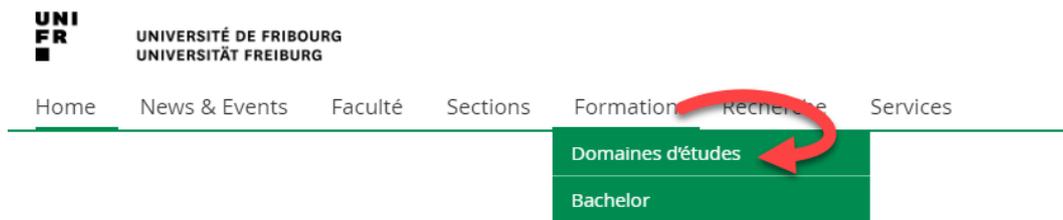
Some **common precautions** about boxes:

- Do not use the step boxes to **layout long texts**. We will then prefer the **Rich Text** element. The teaser text of a box should not exceed 3 lines.
- Use the **background colours** of the boxes with caution, favour the sobriety of grey. A page full of boxes with strong colors will look very aggressive

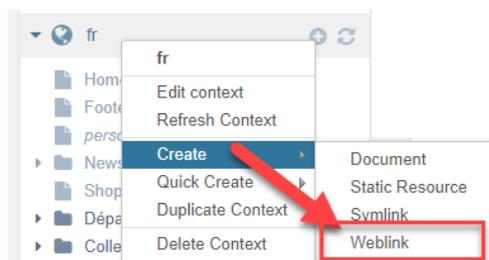
### 5.3 CREATE A WEBLINK

The Weblink is a special type of page. Instead of hosting your own content, a Weblink page will function as a **direct link** to another page in your tree structure.

The Weblink thus makes it possible to manage the transition between the main page of a heading and the first subpage immediately below it and thus constitutes an alternative to the creation of a landing page.



To **create a weblink** in the tree, place the mouse cursor on the top page in which the weblink is to be created. **Right click** and select **Create Weblink** →



It is also possible to transform a conventional page into a Weblink. To do this, go to the **Settings** tab on the page. Change the resource type from **Document** to **Weblink**.

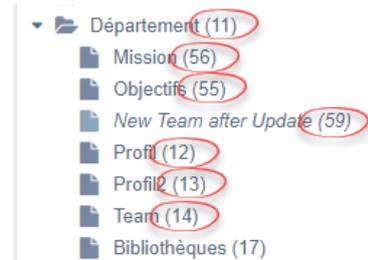
Parent Resource: [dropdown]  
Published On: [calendar icon] [input]  
Resource Type: **Weblink** [dropdown]  
Publish Date: [calendar icon] [input]  
Content Type: HTML [dropdown]  
Unpublish date: [calendar icon] [input]

Once this choice has been made, it is necessary to save the page.

Then return to the **Weblink** tab and indicate in the **Weblink** field the target of the link. This is the number of the target page.

Title\*  
Département  
Long title  
Description  
Summary (introtex)  
Weblink: 28

*MODX assigns to each page of your website a number that identifies it absolutely. This number is indicated in the tree structure in brackets.*



### Exercise 2

- Transform the **Services** page into a landing page.  
Link the boxes on this landing page with each of the subpages created in the previous exercise.

## 6. USE OF IMAGES AND VIDEOS

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### 6.1 CHOOSING THE RIGHT IMAGES

The WEBUNIFR models give a lot of importance to visual content. The images you place on your website do not only have an aesthetic role but also convey messages, **values** and **impressions of the** University of Fribourg. This is why a judicious choice of high quality images is important.

To illustrate your pages, several options are possible:

1. **Choose images from the CDN collection** made available centrally by UNIFR. You can freely use these images for your web pages.

<https://cdn.unifr.ch/images/>

*In the MODX Manager, CDN images are directly accessible and usable via the CDN directory of the file manager*

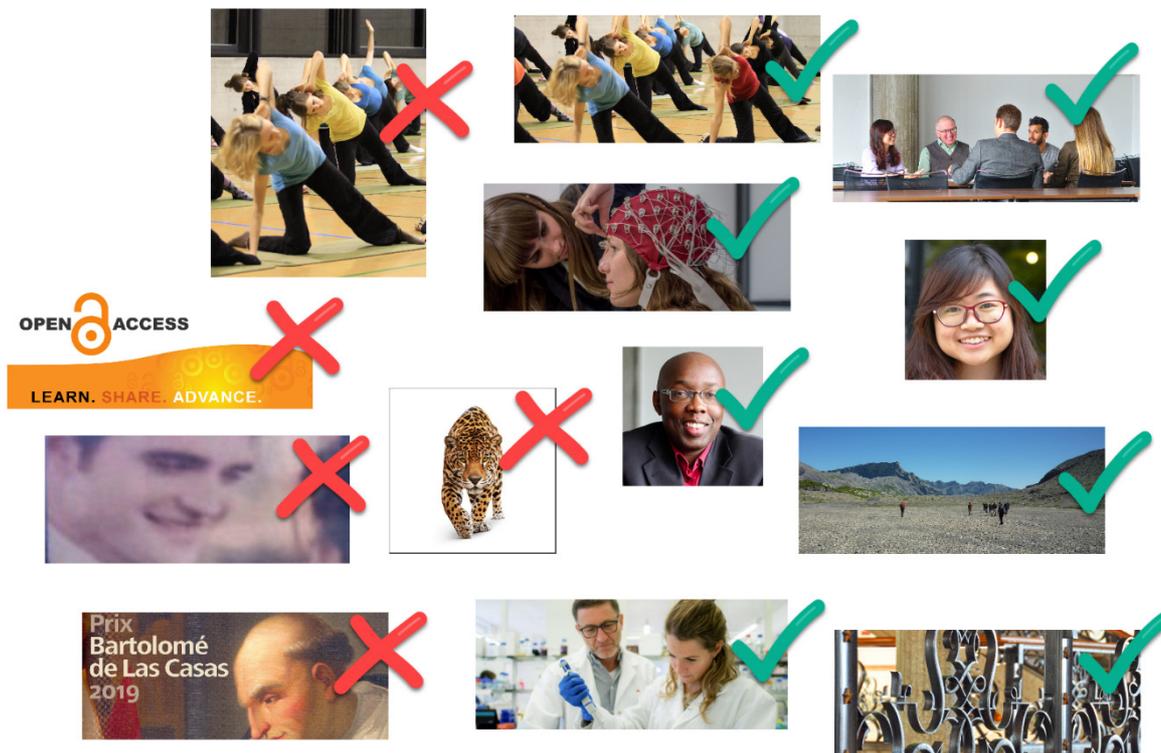
2. **Choose images from the UNIPIC Database**, which contains thousands of photographs illustrating events, buildings, and atmospheres at the University.

<https://unifr.canto.global/v/portal/>

*UNIPIC is freely accessible to the entire university community via self-service. You can search for images using keywords and filters and download them directly.*

3. **Use your own images**, provided they meet the following criteria:

- Focus on **photographs**
- Waive **low quality** images
- Focus on **horizontal** formats and topics
- No **overprinted texts** (for banners)
- No **graphics** (for banners)
- No **logos** (for banners)
- No **white background**
- Clarify the **copyright of** images



## 6.2 USE AND POSITIONING OF IMAGES

The WEBUNIFR models provide three types of use for images, with different positioning rules.



### The banner image (Banner Image Element)

It has above all an **aesthetic value** and can suggest a message related to the content of the page.

- Always place it in the **first position** in the page (before the title)
- Dimension **1600 x 670 pixels**
- Occupies **the entire page width** (Layout 1/1)
- No legend or description required
- Use only photographs, without overprinted text



 **The content image (Image Element)**

It has **editorial value** and may contain additional information not contained in the text (e. g. diagram, computer graphics, organization chart)

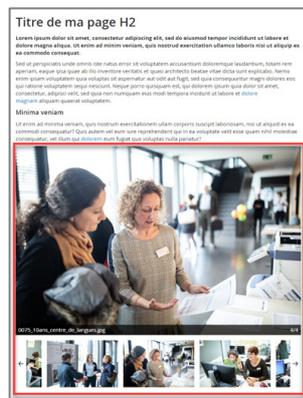
- To be placed **in or after the text**
- Recommended **horizontal format**
- The image keeps the **proportionality of the original image**
- May require a **legend** or description
- Graphic OK, white background OK OK
- Can be made clickable to lead to other content



 **Image galleries (Gallery Element 1, 2 3 or 4)**

It allows you to scroll through several images with an editorial value

- To be placed **in or after the text**
- Recommended **horizontal format**
- It is recommended to cut **all images to the same size**



*WEBUNIFR models do not provide for the alignment of small images to the left or right of a text. This is an old practice that no longer meets current standards and is a problem for smartphone users.*



**6.3 VIDEO INTEGRATION**

It is possible to integrate videos into your web pages using the **Video URL** content element provided by MODX.



On the other hand, video files cannot be stored directly in the file directory of your we site, as the web server is not optimized for streaming (insufficient bandwidth).

To integrate a video on your website, it is therefore necessary to publish this video beforehand on one of the following **streaming platforms**:

- **Youtube** (you must create and manage your own account)
- **Vimeo** (you must create and manage your own account)
- **SwitchTube**, the video platform of the Swiss academic world

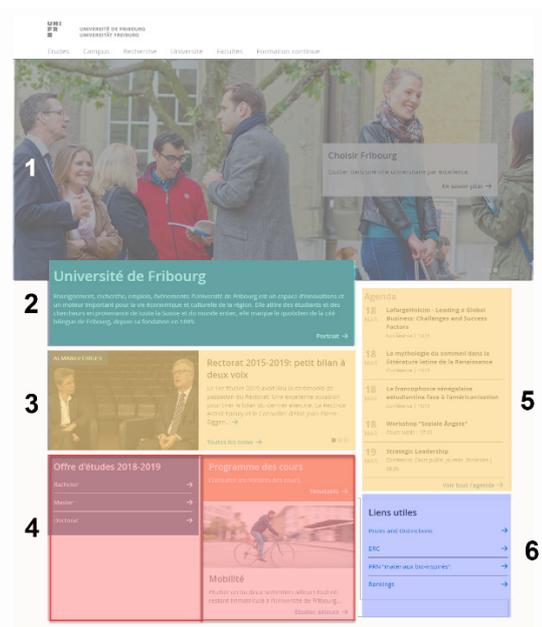
- No videos directly on the **home page**  
(prefer a box that leads to a subpage where the video is located)
- No video in a **column less than 2/3**

## 7. MANAGING THE HOME PAGE

The home page is different in many ways from all the other pages on your site. At the formal level, it has a very specific structure and layout. In terms of content, it also obeys specific rules: it does not have its own content but refers to content found elsewhere on your site.

### 7.1 ANATOMY OF THE HOME PAGE

1. **The promotion area** allows you to highlight specific features of your offer or to promote current events. Each message associates a banner with a teaser text. You can scroll through several messages in succession.
2. **The title box** identifies your website. The identity of your unit is spelled out in full, followed by a bracketed text that may lead to a more detailed description.
3. **The news carousel** (optional) allows you to scroll through news from your news channel. It is connected to the UNIFR news manager.
4. **Content boxes are used to highlight** important content or services on your website. The boxes must be arranged on **two columns of equal width**.
5. **The agenda** (optional) allows you to display all upcoming events in your calendar. It is connected to the UNIFR event manager.
6. **The right column** (optional) can accommodate other secondary promotional elements such as calls to action or important links. It is used if necessary to rebalance the content box area.



## 7.2 CONTENT OF THE HOME PAGE

The home page does not contain any of your own content, but consists only of references to content that exists elsewhere on your site.

The following elements are **therefore typically found** on the home page:

- one or more banners in the promotion area (image + teaser text)
- a title box (title + introductory text of 2 or 3 lines)
- a news carousel
- promotion boxes (title + short text + link to internal content)
- an agenda
- calls for action
- one or more link boxes

On the other hand, **we will not find it there**:

- pure text elements and/or long texts
- accordions or tabs
- image galleries
- PDF documents
- videos

In addition, the following technical instructions must be observed:

- Banner image size: **1600 x 670 pixels**
- No overprinted text or graphics for banners
- Image size for boxes: **800 x 335 pixels** (or 1600 x 670)
- For promotional boxes, prefer **Box 2** with **white background**
- Respect the **existing layout**, do not add or remove Layouts

## 7.3 NEWS AND AGENDA MANAGEMENT

The news carousel and the homepage agenda are connected to **external information flows** through which they are automatically supplied. The management of news and events in the agenda does not take place in the MODX CMS but in **separate modules**:

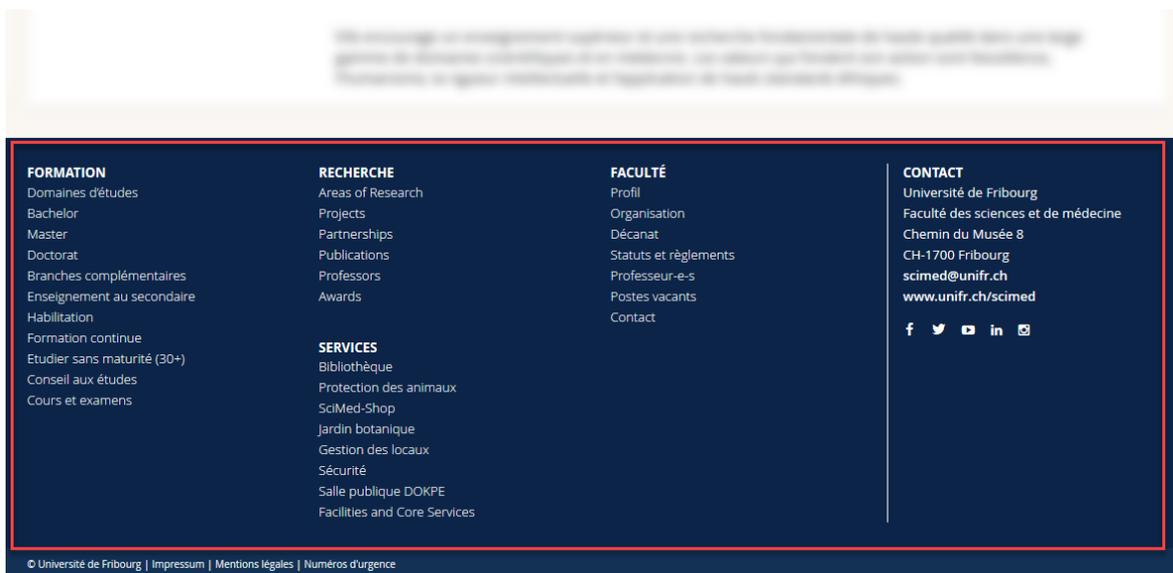
News module: <http://www.unifr.ch/webnews/manager>

Agenda module: <http://agenda.unifr.ch/manager/>

There is a user manual for each module. Special training is also provided in this regard. See the online documentation [www.unifr.ch/unicom/fr/web/doc/](http://www.unifr.ch/unicom/fr/web/doc/)

## 7.4 FOOTER EDITION

The **Footer** is the block that appears at the bottom of each of your pages.



It contains in principle a **repetition of the tree structure** of your site and contact details on the right. The footer is systematically displayed on all pages of your site with the same content.

If you want to customize this block you will find it in your tree structure for each linguistic context. This is a page called **Footer**:



A special **layout** is available for the footer.



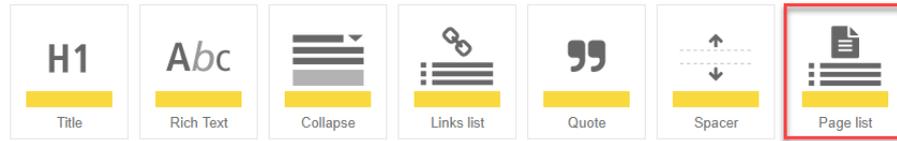
This **Footer** layout creates four columns that make up the footer. The first three columns are available for adding content. The fourth column is reserved for contact information.

It is recommended to use the footer only to **replicate parts of your tree structure**. To do this, we will use the content element **Page list**.

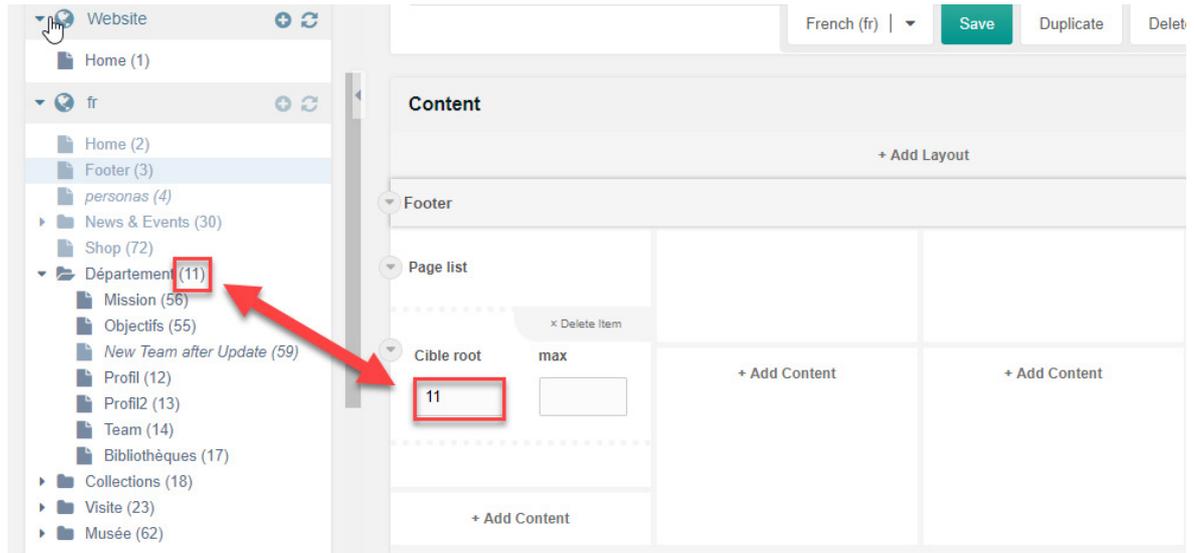
Please select the type of content to insert into the layout. Hover over the name to check a longer description.

## Standard

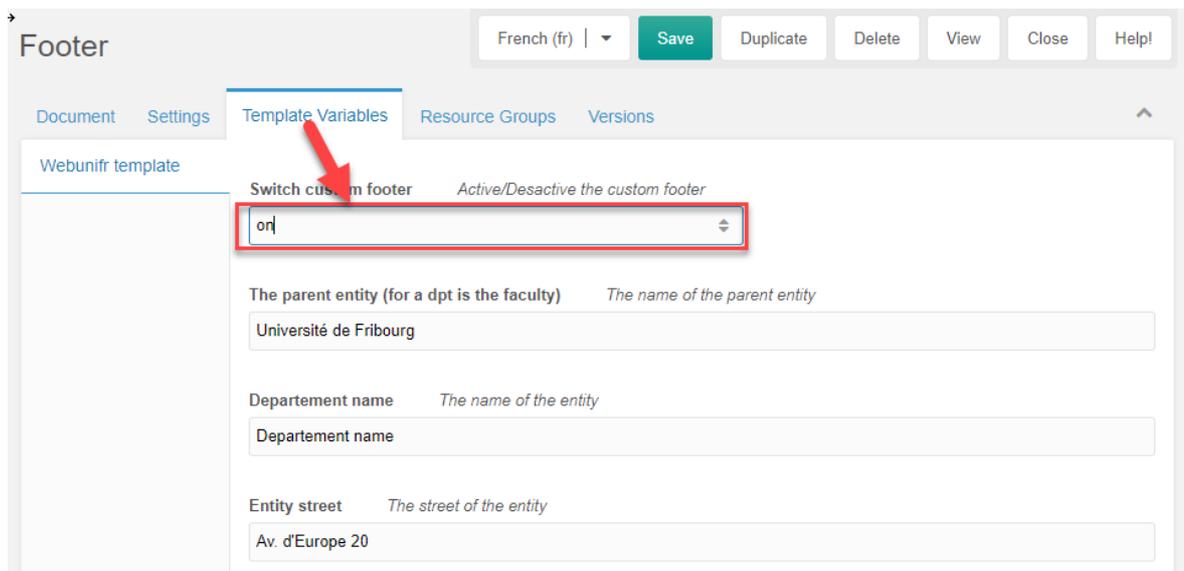
Here you find the standard element that you need



**The Page list** block asks you to specify the **root Target** number that corresponds to the root from which you want to replicate a tree structure, and the maximum number of entries that should be listed.



To customize the **contact information** automatically placed in the last column of the Footer, go to the **Variables Template** tab of your footer page, change the **Switch custom footer** setting to **on** and adjust the contact fields to your organizational unit.



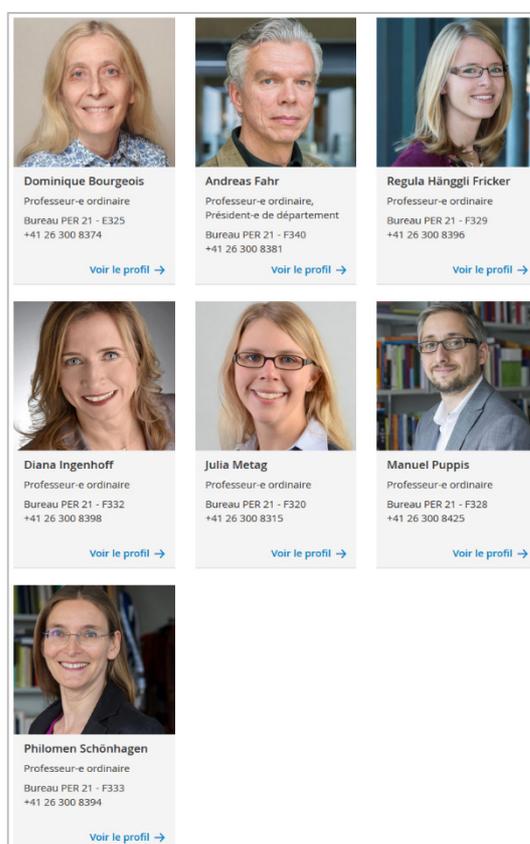
*If your changes are not displayed, clear the MODX cache.*

## 8. INTEGRATE EXTERNAL DATA SOURCES

The WEBUNIFR approach aims to maximize synergies with other existing public data sources at UNIFR. Instead of reproducing these data on websites, mechanisms are proposed to **integrate** them directly. This mainly concerns data from the **staff directory**, the **course programme**, the central agenda and news (see previous chapter).

### 8.1 DIRECTORY DATA

The MODX **Directory view** content element allows you to generate lists of people in websites from data contained in the University Staff Directory ([www.unifr.ch/directory](http://www.unifr.ch/directory)) This module makes it possible to retrieve not only the administrative data of individuals (name, position, address, telephone, etc.) but also the photo and personal information (attendance hours, skills, biography, publications) entered by employees in their personal profile.



*For the use and configuration of the Directory View module, please refer to the [separate operating instructions](#). See online documentation <https://www3.unifr.ch/webunifr/doc>*

The personal data displayed by *Directory view* comes exclusively from the University directory ([www.unifr.ch/directory](http://www.unifr.ch/directory)). There are two types of data:

**The administrative data** (function, unit, telephone numbers, office) come from the Personnel Department.

**The personal profile data** (photo, hours of attendance, skills, biography, list of publications) can be completed and modified at any time by each University collaborator via the [my.unifr.ch](https://my.unifr.ch) portal.

With Directory view it is possible to display **lists of collaborators of the University**. These are therefore exclusively people who have a **current employment contract with the University of Fribourg**.

This includes:

- Academic staff (professors, assistants, lecturers)
- Administrative staff
- Third parties or external collaborators
- Researchers with a workload
- Students, doctoral students and postdocs with a workload

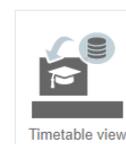
This excludes:

- Students or researchers without a workload
- Former collaborators
- Emeritus professors

*It is therefore not possible to display **student lists** with Directory view. This restriction is due in particular to **data protection**. The University is not entitled to publish the names of students on its websites unless they have given their explicit consent to this publication.*

## 8.2 COURSE PROGRAM DATA

**The Timetable view** content element allows course lists to be displayed on websites based on data contained in the University's official course program ([www.unifr.ch/timetable](https://www.unifr.ch/timetable)). This module retrieves all the essential data of the courses: course name, calendar, teacher, language, ECTS credits, detailed description...



BACHELOR   SA-2018, SP-2019   5620.049 Droit civil I Fountoulakis Mäsch Christiana	Français
BACHELOR   SA-2018, SP-2019   5630.031 Droit international public/Droit constitutionnel européen Besson Samantha	Français
BACHELOR   SA-2018, SP-2019   5640.009 Droit pénal I Queloz Nicolas	Français
BACHELOR   SA-2018, SP-2019   5650.019 Droit public I Dubey Jacques, Previtali Adriano	Français

*For the use and configuration of the Timetable View module, please refer to the **separate operating instructions**. See online documentation <https://www3.unifr.ch/webunifr/doc>*

The course data posted by *Timetable view* comes exclusively from the University's official course program ([www.unifr.ch/timetable](http://www.unifr.ch/timetable)). As a webpublisher of a website, you cannot modify them yourself.

Course data are administered via the **GEFRI management interface** (<https://admin.unifr.ch/gefri/>). Only authorised persons within the different units may update these data.

### 8.3 EDUCATIONAL OR PROTECTED RESOURCES

Your institutional website at UNIFR is a communication and marketing tool. It is not intended to be used to publish educational or internal resources. There is no mechanism in place to protect access to these resources.

UNIFR's educational platform is **Moodle**. The latter has modern and efficient functionalities for the provision of educational resources (restricted access, document sharing, discussion and evaluation tools, etc.) and is perfectly suited for the publication of documents such as:

- Course or seminar materials
- Course Bibliographies
- Student work or presentations
- Questionnaires
- Educational videos

*Access to the Moodle platform: <https://moodle.unifr.ch>*

### Final exercise

- *With the documents in the public folder /exercise, create and arrange a web page that will be in line with the spirit of the WebUnifr project and take into account the guidelines and recommendations set out during the course.*

To conclude, here are 4 golden rules for managing your Unifr website:

1. **Getting to the point**; giving up unimportant content or relegating it to documents
2. Focus on **simplicity** and **regularity of** presentation
3. Use MODX **content templates** to create new pages
4. Respect the **structure of the home page**

## 9. ANCILLARY DOCUMENTS

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**MODX Lexicon:** Reference guide for the use of MODX content elements

**Campusviews MODX:** how to display lists of people and courses

**News & agenda modules:** how to use the management modules

**Writing recommendations for the web:** a practical guide for web publishers

**Personas WebUnifr:** checklist to identify and understand your target audience

To download the documents: [www.unifr.ch/unicom/fr/web/doc/](http://www.unifr.ch/unicom/fr/web/doc/)