



UNIVERSITÄT
BAYREUTH

Checklist: Preparations for the creation of new websites on CMS Fiona

Central Online Editorial Office, Press, Marketing & Communications of the University of Bayreuth



Checklist: Preparations for the creation of new websites



- ✓ **Fixing aims:** What is the purpose of the website? Public relations? Information?
- ✓ **Setting menu structure** (e.g. homepage, research, teaching, team, contact, dates, etc.) define possible sub-pages: e.g. research as a main menu item, research projects and publications as sub-items. Please keep sub-pages to a minimum!
- ✓ **Lists of publications:** Enter your publications in ERef: <https://eref.unibayreuth.de/>
See instructions: <https://eref.uni-bayreuth.de/help>. They can be automatically mirrored on your website
- ✓ **For courses:** Please enter your courses in CAMPUSOnline: <https://campusonline.uni-bayreuth.de/ubto/webnav.ini>. They can be automatically mirrored on your website
- ✓ **Setting pictures:** On the Intranet, you will find (www.intranet.uni-bayreuth.de/de/allgemein/pmk) the link to an image database with photos for unrestricted use. You can also use your own photos. Please note the correct dimensions for integration into your website
 - **Portrait photos of staff:** 400 x 400 px; max.100 KB
 - **Slider and banner pictures:** 1100 x 440 px, max. 300 KB
 - The online editorial team will be happy to help you with the cutting and compressing of images
- ✓ **Setting language:** DE or EN or both? In order to avoid extra "post-maintenance", we recommend that text contained in the website is first finalized in one language, and then translated if necessary. If this is the case, an in-house translator can be called upon via the online editorial department.
- ✓ **Setting layouts:**
Examples of layouts for ...
 - ... homepage:
 1. With sliders & news box (including show/hide option)
www.klimatologie.uni-bayreuth.de/en
 2. With still image & news box:
www.spowi1.uni-bayreuth.de
 - ... team:
 1. tabular presentation + team page
www.lup.uni-bayreuth.de/de/team

2. Text-picture module + team pages:
www.retschi.uni-bayreuth.de/en/team_retschi

... research:

1. Brief project overview + detailed project pages
www.ethnologie.uni-bayreuth.de/de/forschung/forschungsprojekte
www.retschi.uni-bayreuth.de/en/research
2. Text + accordion module:
www.lup.uni-bayreuth.de/de/forschung
www.klimatologie.uni-bayreuth.de/en/research

... teaching:

1. Interface with CAMPUSonline:
www.ethnologie.uni-bayreuth.de/de/Lehre
2. Tabular presentation (maintained manually):
www.enders.uni-bayreuth.de/en/teaching
3. Bullet-point list (maintained manually) with link to CAMPUSonline:
www.proteindesign.uni-bayreuth.de/en/teaching

... news:

1. www.marketing.uni-bayreuth.de/de/news

... publications:

1. Presentation as interface with E-Ref, arranged by year (alternative presentation according to publication form is also possible)
www.marketing.uni-bayreuth.de/de/publikationen

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- ✓ **Setting content:** Once the structure has been determined, ideally a text document (e.g. in Word) is created. This is the basis for content and layout. Please mark the words that are to be linked. Please put external links in brackets.

Example: "In addition, the University of Bayreuth cooperates with the Virtual University of Bavaria (www.vhb.org/studierende/konzept), where students of the University can take courses".

Notes on the layout of texts

- **Be mindful of the suitability of texts for the internet:** Content that should only be accessible internally or, for example, only to students, must be restricted to the intranet or E-learning area.
- **Make sentences as short and succinct as possible.** Verbosity does not equate with seriousness, and only makes texts unnecessarily difficult to digest.
- **Clear layout:** In most cases, the people who visit your pages are looking for certain information. Help them to find it as quickly and easily as possible!
- **Use subheadings and bullet points** to structure texts and make them more accessible

- **Avoid slabs of text!** The reader should be able to see at a glance what the text is about and whether it is worth reading
 - **Do not list all the "special cases".** It will only confuse the readers. Use foreign words, technical terms, and abbreviations sparingly, or explain them! Active construction is better than passive construction.
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For detailed information on editorial work on CMS Fiona, please see the handout Project Group Templates (or. Faculty Templates), which can be found at www.intranet.uni-bayreuth.de/de/allgemein/pmk for downloading

As soon as the content is ready, the technical relaunch can begin. Please arrange a consultation appointment with the Central Online Editorial Office:

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or

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Please factor in at least one week for your website to go live.

Status: 04/2021