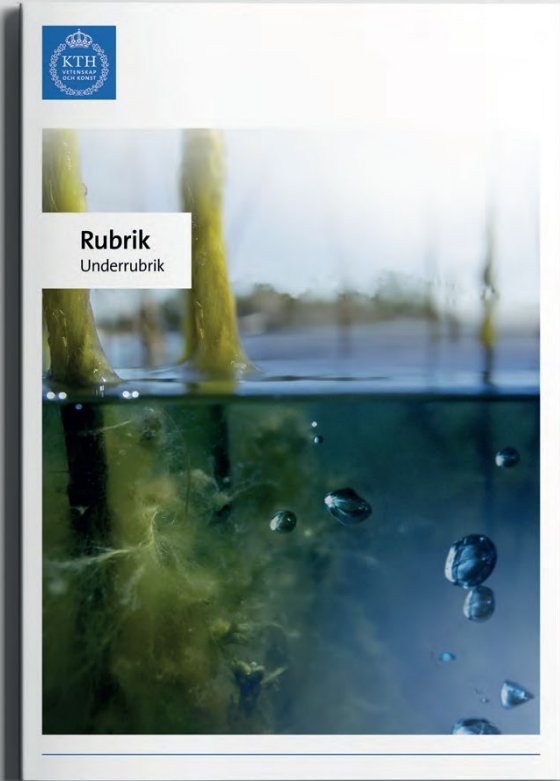




Editors network session #2

2020-05-07

Layout



Agenda

1. Expectations on the network 10 min
2. Accessibility: Latest info from Ulrika and status check – 45 min
3. Fika break 5 min
4. Presentation: Branding and layout at kth.se, by Ulrika Georgsson. 30 min
5. Workshop: Layout practice. 30 min
6. 15:00 Meeting ends.
7. Drop-in questions with Ulrika.



**Mute your
microphone**

Questions?
Speak out or
use the chat.

The network

What are your expectations
on the Editors' Network?

Go to [menti.com](https://www.menti.com) and enter
the code 98 36 52.

<https://www.mentimeter.com/s/d156b399d152266bb9b39b2ecfcaca5c/f6bb394914f9>

What are your expectations on the Editors' Network?



Accessibility

Accessible web content at ITM (intra)

Latest information:

- Canvas information updated (E-learning)
- Program websites in KTH Social – guidelines and collab with Study councellors.
- The webmasters' responsibility – also accessibility verifier.
- Training – Basic for all who produce documents for web. More advanced for Webmasters. Ulrika investigates.
- Films – Still unclear what tool to use.



Accessibility

1. What did I do so far?
2. What is left?
3. Questions to raise in this group?



Fika, 5 min



Branding and layout



Branding = consistency



Go

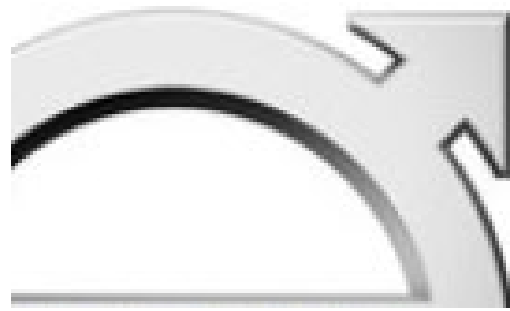


UNIVERSITY BIOLOGY

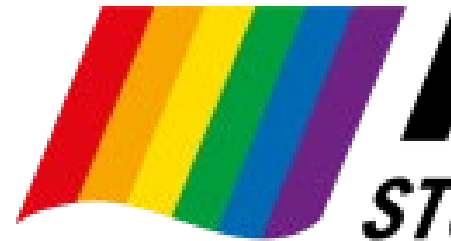
MEET THE UNIVERSITY



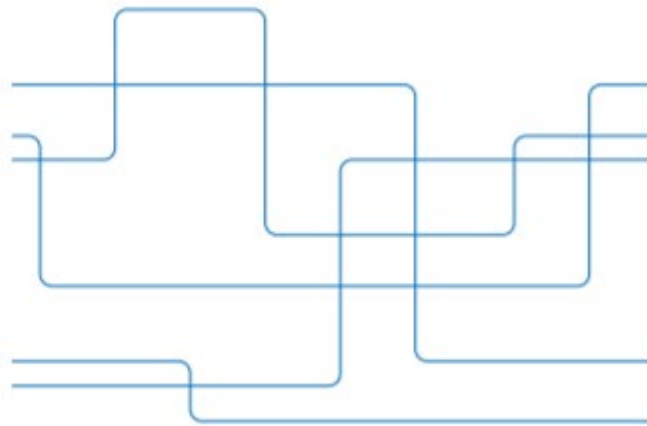
STUDENT
STAFF
PÅ SVENSKA







ABCDEFGHIJKLMOP
QRSTUVWXYZÅÄÖ
abcdefghijklmop
qrstuvwxyzåäö







Primärfärg

CMYK: 100, 55, 0, 0
RGB: 25 84 166
PANTONE: 2935 C

80%

40%

Sekundärfärger

CMYK: 70, 20, 0, 0
RGB:
PANTONE:

80%

40%

CMYK: 10, 80, 0, 0
RGB:
PANTONE:

80%

40%

CMYK: 40, 100, 0, 0
RGB:
PANTONE:

80%

40%

CMYK: 30, 25, 15, 50
RGB:
PANTONE:

80%

60%

40%



**UX = the user needs
in focus**

UX = the user needs in focus

Predictable



School of Industrial Engineering and Management

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KTH / ITM

< KTH

ITM

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Engineering and Management

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School of Industrial Management

Our core knowledge areas include industrial production development, materials development as well as industrial economics, organisation and management.

Introduction to the ITM School

Activities cover the engineering, technological and economic aspects. We are able to develop new products, material and production processes. Our main concerns technical management, financial profitability and sustainability.

Our research areas



Clean and simple

About the Department of Production Engineering

Welcome to the Department of Production Engineering, the ITM School's more industrial branch with focus on all aspects that support and enable production.

The three main units house a broad range of research and educational themes and IIP is at the forefront of sustainability, digitalisation and circular economic principles. A delve into the details of each unit will clearly detail such efforts and their links to both international R&D and education.

Our research

Our strength has built upon a long series of industrially applied methods (sub-batch principle, modular Function Deployment, DFAA, etc), highly successful European Commission projects (Success Story 2012, 2014, 2015) and our strong industrial ties.

[Read more about research at IIP](#)

Our education

Here at Production Engineering we will provide you with knowledge and skills within construction, development and operation of flexible industrial production systems and IT systems, to produce competitive products in a resource efficient manner. Central concepts are eg quality, "lean" processes, logistics, PDM / PLM and digital manufacturing plants.

[Read more about education at IIP](#)

Our organisation

The Department of Production Engineering has a board consisting of the Head of the Department, Unit Heads, the study principals and program directors.

[Contact the management team](#)

Feel free to contact any of our experts and we look forward to working with you soon!



Mauro Onori
Prefekt
onori@kth.se, +4687906637
[Profile](#)

UX = the user needs in phocus

Call to action



"Learning happens in the course of the experiment itself"

Esther Duffo, *The economist as a plumber*, 2017

Testbeds for increased innovation in the construction and real estate sector

The platform of testbeds are designed with flexibility and adaptability in mind. It is designed so as to be able to incorporate almost any product or service imaginable, and together with other solutions make one integrated real-life trial system.

Our value propositions

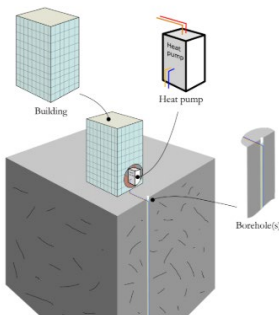
Datapool

Content coming soon!

Start a project

For industry
For researchers
For educators
These projects

News



KTH Digitalization platform visits KTH Live-In Lab.

Calendar

No up-to-date calendar events right now.

[To the calendar](#)

Follow KTH Live-In Lab

Get our newsletter
Follow us on Instagram

Images & colours that help

Råd till ITM's redaktörer

Den här informationen är till dig som är redaktör eller webbansvarig för någon av ITM-skolans webbsidor. Oavsett om du ansvarar för en hel webbplats för en institution eller redigerar ett fåtal sidor under en enhet finns viktig kunskap att hämta här.



Tillgänglighet

Den nya Lagen om tillgänglighet till digital offentlig service påverkar våra webbsidor från den 23 september, 2020.

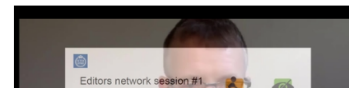
[KTH om varför tillgänglighet är viktigt](#)

Ansvar på dig som redaktör:

- Granska befintligt innehåll på dina webbsidor med hjälp av Checklista och verktyg för tillgänglighet på webb. Läs även mer om Standardiserade rubrikstorlekar, Tydliga länkar, Klart och begripligt språk, Bilder på rätt sätt, Filmer och ljudfiler som alla kan uppfatta.
- Säkerställ att nytt innehåll följer lagen och det gäller både de webbsidor du ansvarar för samt filmer och dokument som publiceras inom din institution/enhet/centrum. Granska PDF:er och säkerställ att filmer är textade. [Tillgänglighetsgranska pdf.](#)

dokument i Adobe Acrobat Pro

Presentation om tillgänglighet (60 min på engelska, Metamatrix)



Viktiga länkar för dig som skapar för webb

[KTH's riktlinjer för att publicera på webb](#)

[KTH om varför tillgänglighet är viktigt](#)

Layout & branding

1. Consistent

2. Predictable

3. Clean and simple

4. Call to action

5. Images & colours that help

KTH site concept - background

- The websites were diverse and lacked consistency.
 - Towards "One KTH".
 - Visitors move between different units / departments.
 - Visitors at department and schools want to go deeper down to unit and project info, contacts.
 - Editors are replaced regularly. Keep it simple.
-

The site concept

Old webpages:

<https://www.kth.se/itm/inst/iip>

<https://www.kth.se/itm/inst/mmk>

<https://www.kth.se/itm/inst/index>

New webpages:

<https://www.iip.kth.se/>

<https://www.energy.kth.se/>

Dos and don'ts

- Don't mix languages
- Don't link from the menu to an external location
- Avoid tables for design. Tables should be used for info that needs to be listed. Remember the headlines.

- Use the pink colour for the most important message.
- Use the contact blocks instead of manual info.
- For text, use the article main space and complete with "puffar" for facts and related content.
- Stick to one image ratio.
- Add a page responsible on your page.
- Schedule your pages so that they unpublish on a certain date.

Workshop – 15 min



1. Select 1 of your pages and pretend that you are one of your most important stake holders.
2. What do you want them to do / feel / learn?
3. Does the page fulfil that wish?
4. Is there a call to action to read more or contact someone?



Issues during the workshop? Use the chat.



Reflections together in 15 minutes

1. Consistent

2. Predictable

3. Clean and simple

4. Call to action

5. Images & colours that help

Reflections

Something that works / does not work well on
the page I looked at.

1 minute per person



Coming up

Next session: Pictures, photo editing and GDPR.
Including quick course in Photoshop.

Question time accessibility, Sara Öhman: May 28 maj kl 13-15

Comments on the layout or web site improvements? Send an e-mail to me and I will bring it to the web masters' group.

Tack!

Ulrika Georgsson

WEBBKOMMUNIKATÖR

Arbetar vid
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