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 and enter the code 98 36 52.

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

What are your expectations on the Editors' Network?

Mentimeter

26

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

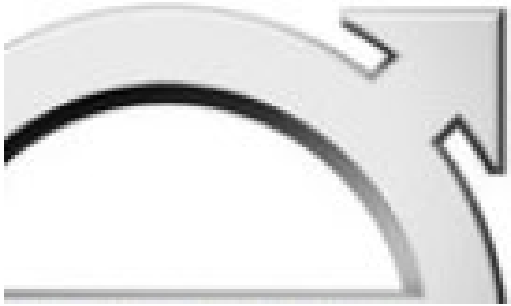
1. What did I do so far?
2. What is left?
3. Questions to raise in this group?

Fika, 5 min

Branding and layout

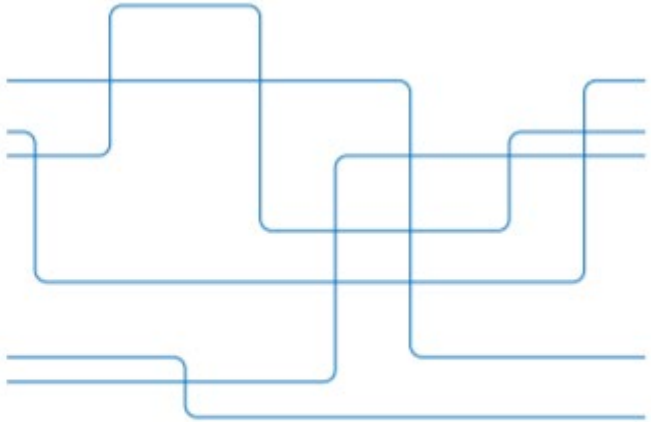
Branding = consistensy

ERSITY
LOGY
MEET THE UNIVERSITY
STUDENT
STAFF
PÅ SVENSKA



ABCDEGHIJKLMOP
QRSTUVXYZÅÄÖ

abcdeghijklmop
qrstuvxyzåäö



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%

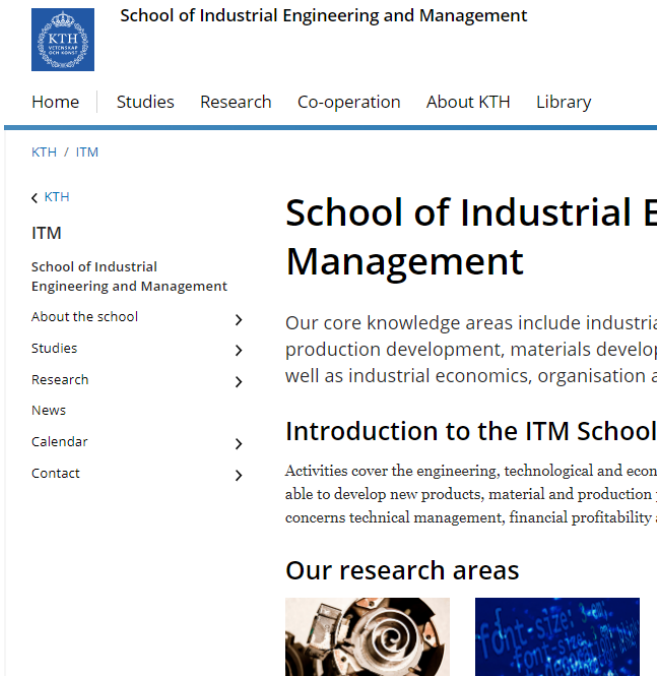
CMYK: 30, 25, 15, 50
RGB:
PANTONE:

80%
60%
40%

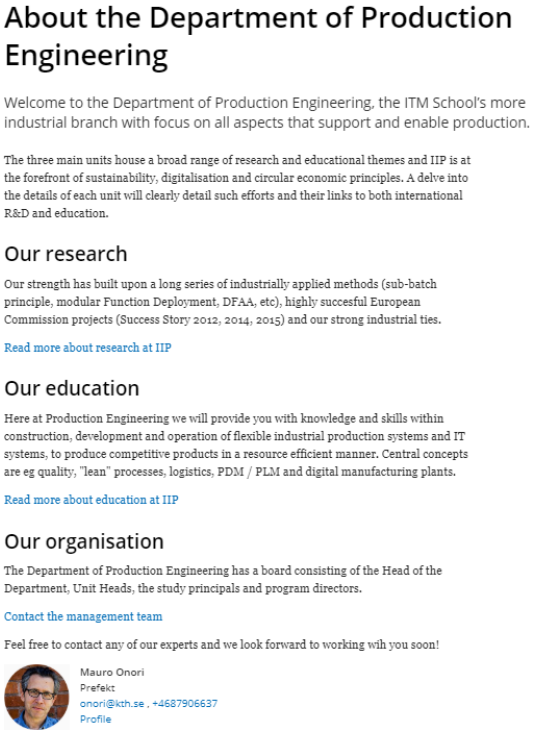
UX = the user needs in focus

UX = the user needs in focus

Predictable



Clean and simple



UX = the user needs in phocus

Call to action

"Learning happens in the course of the experiment itself"

Esther Duflo, *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

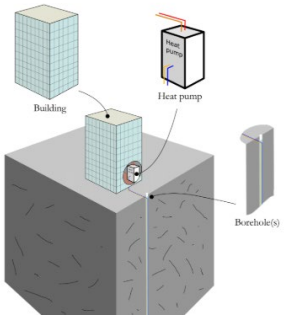
Datapool

Content coming soon!

Start a project

For industry
For researchers
For educators
Theses projects

News



KTH Digitalization platform visits KTH Live-In Lab.

Calendar

No up-to-date calendar events right now.

To the calendar

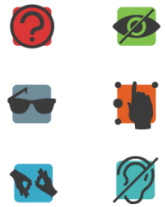
Follow KTH Live-In Lab

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

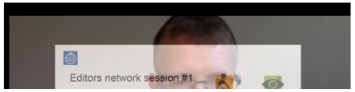
Den nya Lagen om tillgänglighet till digital offentlig service påverkar våra webbsidor från den 23 september, 2020.

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

KHT's riklinjer 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 consistensy.
- 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/indek

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?

1. Consistent
2. Predictable
3. Clean and simple
4. Call to action
5. Images & colours that help

Issues during the workshop? Use the chat.

Reflections together in 15 minutes

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

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