



GETTING STARTED GUIDE: EDITING & CREATING CONTENT USING DAY COMMUNIQUÉ 5 CMS

Earthbound Media Group and City College of San Francisco (CCSF)

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This Getting Started Guide is intended to lead you through the beginning steps and basic concepts of editing, submitting, saving and creating web content as well as uploading images and files to the website via the Day Communiqué Content Management System (CMS).

Online help is also available via the Day Communiqué CMS (CQ5) website. You can go to www.day.com or email your questions to information@day.com.

INTRODUCTION TO CQ5

CQ5 Web Content Manager (WCM) has been designed for users to easily create and save content. Users have the ability to share information quickly and efficiently, in a managed and controlled way through the various user controls in CQ5. CCSF has a pre-built site structure in place in the CMS.

Highlights

CQ5 uses a web-based graphical user interface (GUI) so you can use a web browser to access the Web Content Manager.

Tip: Use the Firefox browser for best results

Advantages

*Simple, Intuitive Web Publishing
Simple Content Contribution
Drag-and-Drop Page Component Library
Creative Site and Page Design within School-wide Standards
Efficient, Accurate Search
Simple, Social Tagging and Taxonomy Management
Content is king: a tool to help keep it fresh*

Assumptions

You have already prepared your content according to the Content Prep/Migration, How To: Evaluate Website Content, and How To: Optimize Website Content Guides.

*You have created a new site map for your new pages and know what the Folder structure will look like.
You have identified your content's new home in the CMS Folder structure (aka Tree Structure).
You have taken the time to layout your page and know which template is right for your needs.*

OVERVIEW OF EDITING

When you are ready to edit content in the CMS there are some very basic steps that will help you through the editing process.

Basic Steps...

1. Use a Firefox browser, if possible, to edit.
2. Enter the website's production server URL into your Firefox browser window:
147.144.1.223:7502
3. Login – Usually, the same as your login for GroupWise or web4. [If you were among the first group of people to get accounts in the early days of the CMS, your user name may not be exactly the same as your usual CCSF login name. Some folks' logins from that period are their first initial and entire last name, instead of a shortened version.]
4. Click the Globe (Site Admin).
5. Browse folder structure – “Site Map”
 - a. Folders and pages - plusses/minuses expand/contract folders.
 - b. Navigate to find your page.
 - c. Locate and double-click the page to edit existing; or Create a Page and Select a Template.
6. Add allowed components to the page from the *Sidekick* by dragging them one by one to the box that says Drag Components or Assets Here
7. Edit components on the page.
 - a. You do not "Save"; when you are done (click OK on the individual component), you have saved. You have not, however, published to the web. That is a separate process (see step 9)
8. While editing your page, you may want to...
 - a. Use images...add a component, browse, add, edit.
 - b. Upload images from a file or your desktop into the Digital Asset Manager (DAM) or onto a page directly.
 - c. Use documents... add a Document link component, right click (control-click on a Mac) and edit the component.
 - d. Upload documents from a file on your desktop into the DAM or onto a page directly (click the arrow on then component, browse, add a document from your desktop).
 - e. Use Flash: don't forget the alternate image.

- f. Upload Flash from a file on your desktop into the DAM or onto a page directly.
9. Start the workflow/publishing process by Activating your page(s)
Unless you are given special privileges, you don't directly send the page to the web. Rather, when you Activate you send your page for review to an Approver who checks it and releases it to the web.

NOTE: To learn more about the Workflow and Publishing capabilities, please see the separate document on Activating a CMS page..

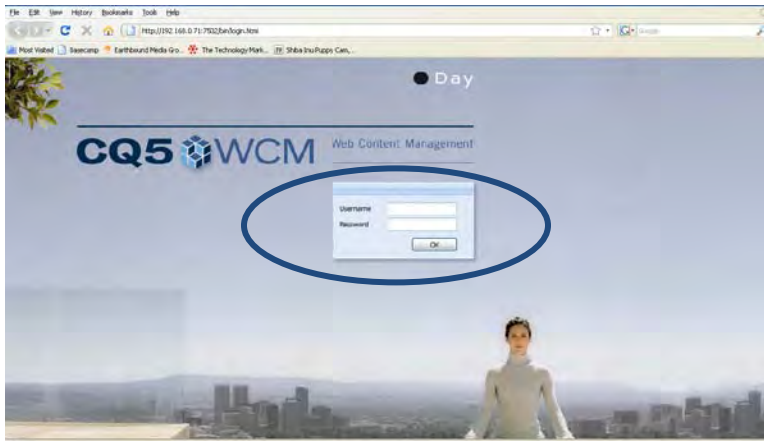
HOW TO ACCESS CQ5 AND THE GRAPHICAL USER INTERFACE

LOGGING IN & SITE ADMIN

To login to author the City College of San Francisco’s (CCSF) website, direct your internet browser to:
http://147.144.1.223:7502

Enter your Username in the Username field

Enter your Password in the Password field



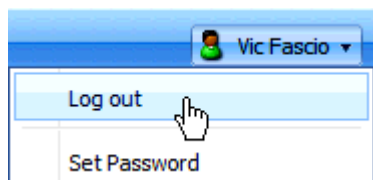
Click the **OK** button to complete the login process.



Congratulations! You’ve successfully logged in to the Content Management System (CMS). You have landed in the welcome screen.

If you are logging in for the first time with your initial password, this is a good time to change your password: Click your name, top right and choose Set Password. See Appendix A for Change Password instructions step by step.

LOGGING OUT



Mostly, you’ll just close the browser or browser page. To log out cleanly, click the globe icon to enter Site Admin view. Then click your name in the upper right and choose Log out.

FINDING YOUR AREA: FOLDERS & PERMISSIONS

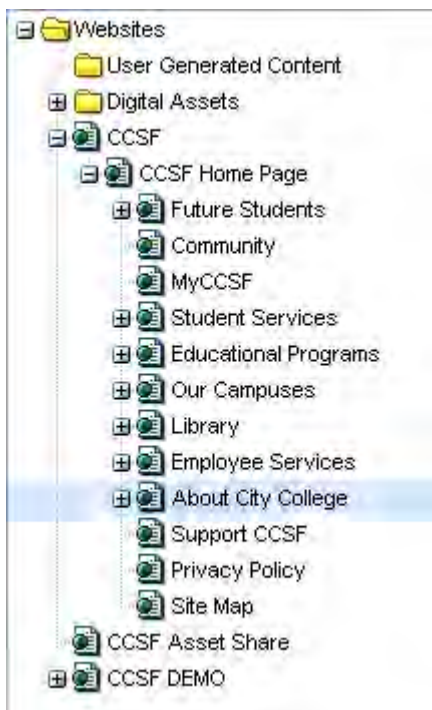
The Welcome screen that you see at first login allows you to choose where to go next. You will use the leftmost two icons:



The Globe icon: To go to the site admin view (the site map or folder structure). This is what you use to navigate to your pages.

The Camera icon: To go to the Digital Asset Manager (DAM). This is where you upload images and documents that you want to be generally available to other content creators. The images and documents that you upload to the DAM are not available on the web until you reference them on a page in your site. For more on the DAM, see page 18.

Navigating in Site Admin view



Site Admin view displays the site map and the DAM:

- Folders represent groups of website pages (i.e. Student Services, Educational Programs).
- Click the Plus sign beside a folder to open it.
- Click on a folder on the left hand side to expand it so that you can view the pages inside the folder.
- Navigate or **browse** through the structure: click the “+” and “-“ icons to open folders.
- To view a page simply double-click to open.

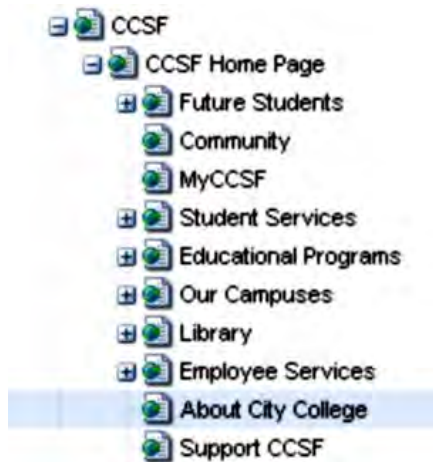
If you have permissions in the area, you can start to edit the page.

CREATING A PAGE

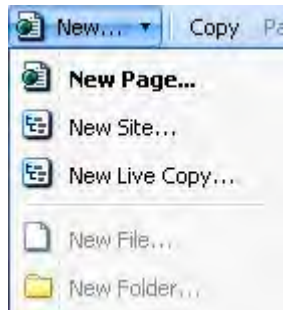
Unless pages have already been created, before you can start creating content, you must create a new page.

From the site admin window, select (single-click) the page under which you want to create a new page.

In the following example, you would create a page under **CCSF – About City College**



The level at which you'd like to create your new page will be highlighted in a faint blue background.



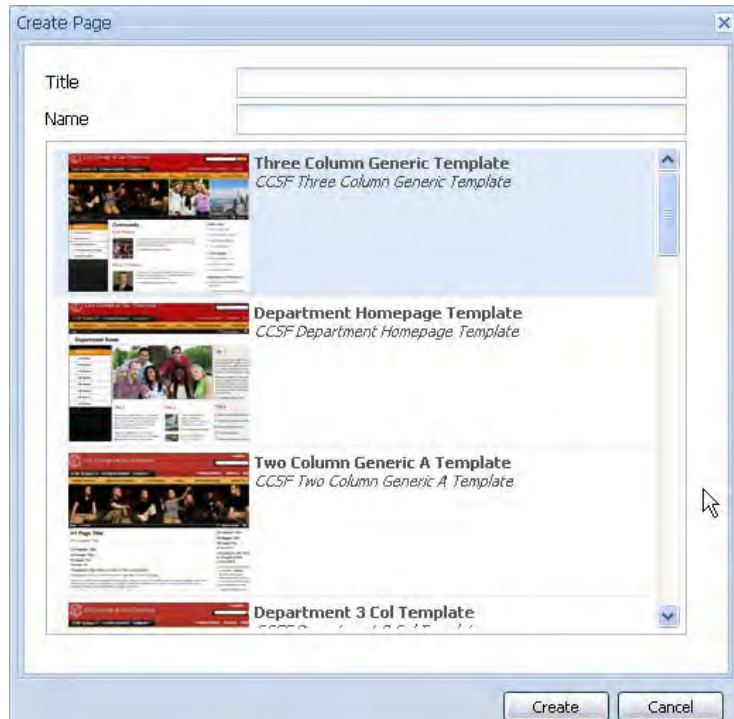
Click the **New** button at the top of the right side of the page. At the top of the In the **New** dropdown menu, select **New Page**.

The **Create Page** window appears.

If the choices are grayed out and unavailable, either you are in the wrong area, or you don't have the correct permissions to be able to edit in your area. If this last is the case, contact a system admin such as Joe Jah to change your permissions.

The Create Page window: Required Fields

In the **Title** field, select a title that is displayed to the user—it appears at the very top of the browser window when a webpage loads.



The Title is the most important Search Engine Optimization (SEO) piece; it is the first indication of the contents of the page and provides key information when search engines list results to a keyword search. The title should contain keywords relating to the page.

For example, Yahoo! News (<http://news.yahoo.com/>) uses the **title**, “The top news headlines on current events from Yahoo! News”.

It is wise not to go overboard by using the same keyword phrase multiple times in the same page title. Instead, include in the page title two or three different phrases (e.g. top news, headlines) that describe what the page is about.

The Name field is the page’s URL. If you don’t input anything, it’ll automatically use the Title field and replace the spaces with dashes (“-”). All of the capitalized letters will stay the same. For example if the title was “The Man Went to the Bar” then the URL name by default is the-man-went-to-the-bar.

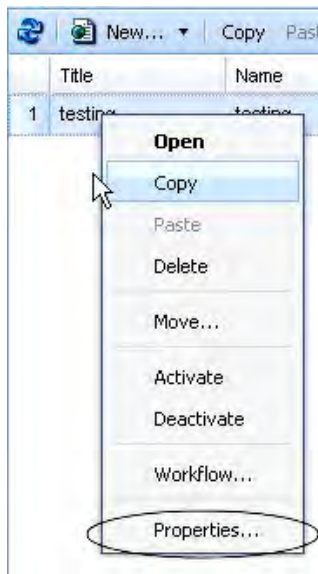
If you input the Name manually, the proper way is to use lowercase using dashes/hyphens. Keep it short and meaningful (man-went-bar).

If you would like to change the theme you can do so at any time in **Page Properties**.

Page Properties

Page properties are another way to make your pages unique and findable via search engines. The most common use of this window is to change the name and banner text on your page. Go to the General tab and change the text in the Title box.

To open the Page Properties window, Either:



- In Site Admin view: Right-click the entry for a page, and click Properties
- From the Sidekick: in the top tabs area, click the Page tab.



(COMMONLY USED) PAGE PROPERTIES TAB DESCRIPTIONS

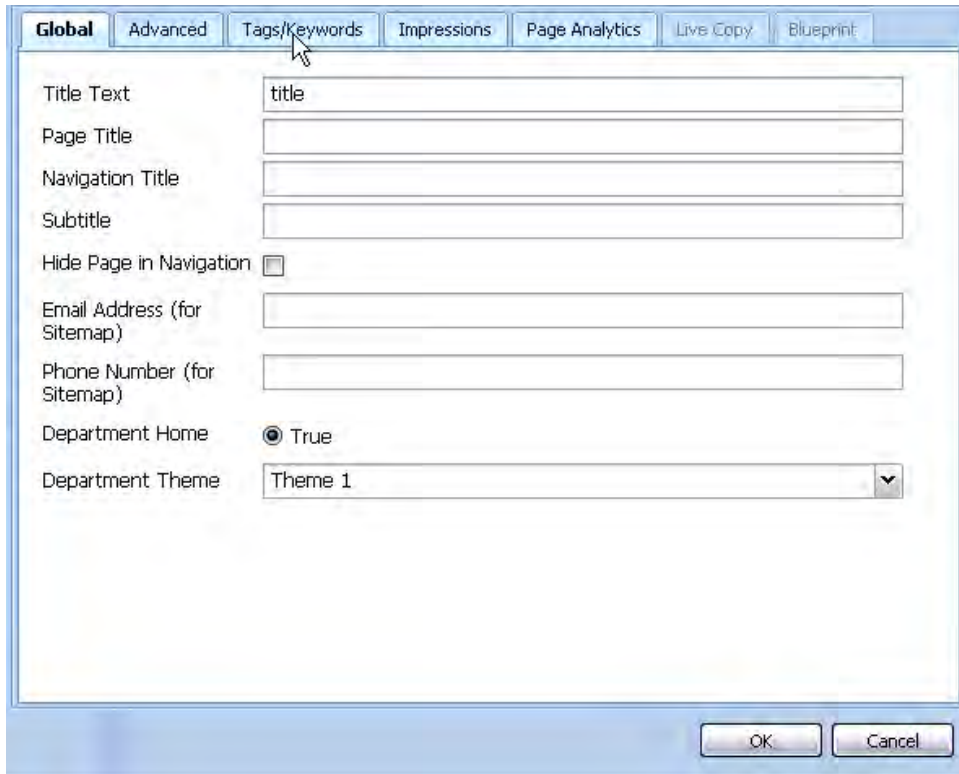
Global tab:

The Title Text box allows you to change the name and banner text on your page.

Also: Choose your page's **Theme** here. Themes are pre-canned versions of the templates with slight changes in the color and line treatments on the page. Once a Theme is set, all child pages will inherit that Theme. (NOTE: See Glossary for definition).

Advanced: add a **Vanity URL**, here and specify the redirect links. This is a way of giving a simple URL to users in an email or printed document. (NOTE: See Glossary for Vanity URL definition). For the present, due to a bug in the underlying program, please do not use the Vanity URL.

Tags/Keywords: Tags and Keywords are commonly used terms on your page (i.e. "register", "fall classes", "ccsf") that users may also be inclined to type into a Search Engine, such as Google, to find your page.



The screenshot shows a software window with several tabs: Global, Advanced, Tags/Keywords, Impressions, Page Analytics, Live Copy, and Blueprint. The 'Tags/Keywords' tab is selected. The form contains the following fields and options:

- Title Text: text box containing 'title'
- Page Title: empty text box
- Navigation Title: empty text box
- Subtitle: empty text box
- Hide Page in Navigation: checkbox (unchecked)
- Email Address (for Sitemap): empty text box
- Phone Number (for Sitemap): empty text box
- Department Home: radio button selected for 'True'
- Department Theme: dropdown menu showing 'Theme 1'

At the bottom right of the window are 'OK' and 'Cancel' buttons.

Impressions & Page Analytics: Once the site is live, there are basic statistics regarding page visits, etc. here. That said, Google Analytics is a better tool to use for this purpose. CCSF has tagged their entire site with Google Analytics for this express purpose.

CREATING CONTENT

Creating quality text and content is critical to the success of the CCSF website. If you are bringing content over from your old pages, please see the and “How to Optimize Website Content” document as well as the Content Prep-Migration document.

Preparing Text Content

You can type text directly into several components (for example, the Text component in the Sidekick’s General Tab; the CCSF Text-Image component in the CCSF tab).

Many people, however, will copy and paste text from documents or other web pages.

Here are some guidelines for preparing text to copy:

- Take out bullets and numbering.
- Tables: Try to rethink table as a series of bullets. If you can’t, preserve the table separately as a model for the CCSF Table component so that you can copy and paste text. You’ll have to do this cell by cell.
- Strip text of all formatting: All Word docs and all text from the web have formatting applied. Strip off formatting by copying the text to Notepad (Windows) or TextEdit (Mac) and saving as a .txt file. The result should be text in **Plain Text** format, without bold, italics, bulleted lists, and so on. Copy and paste from your text editor, not directly from Word or the Web

Adding Text Content

Edit a page by going into the site admin screen (the globe icon on the opening screen after login) and clicking into the navigation on the left hand side of the screen.

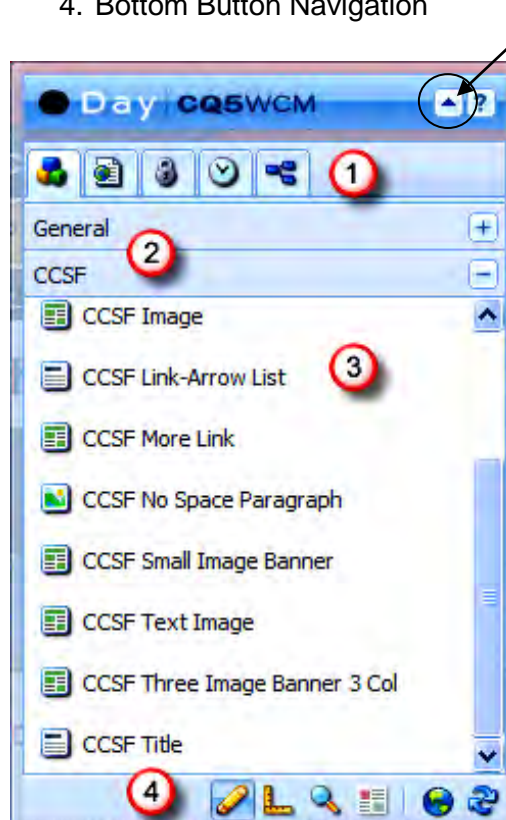
1. Click the plus sign beside CCSF
2. Click the plus sign beside CCSF Home Page
3. Continue clicking plus signs until you see the pages you want to edit.
4. Double-click the page that you want to edit.

See the next section for editing instructions using the Sidekick.

THE SIDEKICK

When editing a page you' a floating toolbar, called a Sidekick. Sidekick controls consist of

1. Top Tab Navigation
2. Component Bins (General and CCSF)
3. Components
4. Bottom Button Navigation



Arrow to Collapse/Expand the Sidekick

Sidekick controls/capabilities

Top Blue Bar: Click and drag to move the Sidekick.

The cursor changes to a 4-headed arrow so that you can move the Sidekick. Be careful not to hide it under the top of the browser! (See note, next page.)

Click the arrow in the bar to collapse and expand the Sidekick to get it out of the way while you edit.

1: Top Tab Navigation



Components: This is the tab where you'll do most of your work. Components are the building blocks of your pages.

Drag them to editable areas on your page; then right-click (Control-click on the Mac) to edit.

Page: Change the page title; initiate publishing. For a more complete description of the Sidekick's top tabs,

see page 14.

2: Component Bins — Displaying *CCSF* and *Generic* choices, each holding components that you'll use to build your pages. Click the plus sign to open. The CCSF bin is open in the illustration.

General houses the most common component: Text. Don't use the other components in this tab.

CCSF has every other component that is allowed in the template you have chosen.

You'll use the CCSF tab for the bulk of your work.

3: Components: Displayed in the body of the Sidekick, components are the editable pieces that you'll use to assemble a page. Drag them into editable areas of a page while in **Edit** mode (the *pencil* icon, leftmost at the bottom of the Sidekick, in the area marked 4).

All Components are described in detail in the "Component User Guide".

4: Bottom Button Navigation



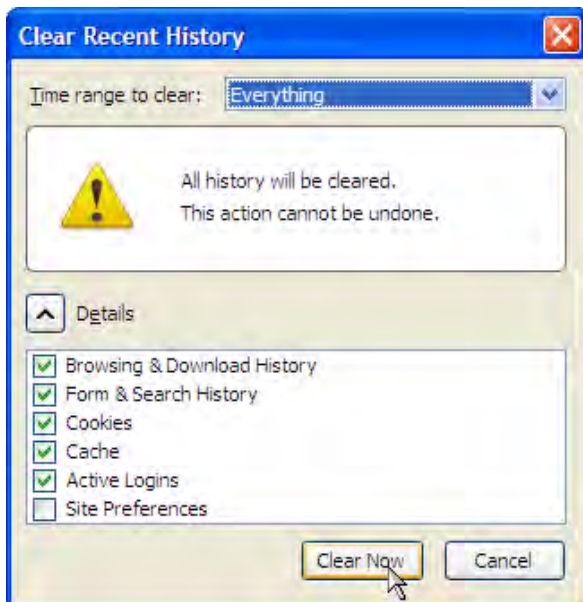
- **Edit:** (pencil icon) The interface you'll use most often. This is what to click to see page components.
- **Design:** (ruler icon) *Don't click here. Admin users only.*
- **Preview:** (magnifying glass icon) See what your web page will look like when it is live, before it is actually live.
- **Live Copy Status:** (paper icon) *Admin users only.*
- **Site Admin:** (globe icon) Returns users back to the site admin (site map-like) view.
- **Refresh/Reload:** (arrows icon) Refresh page post-edit.
Also: Click this button if the Sidekick fills up with multiple General/CCSF entries (you may have to click a few times).

Warning: Immobilizing the Sidekick

Do not drag your Sidekick off the editing page. If you move the Sidekick up so that the top blue bar is hidden under the browser's tabs and toolbars, you won't be able to move it down. If you drag your *Sidekick* off the editing page you must:

1. Click the globe at the bottom of the Sidekick to open Site Admin view.
2. Click your name at the top right and choose Log Off
3. In Firefox, click the Tools menu (Right of Help menu choice)
4. Click Clear Recent History.
5. In the popup window, make sure that Cache and Cookies are chosen, and click Clear Now.

These menus may vary in other versions of the often-updated Firefox browser.



6. Close the browser.
 7. Open the browser and log on again
- If even these steps don't work, close the browser and restart the computer.

EDITING WITH THE SIDEKICK: OVERVIEW

Reminder: Use the Firefox browser, if possible, to edit. Safari and Google's Chrome work well but have not been tested as extensively with the CMS. Explorer does not work well.

When you are ready to edit content you will do so via the Sidekick.

Enter this address in the address box of your browser: **147.144.1.223:7502/**

Click the Site Admin **globe icon** to see the folders and pages in the site.

Navigate to your area:

- Click the plus sign beside **CCSF** to open it
- Click the plus sign beside **CCSF Home Page** to open site navigation
- Click the plus signs beside a folder to open it.
- Click a folder or page to see pages underneath.
- Double-click a page listing to start editing: the Sidekick appears at this point.



Assume you are on a page you would like to begin, or continue, editing:

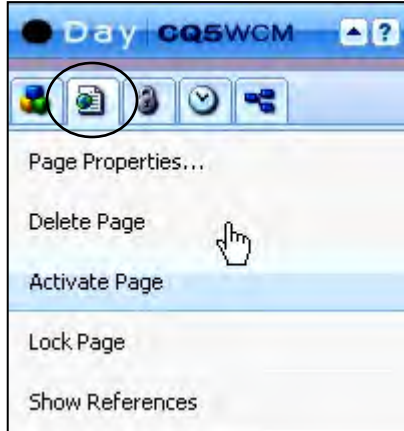
The Sidekick displays 2 Component Tabs:
“General” and “CCSF”.

- General Components are the ones that come from Day Communiqué and have not been customized for CCSF. Use the Text component in this tab; don't use any of the others.
- CCSF Components are custom components specific to CCSF.
- In order to use a component from the Sidekick, drag the component into a “Drag Components or Assets here” space on the page.



- Once a component is added to a page, it can be edited: Right-click (Control-click on the Mac) and choose Edit (or, on some components, click the Edit button, top left).
- When you finish editing in a component, click OK
- You must click OK, but there is no separate Save operation.
When you click OK, your work is saved.

Sidekick: More on Top Tab Navigation



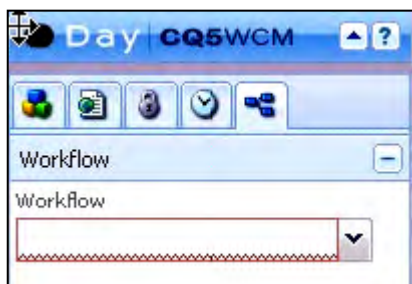
Page Tab: Edit Page **Properties** (See Properties description in this document). You can also do other common Site Admin functions such as **Delete** and **Activate** pages. You can also **Lock** pages from editing and if the page references (via links, etc.) any other pages in the CMS, **Show References** will display these.



Information Tab: Admin use only. Admins can change user Permissions here. Admins can also view Audit Logs.



Versioning Tab: When making significant changes to a page add a comment and version the changes so that, if need be, the previous version can be restored. Clicking the Create Version button saves the version of the page.



Workflow Tab: In the Workflow dropdown menu there is a handful of workflow commands users can utilize, based on permission level (i.e. Publish a page, or Delete a DAM asset). For an overview of the publishing process, see the document on Activating a CMS page for instructions.

Translation: (Bottom of Workflow tab) In the future CCSF would like to have multi-lingual pages. Day comes equipped with translation tools built in. They are not functional at this point.

WARNING: This function is not for Authors, only Admins should translate pages.

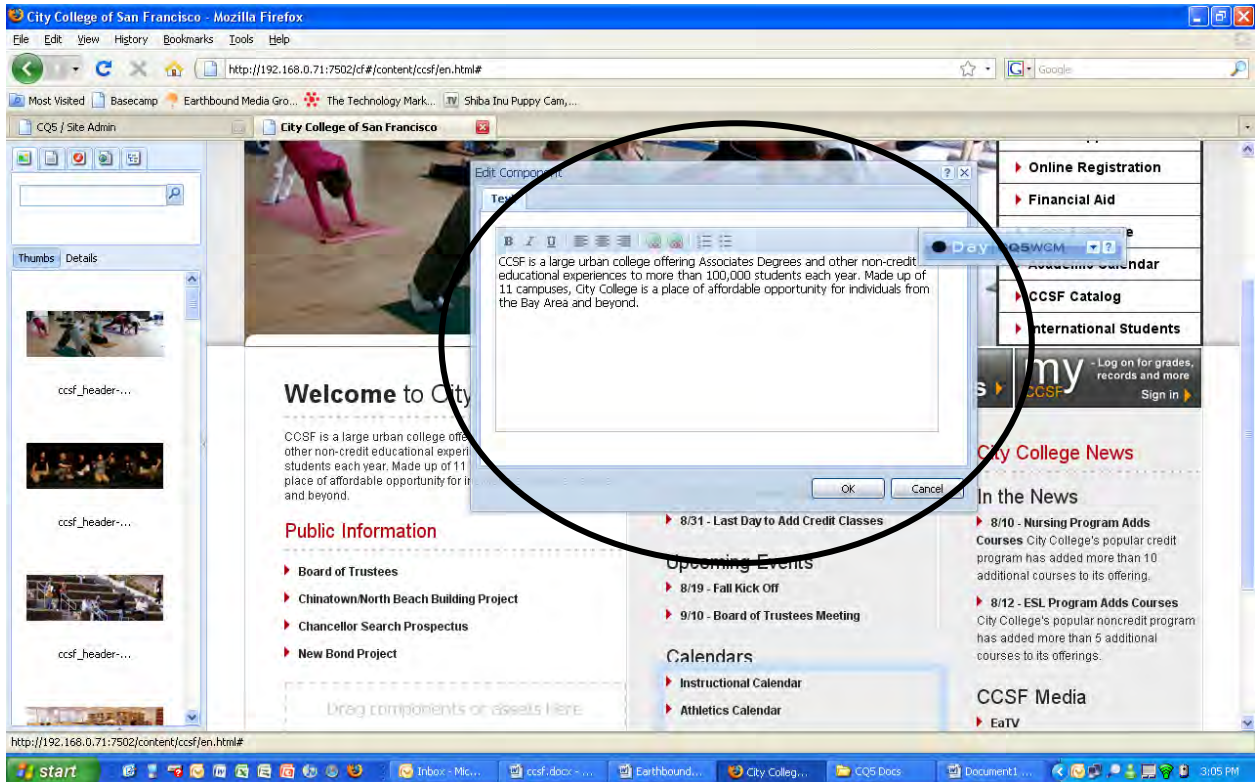
Editing Text Content



To insert text drag a text component from the Sidekick to insert the new text. Or *right-click* the *Drag components or assets here* box and click **New** to add from the Sidekick that pops up.



Once you have placed text content in the page you can edit it by *double-clicking* or *right-clicking* back into that area (choose Edit if you right-click).



For Text Edits: After selecting **Edit**, boxes will pop-up where you can change the content. Once you are done editing content click **OK** and the content will be saved and appear on the page.

Shortcuts: You can use PC/Mac shortcuts safely within the CMS. Common shortcuts such as **ctl-c** (Copy), **ctl-v** (Paste), and **ctl-x** (Cut) can be used when moving content into the CMS from an outside source.

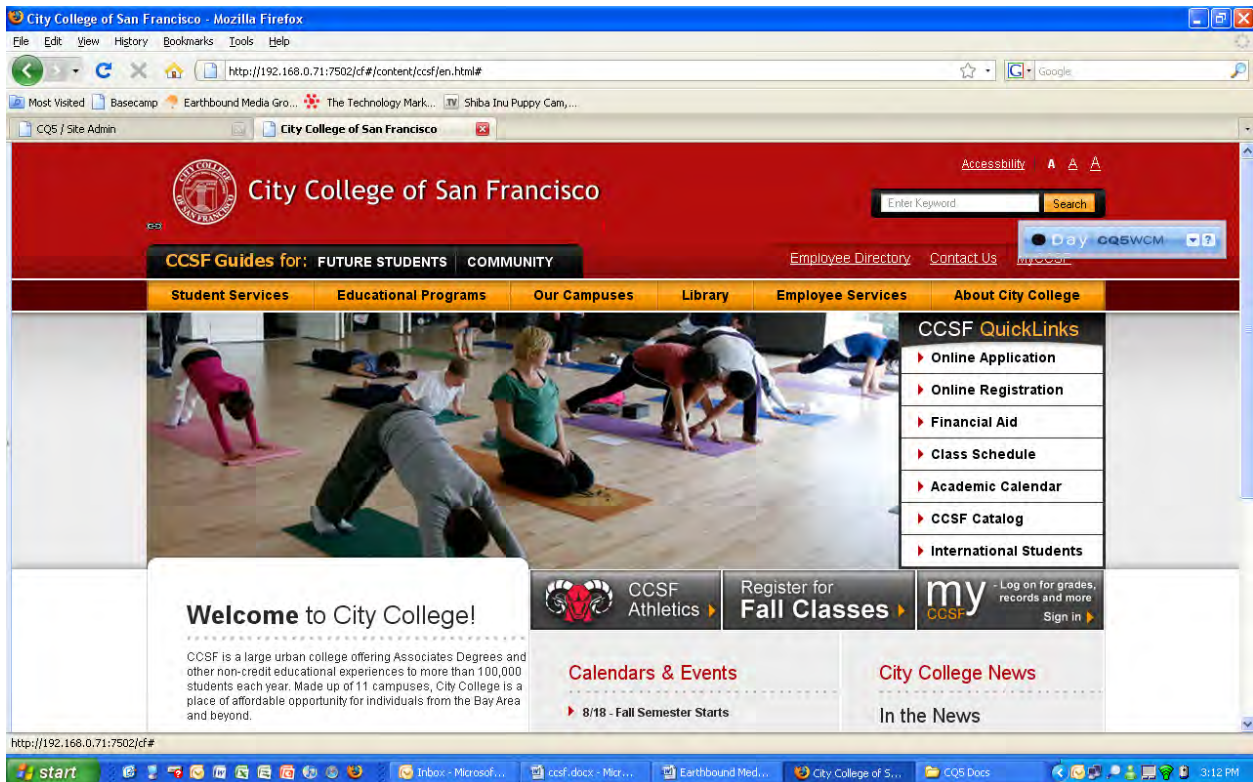
Do not copy and paste directly from Word, a Web page or HTML. Remove bullets and tables and copy into Notepad (Windows) or TextEdit (Mac). Then copy and paste the resulting unformatted text into a text area in the CMS.

Preview Page

You can then preview what your changes would look like on the web by going to the Sidekick and clicking on the *Magnifying Glass* among the Sidekick's bottom icons.



This will take you to **Preview Mode**.



To exit Preview Mode, click the arrow that opens the Sidekick.

Save Content

Saving content in the Day CMS is automatic once you click the OK button in any component.

Activate / Publish Content to the Web

Most folks who enter content do not publish their work directly to the active website. Rather, they Activate their new or updated pages and send them into a Workflow process to a person who acts as the content approver for that section of the site.

See the separate document on Activating a CMS page for instructions.

THE DIGITAL ASSET MANAGER (DAM)

The DAM is the repository where CMS images, sounds, videos and documents (flash, jpg, doc, etc.) can be stored and then accessed by anyone working on the CCSF site.

- The Marketing_Images folders and some other folders named for templates and components are pre-populated and locked down.
- You can create your own folders and upload images to them inside the **ccsf** folder (see next page).
- You can also bypass the DAM completely and upload your own images and documents directly into the appropriate components as you edit your pages.

Tip: Images and documents in the DAM are meant to be used CCSF-wide.

If you do not want your image used CCSF-wide, upload it directly into a component; do not add it to the DAM.



Access the DAM by clicking the camera icon in the main/site admin navigation.

Warning: The CMS requires images to be a specific size for each component. The Component Guide and CCSF Digital Asset Manager Images documents, as well as some components, describe these sizes. If images are not sized correctly, the CMS will distort them.

So: When preparing images, size them for the component you are using before uploading.

DAM Folders



- Pre-populated, CCSF approved images and documents exist in the Marketing Images folder.
- You can't upload images into the Marketing Images folder; it is locked along with other system folders.
- There are specific folders titled "1-Col", "2-Col", etc. in which you can find pre-selected images to use in these templates.
- The width x height (e.g. 67 x 86) sizes under Template or Component folders hold images sized for the templates or components in the name of the folder.

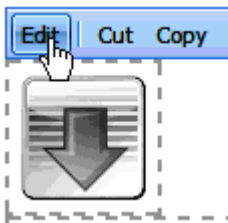
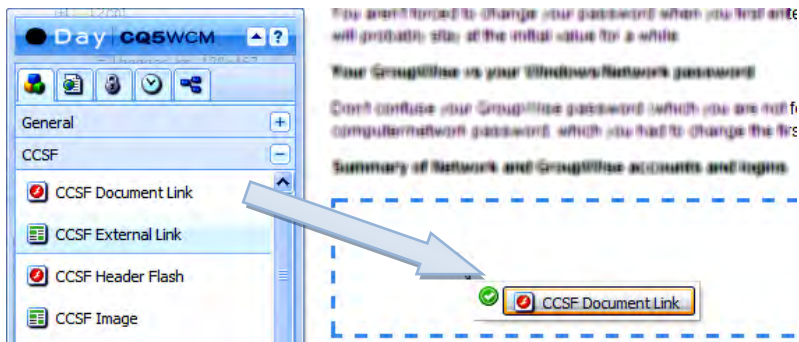
Consult the document titled CCSF Digital Asset Manager Images for more help in finding marketing images sized for the template and component you are working with.

UPLOADING DOCUMENTS

You can upload a document into the DAM (if others will want to reference it from their pages) or directly into your page. If you upload it to the DAM you can link to it from an ordinary link in the Text component. If you don't put it in the DAM, you must use the CCSF Document Link. In either case, you create a link to a document on your page.

The CCSF Document Link component

Start by opening the CCSF component tab on your Sidekick. Then drag the CCSF Document link component to an editable area on your page.

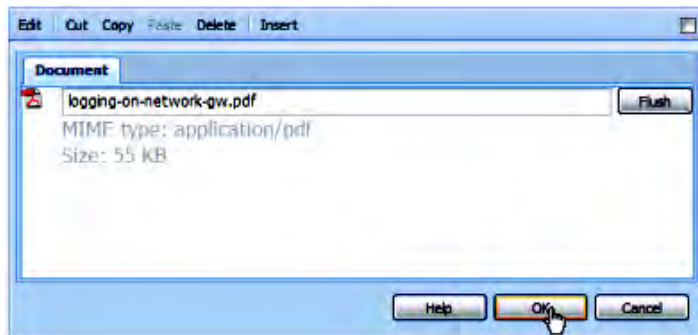


The result: A placeholder with an Edit button top left. Click Edit.



Drop an asset or click to upload

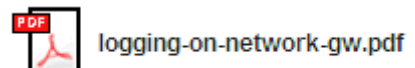
In the editing window, you can click the Down Arrow and browse to your document, or drag a document from the DAM in your left pane.



To load a document from your computer:

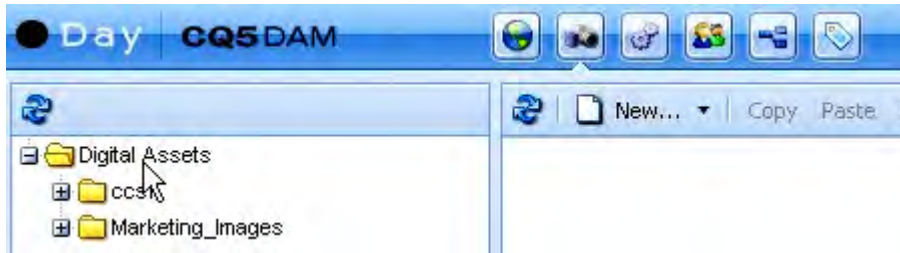
1. Click the large down-arrow.
2. Browse to the document that you want. Click to select it.
3. When you see the document name in the component's box click OK.

The resulting document link graphically identifies the document's file type. It aligns to the right of the column.



IMAGES

Images formats allowed in the CMS: .jpg, .gif and .png.



Images are housed in the Digital Asset Manager in the same manner as documents and videos.

Adding an Image Component

Add images to pages the same way you add Text.

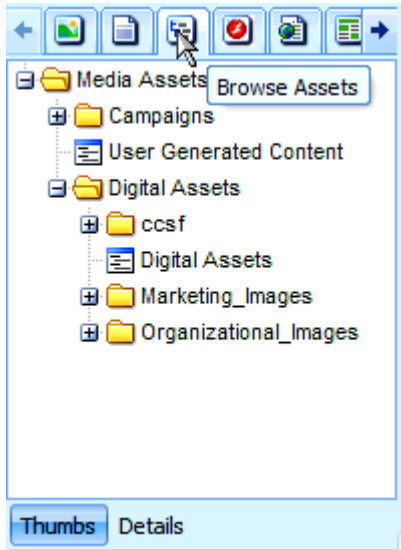
1. First add a component that holds images, such as the *CCSF Image component*—or the *CCSF Text Image* or the *CCSF Flash component* (with its alternate image tab).
2. Drag one of these components from the Sidekick to an editable area on the page. Right-clicking, or double-clicking an editable area in the page also allows you to add an image component.
3. Once dragged into a page, image components look like blank picture icons.

Adding an image

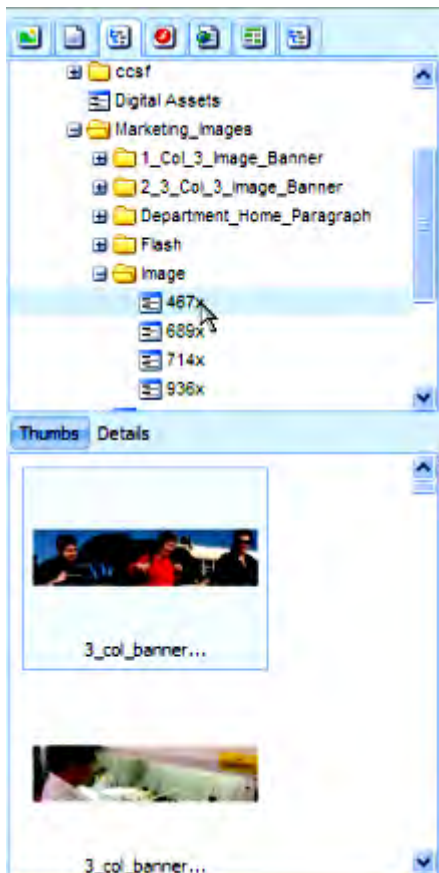


You can either *drag* an image from the DAM into the Image component on the page, OR you can *browse* for the asset on your desktop and add it directly, bypassing the DAM, so it is not available for CCSF-wide use. Step-by-step instructions follow.

Dragging an image from the DAM



First, add a component that allows an image. Then, in the left pane at the top, click the Browse Assets icon. Then look at the site map of the DAM that appears under the icon. You may need to click the plus signs beside several folders until you find the Digital Assets folder. Both ccsf and Marketing_Images contain pictures that you may be able to use. Pictures are in folders named for a template or a component.



Here's how I went about finding an appropriate image:

1. I added a CCSF Image component to the center column of a Three-column Generic Template, so wanted to find images that fit it. Under Marketing_Images there is a folder called Image containing pictures that may fit that component.
2. I used a free download called JRuler (available from <http://www.spadixbd.com/freetools/jruler.htm> — installed on all Windows computers in the TLC lab, Batmale 313). JRuler allows me to measure screen elements. Using JRuler, it looked as though the 467 pixel width would be about right, so I clicked that entry.
3. Clicking the 467 entry in the DAM opens a window underneath the DAM map. The window displays thumbnails of all the images available under that entry.
4. Now you can click and drag any picture that looks appropriate over to the image component icon.
5. You will know the image can go into that space once the square *turns green* and a check mark appears beside the thumbnail.
6. If you want to switch the image simply drag another image from the left navigation to this area and it will replace the old one.



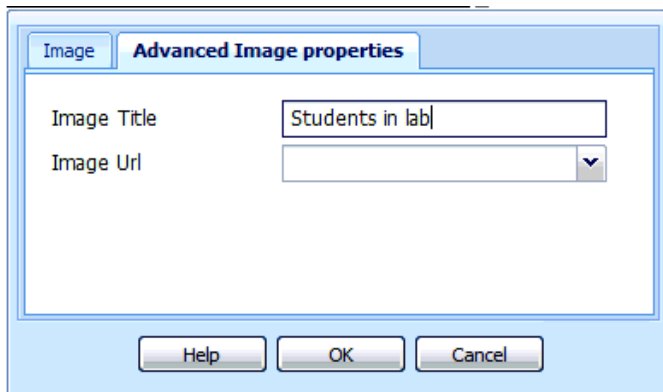
7. Be sure to Preview your page after adding an image: click the Preview icon, the magnifying glass at the bottom of the Sidekick.

Tip: To exit Preview mode, just open the Sidekick.

8. If your picture looks distorted, right click it (control-click on a Mac) and edit the component.
9. Then, at the bottom of the component editing window, click Clear or Flush to get rid of the image from your component.
10. Go back to the DAM, or edit one of your own images, to find one that will fit your component.

Adding Alternate (Alt) text to an image

As a public institution, CCSF is obligated to make its websites accessible to the sight- and hearing-impaired. One of the simplest actions to take to accomplish this is to add Alternate text to all pictures on the site. Then, those viewers who use screen readers on the page can hear the Alt text read to them when the image is encountered.

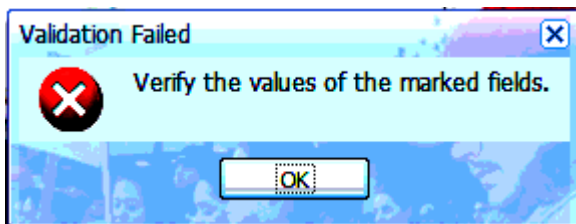


If you Drag an image from the DAM you are mostly not automatically prompted to add this text.

You need to:

- Right click the image (Mac: control-click).
- Click Edit and add meaningful descriptive text in the Advanced Properties tab of the image. The Image Title entry becomes the image's Alt text.

Validation Failed warning



When you close an image after editing, you may see this mysterious warning. What this mean is that you haven't added Image Title/Alt text tags (see above)

For additional information on "tags":

[http://en.wikipedia.org/wiki/Tag_\(metadata\)](http://en.wikipedia.org/wiki/Tag_(metadata))

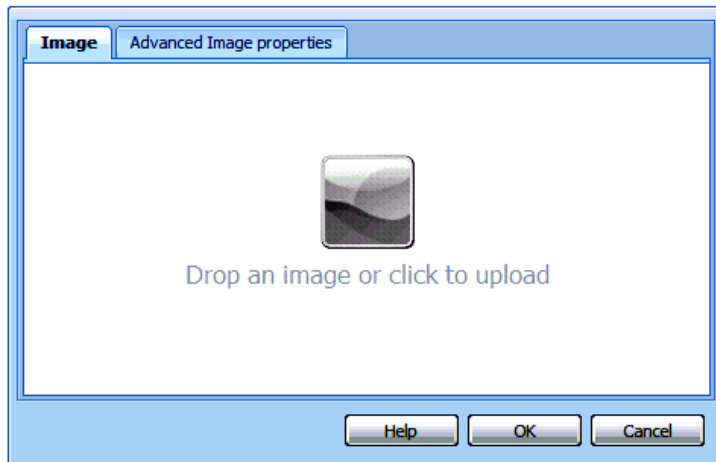
Using your own images: A Warning

Before uploading an image to the CMS, it is best to resize and crop it to fit the size required by a component. For help, see the TLC Documents Image Cropping and resizing with PhotoShop, and Image Cropping and resizing with Picnik.com.

Uploading an image from your computer

When you upload an image directly into an image component on a CMS page, bypassing the DAM, that image will not be available for others—they won't see it in the DAM. This is what most of us will do.

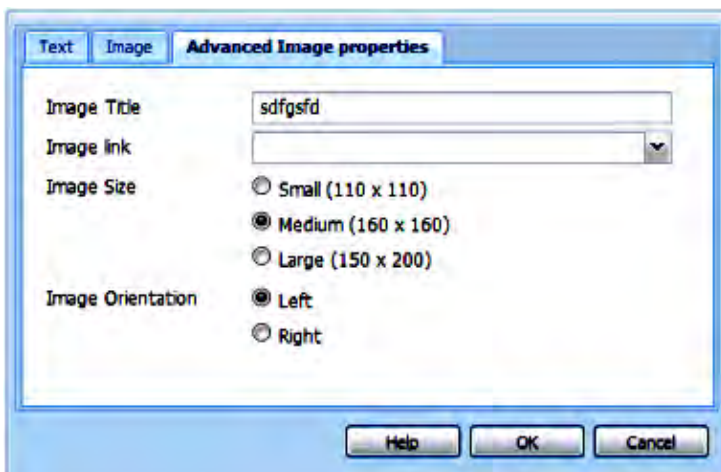
1. Add a component that contains a space for an image.
2. Right click (control-click on a Mac) the image icon and choose Edit.
3. If, as in the Text Image component, there are tabs for Text and image, click the Image tab.



4. When you see the faded image icon with the message Drop an image or click to upload, click that area.
5. A window opens that allows you to browse to an image on your computer.
6. Navigate to the image that you want and select it.
7. A thumbnail of the image appears in the component.

Adding Image Properties

1. Don't forget to click the Advanced Image properties tab to add an Image Title/Alt text for the image: if you click OK without doing so, you'll get
2. If you click OK without adding the Image Title, you'll get the dreaded Validation Failed popup. Just OK it to make it go away and add the Image title. Then you can OK and exit.



3. In the CCSF Text Image component, you have some control over the placement and size of the image. If your image is square, you can choose Small or Medium, and if its aspect ratio is 3:4 you can click 150 x 200 without distorting the image. It is better to precisely size the image before uploading, however.

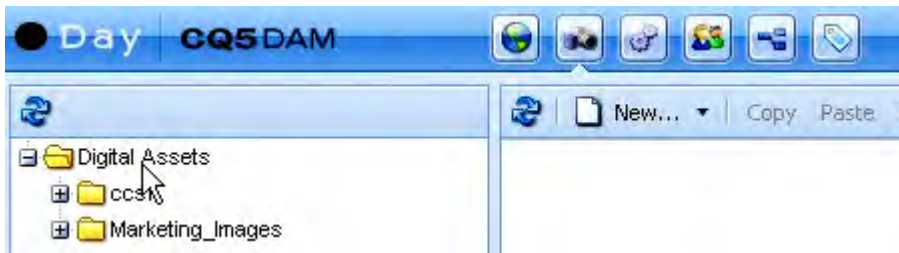
UPLOADING SINGLE IMAGES OR DOCUMENTS TO THE DIGITAL ASSET MANAGER (DAM)



In Site Admin view, click the camera icon to open the DAM

To create a folder (to organize your images):

1. In the DAM (on the left) click the plus sign beside the Organizational_Images folder (for



pictures), or the Organizational_Assets folder for documents—or the ccsf folder—to open it.

2. Highlight (single-click) the folder under which you want to create a folder (it can be right under the top Organizational_Images, Organizational_Assets, or ccsf folder).



3. Click the **New** drop-down
4. Choose **New Folder**

5. Name your folder and click OK

To upload an image to the DAM

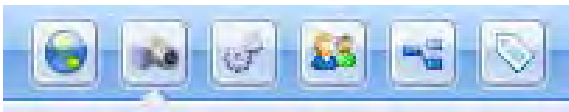
In Site Admin View, select the Digital Asset Manager (camera icon)

Navigate to Digital Assets / CCSF

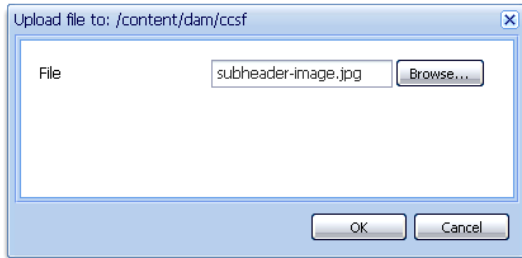
Click the plus sign beside the Organizational_Images, Organizational_Assets, or ccsf folder to open it.

Highlight (single-click) the folder into which you want to add an image.

Click the New drop-down



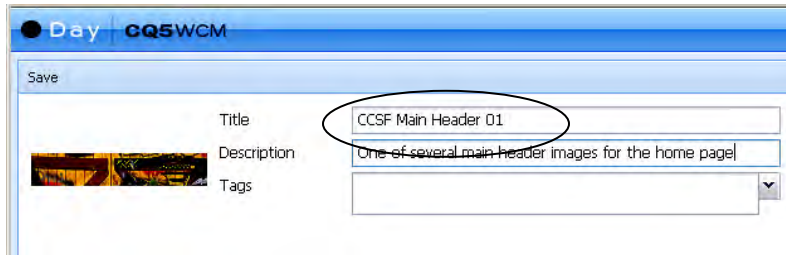
Select the New File menu item



Use the file-browse dialog box to select the image or document you would like to upload.

Be sure to add searchable Alt text information for an image by *double-clicking* it and filling in the Title field.

See Adding Image Properties on page 23.

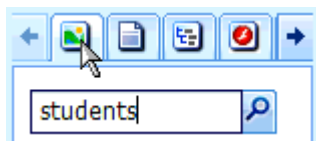


(NOTE: red lines indicate required fields).

Click OK.

You may have to activate DAM content the way you activate your CMS pages. See the Activating document and the CMS web page for the latest on this. If you activate a page containing DAM content, and that content doesn't show up, then go back and separately activate the images and documents that you put into the DAM.

Search/Browse the DAM



You can *Search* for images in the DAM when you are in **Edit Mode**. The left-most pane is the DAM view.

Click the Images tab at the top of the DAM pane. Search appears.

Simply type a word that describes what image you are looking for; be

it an image size or descriptive word. Hit enter or click the **Magnifying glass** button when you are done.

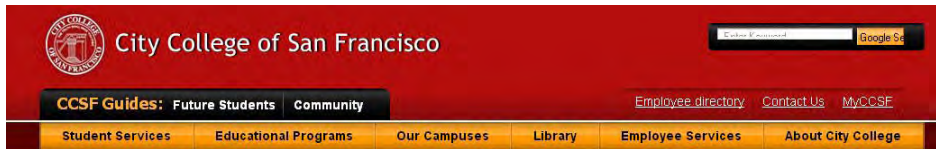
You can also *Browse* for images using the DAM. The DAM works the same way the website folder structure works in the Site Admin with **Parent – Child** folder relationships. You can navigate through folders and find images.



NAVIGATION

Site Navigation

The main navigation of the site is at the top of the page. This navigation is inherited for every page; it is part of the CCSF Header. Clicking the CCSF Seal will always return users to the CCSF homepage.



Templates: Left-Navigation

This navigation cannot be edited; it is a component found in the Sidekick. Rather, the left-navigation is automatically generated based on the folder structure in the Site Admin and intentionally goes only 4-levels deep into page navigation.



Best practices state content should not exist more than 4-levels deep in a site's navigation—the CMS will enforce this best practice. (NOTE: For 5-levels of navigation, use the Right-Navigation described below in this document.) The thinking is—if content exists more than 4-levels deep, and therefore requires a user to click more 4 times to access the information they desire, then it should not even be on the site. Nothing important should require more than 4 clicks for access.

NOTE: There is a way to affect the navigation, and that is to reset certain pages as “home” in their **page properties**. This will re-anchor the new “home” page as the top-level page of navigation local to those pages, effectively making them a “mini-site.” So users would get another 4 levels of navigation from the re-anchored “home” page.

You must make a request for CCSF Website administrators to do this re-anchoring.

Not all navigation requests will be considered appropriate.

Right-Navigation (5th-Level Navigation)

When you have gone 5-levels deep in your website's navigation you can create additional navigation in the right-navigation, a.k.a. "Quick Links" navigation.



Using the CCSF Link-Arrow List component you can create additional levels of navigation from your pages. This area is especially useful in highlighting repeating links, documents, calls to action, or other information that may not be suitable as left-navigation or require its own dedicated page. Common links used may be Frequently Asked Questions (FAQs), links to course pages for individual instructors, or links to departmental forms.

Breadcrumb Navigation

Breadcrumb navigation quite literally is the "trail" the navigation leaves as you click through pages and sections of websites. For CCSF, the breadcrumb resides just above the left-navigation and just beneath the main page navigation.



Using the Breadcrumb is safer to use than the *back* button in your browser. It easily returns you to the page you were previously on by clicking the underlined links. The rightmost, highlighted, section without the link is the page you are currently on.

If your department page's navigation has been reset as the top of your navigation, breadcrumbs will reflect your departmental Left-Navigation. Users can always return to the CCSF homepage by clicking the CCSF seal in the main navigation header.

GLOSSARY

A

ACL = Access Control List. A set of data that informs a computer's operating system which permissions, or access rights, that each user or group has to a specific system object, such as a directory or file. Each object has a unique security attribute that identifies which users have access to it, and the ACL is a list of each object and user access privileges such as read, write or execute.

Alt-Tag = The alternative text that is connected to a picture/graphic on a web page. This tag is exposed when someone rolls their mouse over the picture/graphic. The alt-tag should do two things: Express what the picture is about; and contain a keyword/keyword phrase. In the CMS, you enter Alt tags by editing an image component, and clicking the Advanced Image Properties tab. What you enter in the Image Title field becomes the images Alt tag when the page is published.

B

Breadcrumb (Navigation) = Site navigation that breaks the site into links of categories and sub-categories allowing major categories of information to be linked in a range of sequential order. Breadcrumb navigation is displayed to the user, so they can easily see exactly where that Web page is located within the Web site.

C

Components = Day term for the editable parts that populate a template for the website. (Text, images, tables, charts, etc.)

Content (described as different from an image) = The subject matter of a written work or the specified substance that makes up the whole of the site.

CRX = Content Repository Extreme. Day name for tool used to administer the CMS content repository.

CSS = Cascading Style Sheets. Controls, with consistency, how pages are displayed and defines how different elements, such as headers and links, appear.

D

Domain = Within the Internet, domains are defined by the IP address. All devices sharing a common part of the IP address are said to be in the same domain. Ccsf.edu is the current website domain.

F

Footer = One or more automatically inserted lines of text that appear at the bottom of every page.

G

GUI = Graphical User Interface. A program interface that takes advantage of the computer's graphics capabilities to make the program easier to use.

H

Header = One or more automatically inserted lines of text that appears at the top of each page.

I

IP Address = An identifier for a computer network. The format of an IP address is a 32-bit numeric address written as four numbers separated by periods. Each number can be zero to 255. For example, 1.160.10.240 could be an IP address.

K

Keyword(s) = A word used by a search engine in its search for relevant web pages.

L

Link = A pointer to another record on a page. You can connect one or more records by creating links to them.

M

Metadata = Metadata (meta data, or sometimes metainformation) is "data about other data", of content.

For example, metadata would document data about data elements or attributes, (name, size, data type, etc).

N

Network = A group of two or more computer systems linked together. (A network server is a computer that manages network traffic.)

P

PDF = Portable Document Format. Developed by Adobe Systems. PDF captures formatting information from a variety of desktop publishing applications, making it possible to send formatted documents and have them appear on the recipient's monitor or printer as they were

intended. To view a file in PDF format, you need Adobe Reader, a free application distributed by Adobe Systems.

Permissions = Templates have Permissions attached to them. Some permissions will allow for read/write only access. Another set of permissions will allow Department-level read/write/publish to the web access. Users will be applied to these permission groups according to the sections of the CMS they need to edit. **You can read pages where you have no permissions, but you may not edit.** In your designated area you may edit, and possibly delete etc. Permissions allow/restrict which folders/pages you as a user will see, and be able to manipulate (edit, etc.). Permissions will also be applied to image access and upload; this is defined and enforced by CCSF IT Administrators.

Permissions are assigned to individual users and are based on the Group those individual users reside in.

Groups are created based on areas where users are authorized to edit.

Administrators have permission to edit all pages and belong to all groups.

R

Root-Level (URL) = Think of your page levels connecting in a hierarchy that resembles an inverted picture of the root structure of a tree. Under the root-level domain are the top-level domains, under those are the second-level domains, and on down into sub-domains. So, each domain extends from the page (node) above it, beginning at the top with the root-level domain.

S

SEM = Search Engine Marketing. The researching, submitting and positioning a website within search engines (i.e. Google, Yahoo!) for maximum exposure of the Website. SEM includes things such as search engine optimization (SEO), paid listings and other search-engine related services and functions that will increase website exposure.

SSL = Secure Sockets Layer. A protocol developed for transmitting private documents via the Internet. SSL uses a cryptographic system to send confidential user information, such as social security numbers. By convention, URLs that require an SSL connection start with https: instead of http:.

Server = A computer (or device) on a network that manages network resources. Any user on the network can store files on the server. A print server is a computer that manages one or more printers. A database server is a computer system that processes database queries. On multiprocessing operating systems, a single computer can execute several programs at once. A server in this case could refer to the program that is managing resources rather than the entire computer.

Sidekick = Day name for the floating toolbar that appears when you are working on templates in CQ5. Includes five tabs located on the top where you can do anything from adding components to deleting a page.

SSO = Single Sign On. An authentication process where clients/users enter a single username and password to gain access to multiple applications or number of resources within an

enterprise. Single sign on takes away the need for the user to enter further authentications when switching from one application to another.

T

Tag = A non-hierarchical keyword or term inserted in a document that specifies the document/image/page. A tag is assigned to a piece of information (such as an internet bookmark, digital image, or computer file). This kind of *metadata* helps describe an item and allows it to be found again by browsing or searching. Tags are chosen by the item's creator.

Template = Establishes or serves as a pattern for reference. Also enforces the website's style guide (consistent look & feel).

Themes = The *skin* of the Department pages in the CMS. The theme of a department page changes the color, components, structure, etc. by selecting 1 of the 6 department homepage Themes in the CMS. Themes are pre-sent so the style of pages remains compliant. Once a Theme is set for a department homepage, all department sub-pages will inherit that same theme. You cannot set a department theme in a sub-page, only in the homepage. Examples of department themes:



Title (tag) = The title-tag is at the very top of your computer screen. (Unless you have changed your settings the bar should be blue.) When the search engines come to your website they look at the title-tag first.

U

URL = Uniform Resource Locator. The global address of documents and other resources on the World Wide Web.

V

Vanity URL = A domain name created to point to something to which it is related and indicated in the name of the URL. The goal is a shorter name and to eliminate confusion when communicating a web address orally. For example, a lengthy URL leading people to registration within ccsf.edu can be renamed to: www.ccsf.edu/register.

W

WCM = Web Content Manager. This is a bundled or stand-alone application used to create, manage, store and deploy content on Web pages. Web content types can include text, graphics and photos, video or audio, and application code that renders other content or interacts with the visitor. WCM may also catalog or index content, select or assemble content at runtime, or deliver content to specific visitors in a personalized way or in different languages.

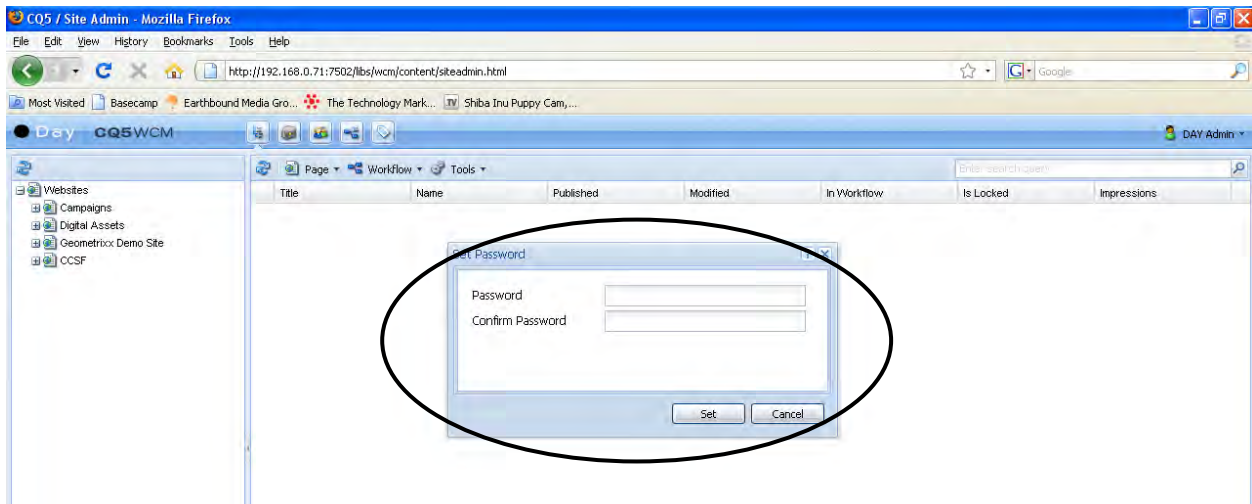
Workflow = The defined series of tasks within an organization to produce a final outcome. The CMS will allow you to define different workflows for different types of jobs. For example, a page might be automatically routed from writer to editor to proofreader. At each stage in the workflow, one individual or group is responsible for a specific task. Once the task is complete, the workflow ensures that the individuals responsible for the next task are notified and receive the data they need to execute their stage of the process.

APPENDIX A – CHANGE PASSWORD

On your first time logging in through the **Site Admin** button change your password by selecting **your name** located at the upper right hand corner of the interface. You can also change it at any point from Site Admin view.



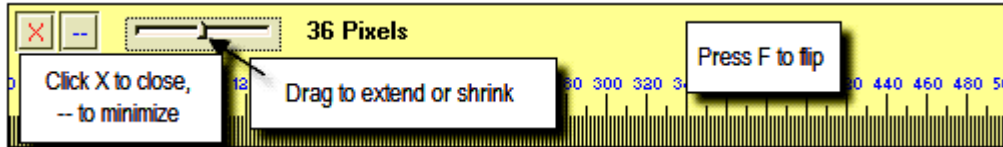
A new window appears which allows you to change your password and be able to confirm it. Once changes have been made, click **Set** and the system will indicate if your password has been successfully changed.



APPENDIX B - ADD-ONS AND USEFUL TOOLS

JRuler

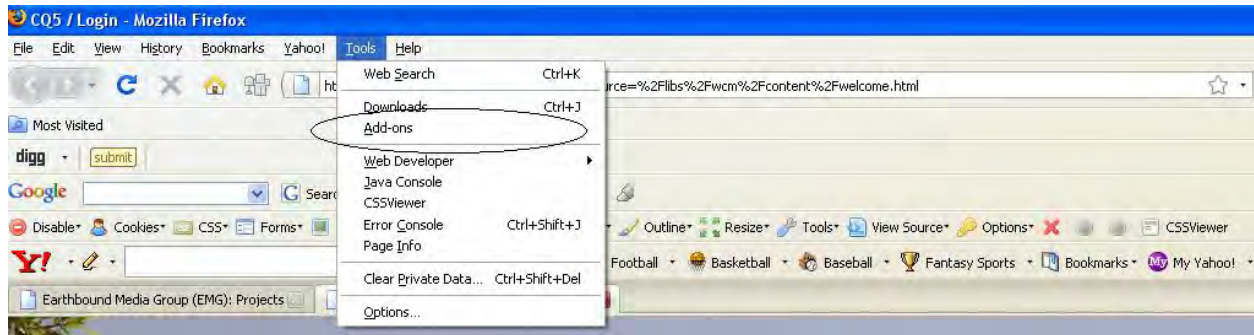
A simple free program for Windows computers, available from <http://www.spadixbd.com/freetools/jruler.htm> and installed on all Windows computers in the TLC lab, Batmale 313. JRuler allows you to measure space in pixels on you web page and helps identify the size of an image component on the CMS.



Firefox Add-ons

It is recommended user edit in the **Firefox** browser. Firefox has a host of *Add-ons* that users will find helpful in the new CMS.

In Firefox's **Tools** menu, select *Add-ons*.



2. Select *Get Add-ons* and then click the *Browse Icons* link to the right of the screen.



OR you can go straight to the Add-ons Browse: <https://addons.mozilla.org/en-US/firefox>

Search for, and add the below Firefox Add-ons:

1 - ColorZilla

recommended

R: 221, G: 83, B: 0

★★★★★
95 reviews

Share this

22,101 weekly downloads
2,142,520 total downloads

ColorZilla 2.0.2

by Alex Sirota

Web Development

Advanced Eyedropper, ColorPicker, Page Zoomer and other colorful goodies...

Updated February 12, 2009

Add to Firefox

Long Description

Advanced Eyedropper, ColorPicker, Page Zoomer and other colorful goodies.

With ColorZilla you can get a color reading from any point in your browser, quickly adjust this color and paste it into another program. You can Zoom the page you are viewing and measure distances between any two points on the page. The built-in palette browser allows choosing colors from pre-defined color sets and saving the most used colors in custom palettes. DOM spying features allow getting various information about DOM elements quickly and easily. And there's more...

2 – CSS Viewer



The screenshot shows the Firefox Add-on Store page for 'CSSViewer 1.0.3' by Nicolas Huon. The page features a green header with the add-on's name and developer. Below this, it lists 'Web Development' as the category and 'A simple CSS property...' as the description. The update date is 'Updated June 12, 2008'. A prominent green 'Add to Firefox' button is visible. On the left side, there is a preview of the add-on's interface, showing a 'CSS' menu with options like 'Disable Styles', 'Display CSS By Media Type', 'View CSS', 'View Style Information', 'Add User Style Sheet...', 'Edit CSS', and 'Use Border Box Model'. Below the preview, there are 43 reviews (indicated by five stars) and a 'Share this' button. At the bottom, it shows '4,885 weekly downloads' and '538,558 total downloads'.

3 – Web Developer



The screenshot shows the Firefox Add-on Store page for 'Web Developer 1.1.6' by Chris Pederick. The page features a green header with the add-on's name and developer. Below this, it lists 'Web Development' as the category and 'Adds a menu and a toolbar with various web developer tools.' as the description. The update date is 'Updated May 19, 2008'. A prominent green 'Add to Firefox' button is visible. On the left side, there is a preview of the add-on's interface, showing a 'CSS' menu with options like 'Disable Styles', 'Display CSS By Media Type', 'View CSS', 'View Style Information', 'Add User Style Sheet...', 'Edit CSS', and 'Use Border Box Model'. Below the preview, there are 131 reviews (indicated by five stars) and a 'Share this' button. At the bottom, it shows '83,155 weekly downloads' and '10,593,420 total downloads'.

Click “Add to Firefox” for all of the above.

The above tools will assist with regards to proper image cropping (in Web Developer you can see pixel widths & lengths, etc. Crop images accordingly, and predict allowable components) and Style Guide Questions (the CSS and Color viewers will show HEX and Code values should you need to match any content with pre-determined CCSF CMS enforced styles).

APPENDIX C – PREPARING YOUR IMAGES & THE *EDIT/CROP TOOL*

Preparing Images

Images can be .jpg, .png or .gif. Every image should be tagged with meaningful alternative text (see Alt-Text definition in Glossary) or duplicate the text content embedded in the image.

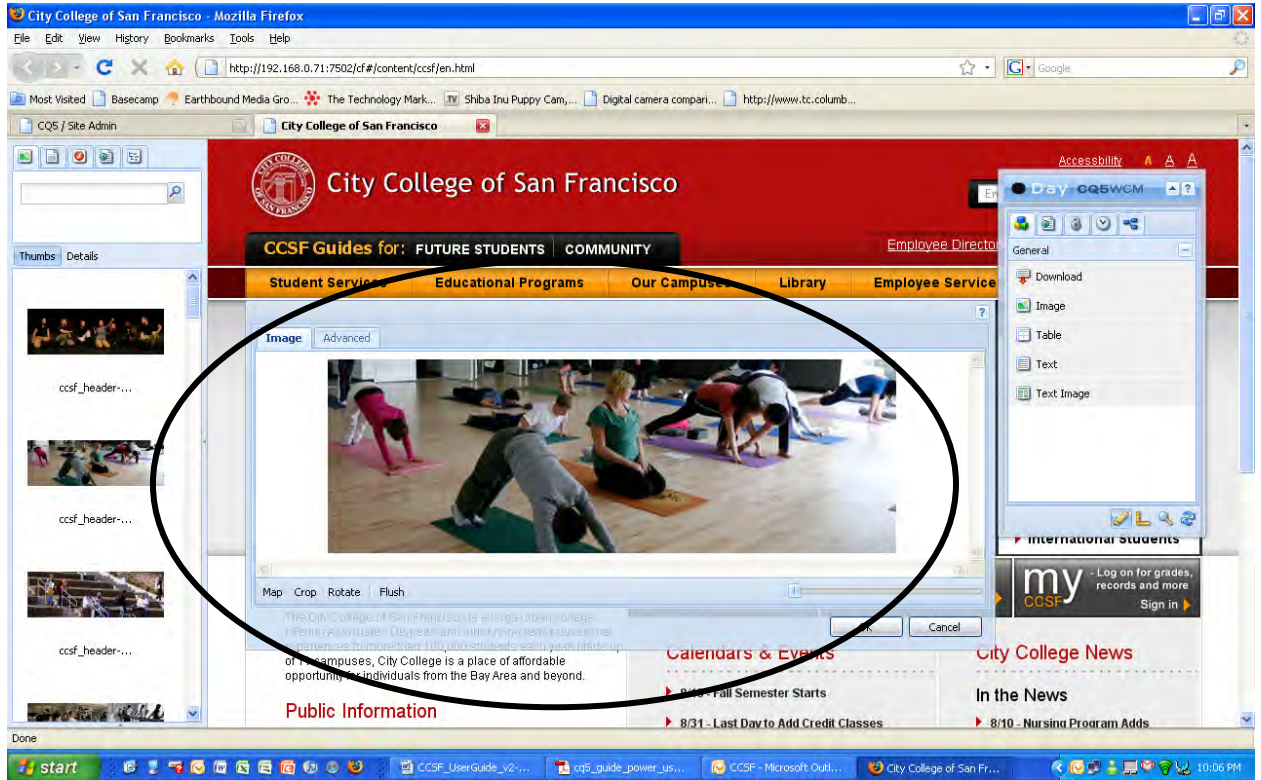
Prepare your images for the CMS standards in Adobe Illustrator or Photoshop. Or you may use a number of free web-based/downloadable image editors. (Search for “free image editor”, or “free web-based image editor” in your preferred search engine.) Images need to be in .jpg, .gif or .png format in order to go into the system. Images must be sized (cropped) according to the CMS standards.

The Component User Guide specifies the correct sizes for images based on the component it is being used in. These sizes are also reflected in the DAM. The size of your image is critical to the success of the image’s appearance on your page.

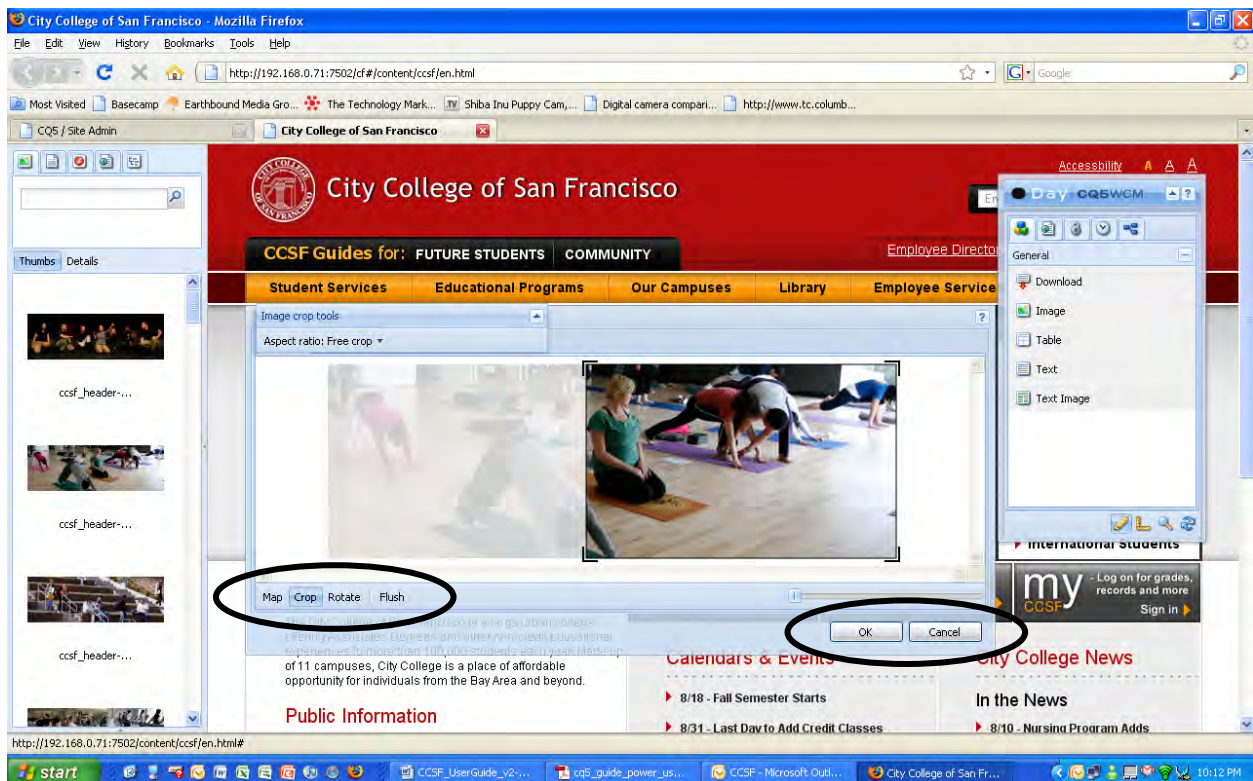
The CMS Edit/Crop Tool

Though not recommended, you can crop and rotate images in the CQ5 by right-clicking on the image and selecting **Edit**.

Once selecting the image will pop up in a new editing window.



Crop the image by selecting Crop from the bottom tabs in the window. Use your mouse to make the image smaller. (You can also use the slide bar to zoom in and out of the image.) Once the image is the way you would like it hit **OK**. You will then see the cropped image.



If you crop an image and don't like the result, you can go back into the image to fix it. Simply right-click the image to go back to the editing screen.

You will see the entire image is still there and you are able to **resize** it back to the original version.

- Resizing an image in the CMS will not replace that image in the DAM.
- You can rotate the image by clicking Rotate from the bottom tabs.
- You can also flush the image which means you can remove it from the page: click Flush from the bottom tabs. Once you click **OK** the page will refresh with no image.

Image Restrictions

CCSF has its own set of branding parameters, legal and copyright restrictions, or other regulations that are meant to be adhered to whether or not the CMS enforces the practice.