

WEB TEMPLATE BASICS

This guide describes how you can quickly apply UVM's Web template to your department or organization's Web site. The template is generated dynamically by the www.uvm.edu server and something we call the magicscript. The UVM Web Team hopes that this will produce a cost-effective way for you to concentrate on building up-to-date relevant content, as opposed to spending the time and money trying to build fancy Web pages.

The UVM Web Team recommends and encourages all "official" UVM department and organization Web sites to employ the UVM template design. This is important in reinforcing a common look and feel, of brand image, across all university Web sites.

While there are other ways to mimic the UVM Web design, only these suggested Web publishing Guide methods will allow the Web Team to tweak or adjust the template design centrally or let CIT add additional functionality or alter certain site-wide "global" links, with minimum impact on your site and its content.

NOTE: To use this template, you must have a "Zoo" account. For more information, see <<http://www.uvm.edu/account/>>.

These instructions are available at <<http://www.uvm.edu/webguide/>>. Just click on "BEGINNERS GUIDE".

BEGINNERS GUIDE

STEP 1: # Get a NetID Account on the Main UVM Server

To use the UVM Web Template, you must have a personal or a departmental account on the main UVM server (that is, Zoo computing cluster). You cannot use the UVM Template on other servers, such as vtmednet. Your NetID, or Zoo, account may be used for Web publishing, e-mail and other functions.

Faculty, staff and students who do not yet have a NetID account may activate accounts online.

Departments/programs/offices should read "About Host Accounts for Departments and Organizations," then fill out the CIT Account Application Form for Departments and Organizations.

STEP 2: Understanding How Your Pages Use the Magicscript Code

Your pages will use a special script called Magicscript in order to appear in the UVM Web Template design and navigation.

The UVM Web Template is not a true template, like a Microsoft Word template, where, for example, you are provided with a predesigned letter or resumé file, allowing you to simply add words. Instead, under the UVM Web Template, you are provided with three files: default.html, defaultmenu.html and magicscript.php.

Together, these three files will allow you to build one page — your home page — in the UVM Web Template design. In Step 3, we will explain how you can download these three files. And

later, we will show you how to add more pages and link to them from your home page.

Magicscript Files That You Will Use

When you download the Magicscript for the first time, you will receive these three files, which the Magicscript uses to create a basic Web page in the UVM Template design:

1. The magicscript.php file, a special script that generates the template each time a user goes to a page on your site.
2. The defaultmenu.html file, in which you will:
 - * Determine which labels and links appear in your Main Menu.
 - * Create your Web Page Title.
 - * Include your departmental Webmaster's e-mail address, which will automatically become part of the "Contact Us" feature at the bottom of your Web page.
 - * Include a link for a departmental graphic or logo, if you choose to include it above your Main Menu.
 - * Set other configuration options
3. The default.html file, which contains your Content Area. This is the main section of your Web page where you add your own content and graphics.

In addition, Magicscript uses these files, if you choose to create them:

- * The default1.jpg (or .png or .gif), which generates the Default Graphic.
- * The related_links.html, quick_links.html, to-do_list.html, current_topics.html, q_&_a.html and news_&_events.html files, any or all of which assemble a box of Quick Links, To-Do List, Current Topics, News & Events, Related Links and/or Q&A Box features. No matter how many you use, the files will be automatically combined by the Magicscript into a box on the right side of your page.

STEP 3: Transferring Over the Magicscript Files to Your NetID (Zoo) Account

Important Note: If your site already is using the UVM Web Template, do not "make magic" (that is, transfer over the Magicscript files) into any folders where you are using the template or where you see template files (e.g., default.html, defaultmenu.html or magicscript.php).

To view the Magicscript files in your account, see the instructions at Step 4. If you are unsure whether your site is using the template or whether your folders contain Magicscript files, contact the UVM Web Team at webteam@uvm.edu.

Once you have determined that your site is using the template and already contains Magicscript files, then you can go to Step 5 and download the files and edit them as needed.

Make sure you have a NetID, or Zoo account, either personal or departmental (for departmental sites, it's better to use your departmental, not personal, account). If you don't, then go to Step 1. If you do, then decide whether you want to keep the files on your personal NetID account (which you are assigned when you sign up for e-mail) or your departmental account.

Make a secure connection to Zoo using a computer program such as SSH. (A program of this type should already be installed on your computer, both Windows and Macintosh.) Or try this

shortcut: `ssh://zoo.uvm.edu/`.

The first window says "Login." Type your NetID account name (the same, abbreviated name that you or your department uses for e-mail, such as mathdept for Math Department). Hit return.

You then will be asked for the log-in password (again, this is the same password as the one you or your department uses for e-mail). Type in your password and hit return.

You will get a window Welcome to Zoo Unix Cluster. At the terminal type prompt hit return.

Type in the following: `~webmster/makemagic` (Note: There is no a in webmster; also, the ~ (tilde) character can be found on your keyboard to the left of the number 1, using a shift) and hit return.

All of the Magicscript files you need to get started will be transferred to your `public_html` folder on your NetID account. If you would like to keep the files in a separate folder within your `public_html`, then type `~webmster/makemagic`, leave a space, and then type the name of your folder, and hit return, as in:

```
~webmster/makemagic nameofyourfolderhere
```

You can continue to create more folders as above, if you want. Each folder needs to have at a minimum the `magicscript.php` file.

STEP 4: Viewing the Magicscript Files in Your NetID (Zoo) Account

You can now view these files using a file transfer program. Windows users may use SSH (Secure Shell). Macintosh users may use Fugu.

If you don't see the files, then doublecheck the instructions in Step 3.

If you do see the files, then you will want to transfer two of the magicscript files (`default.html` and `defaultmenu.html`) to your computer's hard drive. (Note: You can edit these files directly on the server using a text-editing program on Zoo, such as Pico, or a HTML-editing program that supports secure FTP connections.)

STEP 5: Transferring Files From Your NetID (Zoo) Account to Your Computer's Hard Drive

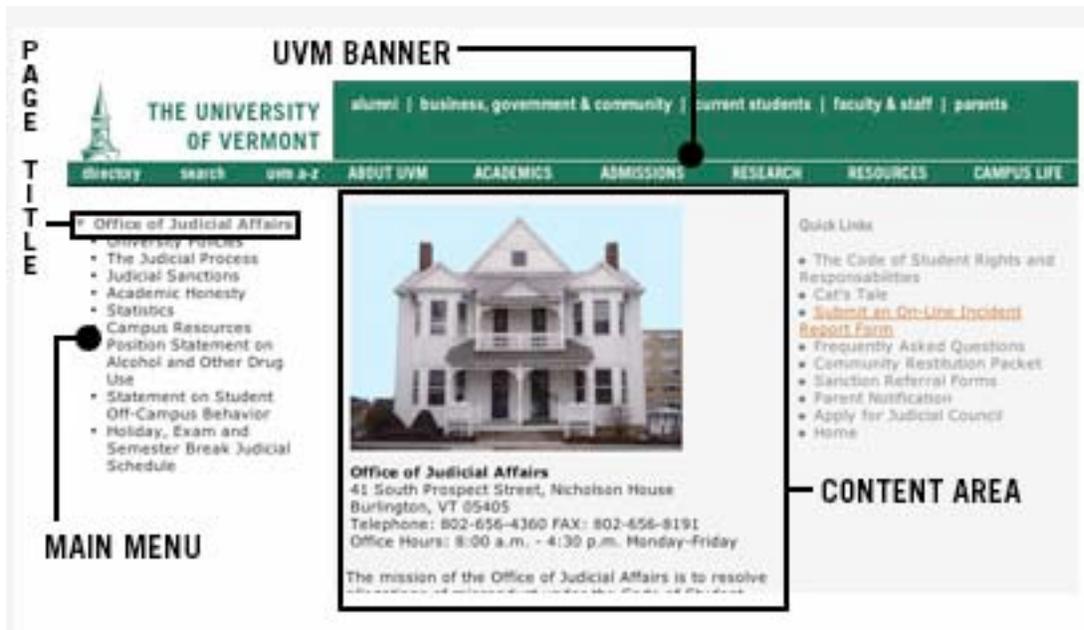
Now, using a file transfer program such as SSH (Secure Shell), you will need to transfer two files (`default.html` and `defaultmenu.html`) to your computer's hard drive. (There is no need to transfer over the `magicscript.php` file.)

In most file transfer programs you can drag and drop the files from the program window onto your desktop.

STEP 6: Creating Your Web Page(s)

Now that you have the Magicscript on your account, it is time to create your unit's home page and any pages linking from it.

Below is a graphic of how the basic UVM Web Template page looks. To use other features, see the Advanced Template Features after you understand these instructions for page creation.



Organizing Your Web Site: Content and Navigation

First, you'll need to decide how your site will be structured. It would be helpful if you consulted the General Web Topics and Tools section of the Web Guide for information on Considering Your Audiences and Gathering & Organizing Your Content.

In using the UVM Web Template:

You'll need to come up with a Web Page Title (most often, this is the name of your department), which will show up on all your pages.

You'll need to think about the information you want on your subpages.

Those subpages, in turn, may become labels in the Main Menu, which is part of your home page and which will remain viewable and accessible as people click around on your site.

Once you have figured out the labels for your subpages, then it's time for you to create your Main Menu.

Creating Your Main Menu in defaultmenu.html

Using any text- or HTML-editing software, open the defaultmenu.html file.

The defaultmenu.html file most likely contains the following example:

0 Department Title Goes Here email=department.email@uvm.edu

1 Menu Item 1	page1.html
2 Menu Item 2	page2.html
3 Menu Item 3	page3.html

The menu is set up in an HTML table format, and the row starting with 0 has special meaning. The text Department Title Goes Here will appear as your overall Web Page Title (see above). Now's the time for you to edit the Web Page Title. In addition, you should change the department.email@uvm.edu to your department's e-mail address. That e-mail address and your Page Title will show up automatically when someone clicks on Contact Us at the bottom of your Web page(s). You also may choose to select an appropriate banner color by appending a style call after the e-mail address. Choose the type that you believe most closely fits your department or unit, and apply the correct style call as listed below:

Unit/Department Type	Style Call
General UVM Information	,style=about
Academic Units	,style=academics
Admissions Departments	,style=admissions
Research Units	,style=research
Student Activities and Student Life	,style=campus_life
UVM Resources	,style=resources

The remaining numbers (1, 2, 3) in the first column represent the order in which the items will appear in the Main Menu (see above) of your page. At this point, you don't need to do anything to the numbers.

The second column (Menu Item 1, Menu Item 2, Menu Item 3) represents the text labels that will be displayed in the Main Menu once your page is published on the Web. Remember: These labels actually are text labels for the links to your subpages. Now you can edit the menu items according to how you want people to find information on your subpages (for example, you could edit Menu Item 1 to say What We Do and Menu Item 2 to say Who We Are).

The third column (page1.html; page2.html, page3.html) represents the URLs, or Web addresses, that link from the text labels you are listing in your Main Menu to your subpages. Because these subpage files actually will exist in the same folder as your defaultmenu.html, there's no need to provide the entire http:// address for each link to a subpage file; you'll just need to provide the name of the file (for example, What We Do could link to what.html, and Who We Are could link to who.html). It's up to you to decide what you want to call the subpage files.

If you want to create more rows for menu items and links, you can do that in your editor. You also can delete a row. If you do not have any rows besides the Zero Line, your menu will disappear and your content area will shift accordingly to the left.

If you ever want to change the order of the menu items, you don't need to cut and paste all the text and links into different rows, you only need to change the order of the numbers accordingly. The numbers can be listed out of order (for example, as 2,1,3) and the menu items will still show up on your page according to numerical order, 1,2,3. (Do not change the order of Row 0, however. It needs to stay in the first row.)

Save the file. Later, in Step 7, we will show you how to transfer the file back to your NetID account and set permissions.

Editing Your Content Area in default.html

Now it's time for you to edit your default.html file, thus creating your Content Area, the major portion of your home page. The Content Area is what is displayed on your home page below the UVM Banner and to the right of the Main Menu (see above).

Open the default.html file. Add whatever copy and graphics you would like. Here's where you can get creative.

Note: If you provide labels and links within your Content Area to other pages on your site, you will need to use a special code for the URL address in order for the page to show up in the UVM Web Template format.

Let's say that the name of the file/page to which you want to link is called subpage.html. The link to that page should use a special code, ?Page=. Here's what the link from default.html should look like:

```
?Page=subpage.html
```

Note that the P is capitalized.

When you're done editing default.html, save the file. Later, in Step 7, we will show you how to transfer the file back to your NetID account and set permissions.

Creating Your Subpages

Now, you can create the subpages that you named and linked to in your defaultmenu.html file. In the example, we suggested creating who.html and what.html. So at this point you would create one of those files. Name the file who.html (or whatever you would like) and save it somewhere on your hard drive (make sure to remember where).

Note: Don't use any spaces or characters such as .? "%#& in your file names, or else users won't be able to view your page.

Once again, use your imagination to add the content and graphics you wish. As in any traditional word-processing document, you can type in the information you want this page to include — or copy and paste the information from another document. You can use photos and graphics as you desire.

Do the same to create the other subpages.

Now you will need to transfer your default.html, defaultmenu.html and subpages to your NetID account and set permissions so that people around the world may view your pages.

STEP 7: Publishing Your Web Site

Until this point, you have probably edited your files on your local machine (that is, your computer's hard drive).

To publish your page — that is, to put it on the Web — you will need to transfer the default.html,

defaultmenu.html and any subpage files to your NetID account using a secure file transfer program such as SSH (Secure Shell), then set permissions so that you will be the only person who can change your files but other people may access the files to read them.

Transferring Files and Setting Permissions

First, log into zoo using your secure file transfer application and make sure you are in the public_html directory of your account. (You may need to further navigate into a subfolder if your site is living in a separate directory.)

Upload your edited default.html and defaultmenu.html into the public_html directory or wherever you created Magicscript in Step 3

Next, you'll need to set the permissions for any new files you bring over (this is sometimes called "chmoding," since the name of the direct UNIX command for this is "chmod," meaning CHange MODe). The correct permissions for files is 644 — or owner, read and write, group and other/world, read.

Now it's time to doublecheck if your pages have been successfully published on the Web.

STEP 8: Doublechecking Your Work

Now you can check to see if your Web pages work. In Netscape Navigator, Internet Explorer or another Web-browsing software program, go to your department's home page address (for example: <http://www.uvm.edu/~yourdepartment/>).

You should be able to click and open the various Web pages/links that you've just created. Note that people visiting the UVM Web site use a variety of Web browsers and operating systems, so it's always important to check and see how your pages look on systems and browsers other than your own (e.g. Windows XP, Windows 98, Macintosh, Linux, Netscape, Internet Explorer, etc.). You also may want to alter your monitor settings (e.g., try different resolutions such as 800x600, 1024x768 or 1280x1024 to view your pages differently).

Any problems? See the Help pages,
<http://www.uvm.edu:8888/webguide/templateguide/?Page=help.html> or the FAQ pages
<http://www.uvm.edu:8888/webguide/templateguide/?Page=faq.html>.