

## 2<sup>nd</sup> DRAFT Design guidelines for LibGuides at Potsdam 6/8/09

1. A common color scheme that will differentiate tabs from box headers, and will make the active tab stand out from the other choices.
2. Non-essential information will be suppressed, including “Share”, “Latest update”, and the search box (already hidden).
3. “Comments and “Rate resources” options will be disabled.
4. Guides will have a centered “Title”, but no “Description.
5. Use the “Common Form” LibGuide as the model for guide creation, and LINK to boxes on that form that you are using unchanged. COPY boxes that you need to modify for the guide you are creating. Common Form = <http://potsdam.libguides.com/content.php?pid=48381>
6. Have the Meebo box on the top left of the opening page of every guide – but not on lower pages, except “Help”.
7. Have the “Profile” box on the top right of every opening page, but not on lower pages, except “Courses” and “Help”.
8. Have certain standard tabs on every guide.
  - a. Title tab – same as title of the guide
  - b. Reference
  - c. Books, media, etc.
  - d. Articles
  - e. Courses
  - f. Help

Rationale: Some degree of standardization helps people navigate. Users still often approach information seeking with the need for a particular format of material – book, article, video, etc – so that should be accommodated.

9. In general, use the left column for explanation and advice, the center column for the main content, and the right column for supplementary content
10. Do not separate resources based on subscription or free – an irrelevant fact for users.
11. Other tabs on the opening page will be determined by the nature of the discipline. In general, subject categories are preferred to format categories.
12. Opening page design:
  - a. Top left – Meebo
  - b. Top center – The title of this box is the title of the guide. The text in the box refers viewers to tabs above.
  - c. Top right – profile box
  - d. Lower left – news feeds – if any
  - e. Lower center a box called “Other Research Needs” with text links to pages such as “Citing Sources”, “Copyright Issues”, “Identifying Scholarly Articles”, etc.
  - f. Lower right – ---
13. Reference page:
  - a. Top left – using reference works (advice box from Common Form)
  - b. Top center – major online ref. tools, including GVRL searchbox for subcollection if available.
  - c. Top right – online research guides
  - d. Lower left – other subject-related online ref. tools
  - e. Lower center – print-based ref. tools
  - f. Lower right – other subject-related online ref. tools
14. Books, media, etc. page:

- a. Top left – searching for books in catalogs (2 advice boxes from Common Form)
- b. Top center – links to main book search tools, at least to include BearCat, SUNYUnioncat, WorldCat
- c. Top right – ILL (advice box from Common Form)
- d. Lower left - ---
- e. Lower center – other book search tools as relevant, ex. GoogleBooks, specialized library catalogs, e-books...
- f. Lower right - LC outline for the subject

15. Articles page:

- a. Top left – Finding articles / ArticleLinker (2 advice boxes from Common Form)
- b. Top center – Article search tools with MultiSearch at top; title centered, in color, list of databases included in multisearch under searchbox; link to MultiSearch Advanced. Then links to main individual databases for subject – in order of importance, not alphabetically.
- c. Top right – ILL (advice box from Common Form)
- d. Lower left --
- e. Lower center – secondary databases for the subject, in order of importance
- f. Lower right --Browse for journals by subject – link(s) to SerSol journal browse

16. Courses page:

- a. Top left – ask for librarians to help (advice box from Common Form)
- b. Top center – links to guides or other materials for current courses.
- c. Top right – profile box
- d. Lower left - Info. Lit. at Potsdam (advice box from Common Form)
- e. Lower center – how to request a guide or info lit classes (advice box from Common Form)
- f. Lower right - --

17. Other guidelines:

- a. Use lists that allow use statistics to be logged wherever this would be wanted.
- b. Add illustrations where appropriate to enliven page – esp. on the opening page.
- c. For lists of links, use the :”Simple Web Links” format that puts description in pop-up balloons with 256 char. max. Intro. text can only appear at the top of the list. Use two boxes if you need another header for the next group of links.
- d. Use the LibGuides link checker regularly to check for broken links (but it will not find broken inks behind our proxy server or links that successfully redirect).

Foundation Principles:

Less is more  
 Use the templates.  
 Follow style guidelines.  
 Link to, rather than recreate.  
 Share ideas

Why?

Frees staff to work on new creative web projects  
 Information can be updated in one place (instead of several places)  
 Consistency makes it easier for our users to navigate the site