

University of Memphis Website

Topic Table Discussion

June 23, 2009

LCMS – Overall template that all University departments and colleges will be changed to. Some have already been changed.

If you are maintaining a website, you will be able to login and make changes on your own.

There are two options for slideshows in LCMS formats:

1. Flash Slideshow
2. Small webpages using an I-Frame to imbed onto site page

Videos for websites:

1. Marty Duell – University Videographer
2. Must give to Marty to put on streaming video server
3. If you self-record, must be in Quicktime format

The most important thing about the LCMS websites is the content organization. The left navigation bar is the organization of your site. The left navigation bar will be as consolidated as possible. The Quick Links under the left navigation site can change at your discretion.

Photo Requirements for website:

1. Leave in original camera form. Just burn directly onto a CD and give to website manager
2. Be aware of lighting when taking pictures

Priority for websites:

1. External Sites (Recruitment)
2. Development (\$\$\$)

Preparing for website changes?

1. Type text in a text editor (Content)
2. Organize topics for left navigation bar
3. Gather great pictures

If you want to use FLASH on your webpage, you MUST be willing to maintain it.

External options:

1. Flickr – Right now there are no ads associated with flickr, so it can be used as a photo scrapbook for your site
2. Youtube.edu – There will be developments in the next month regarding it's usage, ads, and the university

Essentially, the idea is that any external options cannot include any outside advertising.