UChicago Arts Website Guide

The UChicago Arts site (arts.uchicago.edu) acts as a portal for information about arts activities and initiatives at the University of Chicago. It brings together in one place information about academic departments and programs in the Division of the Humanities and the College, as well as professional arts organizations affiliated with the University, a wide range of student arts organizations, and initiatives, programs, and resources aimed at enhancing the arts at UChicago.

The Marketing department is responsible for keeping the website homepage up to date, but individual initiatives, organizations, and arts entities are responsible for keeping their pages up to date. If you ever need help updating your page, please contact Clare (austensmith@uchicago.edu) or Ronia (rholmes@uchicago.edu).

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Site Organization

The Homepage

The arts.uchicago.edu home page features news and announcements related to the arts and artists affiliated with the University, information about upcoming events, on-going exhibitions, and arts events and exhibits of non-University arts organizations in Hyde Park and surrounding neighborhoods, and throughout Chicago. The site is on a Drupal Content Management System.

Nodes and Content Types A node is a piece of content on Drupal. Nodes are made up of fields for text, images, files, etc. A node can be a page, or a page might be a collection of nodes (for example, the UChicago Arts homepage). Every node has a unique ID. Content Types are different types of nodes. Each content type contains a different group of fields.

Nodes can also be “published” (viewable to the public) or “unpublished” (viewable only to site editors and administrators). You can learn more about Nodes at: https://drupal.org/node/19828

The Content Types on the UChicago Arts site include:

The five queues of information - Features (the overarching display images), Events, Exhibitions, News, and Around Chicago are all maintained by Nodequeues.

Arts Entity Pages

Many arts entities on campus have their own websites. Some arts entities, however, have "microsites" that are housed within arts.uchicago.edu. For these entities, an "Arts Entity Page" is established, which functions as their "home page". If you are an initiative, gallery, etc. housed out of the UChicagoArts umbrella, creating an Arts Entity Page is the correct template for you.

Gallery Pages

Gallery Pages are a useful alternative for archives, or other "list-like" functions (e.g., arts.uchicago.edu uses Gallery Pages in the Academics and Explore sections of the web site as a "jumping off" point for the many microsites within these sections). It is important to note that Gallery pages can only populate their galleries with previously created items on the arts.uchicago.edu site.

Image Gallery

An image gallery is a collection of images, which you can embed into an Arts Entity or Info page.

Events

Each event is a node imported from Bedework. These collected Event nodes appear in calendars. These are not added on the site, so if you want to add or edit an event, follow instructions for adding events to Bedework. However, Event images are added on the UChicago Arts site. See instructions for Adding a Teaser Image to Events.

Logging In

- There are two ways to initiate the login process:
  - Enter the URL arts.uchicago.edu/user and press <ENTER>
  - At the bottom of any page on the arts.uchicago.edu site, scroll to the bottom of the page and click on the copyright symbol in the lower left corner of the footer:

- Then Log In with your CNET ID and password:
Once you are logged in, you will see a black menu bar across the top of your screen. This menu bar gives you access to administrative functions on the site and to your account. The menu options which appear depend on the role that has been assigned to you.

If you have trouble logging in, or are able to log in but unable to edit your entity’s pages, please contact Clare (austensmith@uchicago.edu) or Ronia (rholmes@uchicago.edu) to help get your account set up. If you are new hire, you will need Ronia or Clare to set up your account permissions, regardless.

Finding Content

You can find most content by navigating to a page, or using the search bar. But some content will need to be located through the Administration menu.

1. Double-click on the Content button in the Administration menu.
2. You will see a full list of all of the content on the site.
3. You can filter content by Content Type. 4. Click on Title to alphabetize by title.

Any of your unpublished pages can be found by going to Content Unpublished.

Adding Your Events to the Calendar

Uploading your entity’s events to the shared Arts calendar is incredibly important - it’s the only way it can be featured on the homepage!

1. To add events to the University online calendar, visit events.uchicago.edu
2. Log in with your CNet ID and click on “Manage Events” in the top left corner.
3. Then click “Add Event.” Fill out all the appropriate fields for your event.
4. Add an Image to your event. - **VERY IMPORTANT**!
   - If you do not add an image to your event, it will not be featured on the homepage.
   - Images must 2 x 3 proportionally.
   - If you do not have a specific promotional image, you can find royalty free images at Unsplash.com, which simply need to be resized to be less than 5 mb in Photoshop, to use on your event. (ie. UChicago Music could use a stock photo of violins or an orchestra).
5. To Share with the Arts calendar, there are a number of options close to the top of the Bedework listing that will enable you to share:
   - Under “Topical Area—Unmoderated,” check “Arts”
   - Under “Topical Area—Event Types—Arts,” check whatever applies: this helps organize events for searching and “related events” functionality.
   - If the event is taking place at Logan Center, you can also share with that calendar at the bottom of the screen by selecting “Logan Center” from the long list and clicking “Add.”
6. To edit the event, log in to bedework again and select “manage events,” and search for your event. Then edit the information, and resave the event.

Creating a Gallery Page

- Log in to the website.
- Go to the upper lefthand corner and select Content -> Add Content -> Gallery Page
- Input your title and Body text. The Body text will be displayed above the Gallery.
- When you’ve added your Title and Body text, scroll down to the Gallery Section.
- Add a title if necessary (for example, you want to feature multiple galleries on one page).
- Under gallery block, begin to type in the name of your previously created item.
- It’s important to note that Gallery pages can only display content that already exists on the UChicagoArts website (the URL must begin with arts.uchicago.edu).
- So, if I wanted to create a gallery that included a linked to www.uchicago.edu, I would have to create an Info Page, News Article, or other item, then set the arts.uchicago.edu URL to redirect to the non-arts.uchicago.edu URL. How do I set up URL Redirects?

Creating an Info Page

- Log in to the website.
- Go to the upper lefthand corner and select Content -> Add Content -> Info Page
- You will see the below screen, but without the information. I’m using the “Community Resources” page as an example.
- Input your page’s title.
- If you’re creating an Info Page for an arts entity like the Logan Center or the Smart Museum, you can add an “Entity Logo” that displays in the upper left hand corner of the page, and helps distinguish your page from the UChicagoArts main site. If you don’t have an entity logo or are
creating a page within the UChicagoArts main site, you don't need one. Make sure you add alternate text if you do use an entity logo - not only does it boost our pages search engine ranking, it makes the pages accessible to those who are hard of hearing or blind.

- As you scroll down, you will see a block that said "Main Image Gallery"
- The block "Main Image Gallery" refers to the large image above your page's text. You can upload multiple images, which will create a slideshow.
  - This is not required, but makes your page look a lot better!

- Add a Teaser Image - this is the image that will populate if you add the Info Page to a Gallery Page or Nodequeue. The image upload box will specify the size the image needs to be, and will not upload your image if does not meet the minimum specifications.

- Body Text - this is the main section of your info page. You can insert text, links, and images. You can use the toggle on the bottom to switch between HTML and Rich Text. If you are copying and pasting text from a word doc, etc. inputting it while on the HTML toggle will strip the text of all formatting (bold, underlined text, links, etc).

- Sidebar Fields: These are fields that appear in the right sidebar of an Arts Entity or Info page. The sidebar can also be hidden using the Hide Sidebar? checkbox in the page editor.
  - Arts Entity pages include a set of fields for website URL, address, contact inform
  - Page Assignments: Assigns your page to areas in the Explore or Academics section of the site. This area is set up by the site administrators.
  - Related Content: Choose what related content appears at the bottom of your page. Automated content will appear automatically based on Event Categories. Moderated content will have to be manually added in the Moderated Content Selection area. Choosing Nothing will make the area disappear. See Managing Related Content for more information.
  - Tags: Assign tags related to your content.

- Adding your Info Page to the Site Menu
  - It's not much use for your page to exist without a link on the menu.
  - When you're ready to save your page, scroll to the bottom of the screen.
  - Select "provide a menu link"
  - Input your page's title underneath "Menu Link Title"
  - Select the Parent Item. For Community Resources, "Logan Center" is selected, which means that when a user clicks on "Logan Center" on the lefthand menu bar, "Community Resources" will be displayed underneath.
  - If you want your page to display underneath a Parent Item, but before an already existing page underneath the Parent Item (example: I want Community Resources to be underneath "Logan Center" but underneath "Student and Faculty Resources"), you can fiddle with the row weight.
    - To find the row weight of an existing page, simple go to the page, select "edit" from the top menu, and then scroll to this section and note the Row Weight.
    - Then go back to your page, and set it's weight to be either smaller or larger than the existing page's weight (depending on where you want it).

Creating an Arts Entity Microsite

- Log in to the website.
- Go to the upper lefthand corner and select Content -> Add Content -> Arts Entity
- The below page will appear (for this example, I am using the Smart Museum of Art's microsite).
- Like the Info Page, you will want to input your Entity Name and Logo, if applicable.
  - If you're creating an Info Page for an arts entity like the Logan Center or the Smart Museum, you can add an "Entity Logo" that displays in the upper left corner of the page, and helps distinguish your page from the UChicagoArts main site. If you don't have an entity logo, you can still create your page.
  - Make sure you add alternate text if you do use an entity logo - not only does it boost our pages search engine ranking, it makes the pages accessible to those who are hard of hearing or blind.
- Add a Teaser Image - this is the image that will populate if you add the Info Page to a Gallery Page or Nodequeue. The image upload box will specify the size the image needs to be, and will not upload your image if does not meet the minimum specifications.
- Body Text - this is the main section of your info page. You can insert text, links, and images. You can use the toggle on the bottom to switch between HTML and Rich Text. If you are copying and pasting text from a word doc, etc. inputting it while on the HTML toggle will strip the text of all formatting (bold, underlined text, links, etc).
- You will also need to fill out the sidebar information for your Arts Entity, including original URL, Address, Contact Information, and Hours. The website will automatically create a google map preview if you input an address. If you leave these blank, the page will still publish and the fields will not show up.
- Adding your Arts Entity to the Site Menu
  - It's not much use for your page to exist without a link on the menu.
  - When you're ready to save your page, scroll to the bottom of the screen.
  - Select "provide a menu link"
  - Input your page's title underneath "Menu Link Title"
  - Select the Parent Item. For Community Resources, "Logan Center" is selected, which means that when a user clicks on "Logan Center" on the lefthand menu bar, "Community Resources" will be displayed underneath.
  - If you want your page to display underneath a Parent Item, but before an already existing page underneath the Parent Item (example: I want Community Resources to be underneath "Logan Center" but underneath "Student and Faculty Resources"), you can fiddle with the row weight.
    - To find the row weight of an existing page, simple go to the page, select "edit" from the top menu, and then scroll to this section and note the Row Weight.
    - Then go back to your page, and set it's weight to be either smaller or larger than the existing page's weight (depending on where you want it).

- When you've completed your page, you can preview your work, publish it (the page will be live on the website) or save it as a draft.

Creating a Feature Article

- Feature Articles are the articles shown above the Events, Exhibitions, New, and Around Chicago queues. They are major announcements, review, openings, etc.
- Log In.
Creating a News Article

- Log In
- Go to Content -> Add Content -> News Article
- Input the article title, source URL, and select “This is an external article”
- If the item is also a press release, select “press release” and it will auto-populate in the press section of the website (only UChicago.edu articles are considered press releases; you would not do this for a Chicago Tribune article, for example).
- Upload your teaser image according to the image specification. In the teaser caption, input the news source and date in the following format:
  - `<em>News Source</em>, Month, Day, Year`
  - The `<em>` HTML tags make the text show up italicized on the Nodequeue.
- Do not fill out Body text, etc.
- Scroll down to publish your article. Do not select provide menu link, etc. as you will be using this item in Nodequeues, not as a page.

Adding Articles, News Items, Events, and Exhibitions to Nodequeues

- The four columns, plus the feature article header, are all populated by “Nodequeues”
- To access the Nodequeues, go to “Structure” and select “Nodequeues”
- The queues with “Infinite” in the “Max Nodes” column are the queues that are displayed on the homepage. Do not use the queues that have “25” in the Max Nodes column.

Adding to the News Queue

- Select “View”
- Scroll to the bottom of the page:
- Type in the title of your News Article to add it to the queue. It should autopopulate the rest of the title, or a list of titles of News Articles that have a similar title, for you to choose from.
- When you’ve found your article, click “add content”
- Your article will appear at the bottom of the List. You have to drag your article to the top of the queue to position it. Make sure you scroll all the way back down and hit “save” before you leave the page!
- You will know the article is selected when it is highlight in yellow and you are able to drag it through the list of existing articles in the queue.
- SAVE your changes by scrolling back down and selecting “save”
- Congratulations - you should see the article at the top of the Homepage New's queue!

Adding to the Events Queue

- This is very similar to the News Queue.
- It's important to know that only events with images are displayed on the homepage.
- To edit the events queue, go to “Structure” and select “Nodequeues,” and then select “Events”
- Check to make sure all the events are up to date - remove any events that have passed. To check the date, right click on the event itself and open it in a new tab.
- Adding events works the same as adding events to the News queue.
- Scroll to the bottom of the page, and type in the name of the event you would like to add. Select “add content.”
  - BUT WAIT! How do you know what events are coming up that have images?
  - While you are maintaining the Events queue, open a second tab and go to the UChicagoArt's event calendar.
  - Select an upcoming date range (at least a month) and scroll through, adding events to the queue in the other tab as you go.
  - Drag the event to its correct place in chronological order (typically this means at the bottom, since we stack the events that are sooner at the top of the queue).
- Hit save.
- BUT WAIT! What if there are two events with the same titles, at different times, and you can't tell which one is which?
  - The way to determine that you are adding the correct event is to go into the event you want to post and check the Node's ID number.
  - Select the “edit” tab on the event you want to add.
  - Look at the URL of the node:
  - You'll see that in the URL itself, the Node ID number (NID) is there - in this case, it's 57162.
  - Then, when you go to input the event into the queue, you can check the NID and make sure it matches:

How To Set Up a URL Redirect

- Scroll down to the bottom of the page and select “URL Redirects”
- If there are URL Redirects, they should be displayed in this section (please note that there has been a bug that interrupts this display, and you may need to go to the master list of URL redirects to revisit or edit your redirect).
Select "Add URL redirect to this node"

- On this screen, you can add in the URL you would like to redirect, and input the URL you would like it to redirect to on the web.
- To look at the master list of URL Redirects, select "List" in the upper righthand corner. You'll see all of the URL Redirects for the entire site. Make sure you're not editing someone else's redirect, as it will disrupt their page!

Style and Formatting A-to-Z

Ok, so you know how edit and create your microsite or news page. But what about that visiting faculty title or proper punctuation on your entity's open times? Follow our Style and Formatting Guide to make your pages are consistent with UChicago standard. If you don't see an answer to your question here, Many other style-related questions can be answered by referencing the Chicago Manual of Style.

Academic Departments

- Official names should be capitalized, e.g. The University of Chicago Department of Music
- Avoid using all-caps or all-uppercase text. This decreases readability.

All-Caps

Alumni

- General name of degree (i.e. bachelor’s degree, master’s degree): apostrophe, lower-case.
- No apostrophe in plurals of degrees, e.g. Sam has two masters degrees.
- Use “alumnus” (singular male), “alumna” (singular female), “alumni” (plural male or mixed), “alumnae” (plural female). Avoid “alum” or “alums”.
- Spell out street names and states.
- Abbreviate directions without a period (N, S, E, W).
- Include the zip code.
- Avoid superscript (i.e. 60th St, not 60th St)
- Do not use bold text for headings. Instead, use the Headings formats to organize content. Headings are used by assistive technologies, such as screen readers, and improve accessibility of your page.
- If bold is used, use within the body text only and use sparingly
- Captions appear below Teaser Images, Main Images, Supplemental Images, and In-Body Gallery Images.
- Teaser Image captions should be under 100 characters.
- Main Image captions should be under 300 characters.
- Supplemental Image captions should be under 300 characters.
- In-Body Gallery Image captions should be under 300 characters.

Captions

Dates

- Formatted: Month, day, YYYY or Month YYYY (e.g. Jan 1, 2014 or Jan 2014)
- The following months should be abbreviated: Jan, Feb, Mar, Apr, Aug, Sept, Oct, Nov, Dec, and May, June, and July should be spelled out in full.
- Ongoing events: Jan 1, 2013–July 1, 2013
- Separated by an en-dash with no space on either side of the dash.
- Should be hyperlink and show the address, e.g. arts@uchicago.edu
- Jonathan M. Hall, chair of the Department of Classics; Professor Hall
- Francoise Melitzer, professor of comparative literature; Professor Melzter
- Provide headings to separate groups of content. They increase readability and are important to users with assistive technologies, allowing them to choose the heading and content they would like to read.
- Don’t use bold text for headings, since they will not be recognized by assistive technologies.
- Spell out single-digit numbers. Use Arabic numerals otherwise.
- Exception: Always use a numeral with percent, i.e. 2 percent.
- Capitalize all words except for “a”, “an”, and “the.”
- Use “and” not “&”
- Note: Do not change existing page titles yourself, since this changes the page URL. If a change is needed, contact site administrators at uchicagoarts.marketing@gmail.com.
- Separate with a line break
- Formatted: 773.702.2282 (1224)
- am and pm in all lowercase, no period, preceded by a space
- Use “noon” and “midnight” instead of 12 pm and 12 am
- Designate ranges with an en dash (–).
- Omit .00, e.g. 10 am–noon
- For listing hours, separate day and time with a comma, e.g. Monday, 9 am

Place & Organization Names

The following list specifies the complete names of places and organizations referenced in UChicago Arts communications, along with acceptable and unacceptable alternatives.
Avoid using acronyms on the UChicago Arts website. The website has a variety of visitors who may be confused by acronyms, even if they are well known on campus. Overuse of acronyms may also make finding content difficult when using search engines. If acronyms are used, the full name, followed by the acronym in parentheses, must be used in the first instance on every page. (Example: “Logan Media Center (LMC) will hold trainings each week. LMC trainings are fun.”)

- Art Collection of the Booth School of Business
  - The University of Chicago Booth School of Business Art Collection
  - Booth Art Collection (*)
- Arts and Public Life
  - Arts + Public Life

Not acceptable:

- Arts & Public Life

- Arts | Science Initiative
- Arts Council
- Arts Pass
- Café Logan
- Cinema and Media Studies
  - CMS
  - The Department of Cinema and Media Studies
  - Committee on Creative Writing
  - Contempo
    - Contemporary Chamber Players (formerly known as; subtitled)
- Court Theatre
- Cultural Policy Center
  - CPC
- Department of Art History
- Department of Music
- Department of Visual Arts
  - DOVA
- Film Studies Center
  - FSCc
- Richard and Mary L. Gray Center for Arts and Inquiry
  - Gray Center for Arts and Inquiry
  - Gray Center
- International House Assembly Hall
- John Crerar Library
  - Crerar Library
  - The Crerar Library
- Joseph Bond Chapel
  - Bond Chapel
- Logan Center Cabaret Series
- Logan Center Exhibitions
- Logan Media Center
- Open Practice Committee
- Oriental Institute Museum
- Program on Poetry & Poetics
- Regenstein Library

Joseph Regenstein Library

(Specific area) Regenstein Special Collections (UChicago SCRC)

The Reg (casual or good for student facing work)

- The Renaissance Society
- Reva and David Logan Center for the Arts
  - Logan Center
  - Logan Center for the Arts
  - Not acceptable:
    - § Logan Arts Center; Logan Art Center; DLAC
- Frederick C. Robie House
  - Robie House
- Rockefeller Memorial Chapel
  - Rockefeller Chapel
  - Rockefeller
- Smart Museum of Art
  - Smart Museum
  - the Smart
- Theater and Performance Studies
  - Theater & Performance Studies
  - TAPS
- The University of Chicago
  - UChicago
- UChicago Arts
- UChicago Careers in the Arts
Student Organizations

See a full list of student organizations in the Students section of the UChicago Arts site.