The University of Macau
Points to Note When Developing Websites for the University of Macau

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Keywords: webpage, website, colours, typography, style, copyright, responsive design

Summary of changes:
  ➢ Added point 2.4 to item 2 "Language"

Table of Contents

1. Purpose

As a supplementary document to *The University of Macau Guidelines for Webpage Layout and Content*, this document highlights points to note when developing websites and webpages for the University of Macau.

2. Language

2.1 All UM websites should provide an English version. Bilingual (Chinese and English) or trilingual (Chinese, English, and Portuguese) webpages are preferable.

2.2 For English, British English is preferred. Webpages should avoid mixed use of different variants of the English language.

2.3 When any website is available in Chinese, traditional Chinese should be used. Webpages should avoid mixed use of traditional and simplified Chinese characters.

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2.4 If the website is available in Portuguese, webpages should be in Portuguese content and avoid mixed use of other languages or different variants of the Portuguese language. The links on the Portuguese webpages should link to Portuguese content, unless no Portuguese version from external parties is available.

3. Title & Favicon

3.1 The title of any homepage of any UM website should be in this format:
English: Unit Name | University of Macau
Chinese: 單位名稱 | 澳門大學
Portuguese: Nome da Unidade | Universidade de Macau

3.2 The favicon of all webpages should be the UM emblem.

4. Colours & Typography

4.1 Units should ensure colour consistency on their websites. In general, it is not recommended to use more than three main colours on a website. When more colours are needed, shades and tints of the main colours should be considered.

4.2 It is not recommended to use more than two fonts for a website. Please refer to the *University of Macau Brand Guidelines* for the recommended typefaces.

5. Writing Style

5.1 Capitalisation consistency is important throughout webpages within a website. For titles of news stories, sentence case is preferred, while title case is recommended for most other situations.

5.2 For Chinese contents, fullwidth punctuation marks are preferred to those in halfwidth forms.

5.3 The use of different forms of emphasis, including bold, italics, and underlining, should be consistent.

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6. Responsive Design

Webpages should be properly displayed on desktop and mainstream mobile devices.

7. Copyright Message

Every webpage should contain a copyright message in the following format:

English: Copyright ©20XX University of Macau

Chinese: 20XX 版權屬澳門大學所有

Portuguese: © 20XX Universidade de Macau

8. Profiles of Academic Staff

For the profile of any individual academic staff member. The following items are compulsory:
i)   The staff member's position(s) at UM
ii)   Academic qualifications
iii)   Photo
iv)   Email
v)   Phone
vi)   Office address

Besides, it is recommended to include the following items:
i)   Affiliation within UM
ii)   Office hours
iii)   Research interests
iv)   Teaching areas
v)   Work experience
vi)   Academic & community services
vii)   Conference presentations
viii) Publications

9. Accessibility

To enhance the accessibility of information for students with visual impairments, it is recommended that websites include functions and refer to *A User Guide for Making the*

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Accessible Webpages.

10. Other Notes

10.1 It is preferable that hyperlinks to other pages on the same website are opened on the same page, while links to any documents or other websites are opened in a new window or a new tab.

10.2 The date format and time format. DD-MM-YYYY and HH:MM are recommended.

10.3 It is recommended that email addresses and phone numbers on webpages are clickable. The hyperlink of UM addresses can be linked to the webpage of UM map.

10.4 UM's websites support mainstream browsers. It is recommended that newly designed webpages are examined under all these web browsers.

10.5 All website URLs and filenames should not contain any Chinese characters or symbols (eg. #, $, %, &) except the underscore symbol (_) and hyphen (-) which may be used for separating individual words in a filename. Filenames and filename extensions with all lower-case letters are recommended. Spaces in files and directory names are not allowed.

11. Remarks

11.1 This document shall take effect on the day of approval.

11.2 Any matters not covered herein shall be subject to the director of Communications Office (CO)'s approval.

11.3 For enquiries, please email to CO at prs.event@um.edu.mo.