Scranton.edu 3.0
A Sneak Preview of our Responsive Website
What we’re going to cover today

- Web Projects Overview
- Responsive Design – what is it, why convert to RWD?
- Scranton.edu 3.0 – review of new look
- New Undergraduate Admissions Site
- How does this impact you?
- More Tips & Best Practices
- Live Demo
Overview of Projects

- Two major projects to enhance the University website in appearance and usability
  - Conversion to Responsive Web Design
  - Creation of new Undergraduate Admissions microsite
- Both projects are scheduled to go live in July.
What is Responsive Web Design?
Responsive web design allows the layout to change according to the screen size of the user’s device.
• Flexible Web design is proportional from the smallest to the largest device, without those proportions straining.

• After widths or heights hit a certain point the design would then change style sheets to alter content availability, layout structure, and more.
This approach of designing once for all devices (desktops, large screens, tablets and mobile phones) is a more efficient way to maintain and future-proof higher ed websites.
Why convert to Responsive Design??
Who Doesn’t Love Stats?

- **Mobile on Black Friday 2012**
  - Over $1 Billion spent on mobile alone!

- **What do People do on Smartphones?**
  - Everything!

- Performance is Important!
  - 74% of mobile web users leave a site if it takes more than 5 seconds to load (**src**)
Mobile Growth

- Mobile Web growth has outpaced desktop Web growth 8x
- Global mobile data traffic should grow 26x over next 5 years
- By 2015: Over 50% of all Internet traffic will be from mobile devices!

Source
What about Scranton.edu users?
## Smartphones Visits to Scranton.edu

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
<th>% Increase</th>
<th>% of Total Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>2,298</td>
<td>n/a</td>
<td>Way &lt; 1%</td>
</tr>
<tr>
<td>2009</td>
<td>15,468</td>
<td>573%</td>
<td>&lt; 1%</td>
</tr>
<tr>
<td>2010</td>
<td>53,984</td>
<td>249%</td>
<td>2.0%</td>
</tr>
<tr>
<td>2011</td>
<td>131,420</td>
<td>268%</td>
<td>5.8%</td>
</tr>
<tr>
<td>2012</td>
<td>190,126</td>
<td>109%</td>
<td>8.5%</td>
</tr>
<tr>
<td>2013 YTD (4/30)</td>
<td>107,287</td>
<td>102%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

In 2013, we also had 55,770 visits from tablets bringing total mobile traffic YTD to **18% of total traffic** to our website.
Same data but since I love charts....
The trend in websites in general is to wider, more visual sites and we used this opportunity to refresh the design of our entire site.
The screen resolution of 69% of Visitors to our website this year was 1024px wide or higher.
How does this Impact You?

As a CMS User...
Current Banner Image Size: 768 x 180 pixels
New Banner Image size: 1280 x 361 pixels
Three Steps to Changing Banner Image
Step 1 - Choose an image.

Pre-sized images are available in the online photo gallery at [scranton.edu/webcms/photo-gallery.shtml]
Step 1 - Choose an image.

- If you prefer to use an image of your own, you will need to resize it to the correct dimensions
  - 1280 x 361 pixels

- If you use your own image you should also optimize your image using one of the options that will be outlined in the next section

- This will decrease the amount of time it takes your image to load in the page on your site.
Step 2 – Load Image into CMS

After choosing, correctly sizing and saving the photo to your desktop, load the image into the images folder in the CMS.
Step 3 - Place the new image in the main photo asset
More Tips & Best Practices
Help our Search Engine Results! Fill out keywords and description

Display Name: Open House Registration
Title: Open House Registration: Admissions: The University of Scranton
Keywords: open house, admissions
Description: Open House Registration

Heading: Open House Registration
Body Text: Open House Registration
When linking to External pages, choose open in new window

- Link: ctle@scranton.edu
- Target: New Window
- Title: Email us
Other Tips and Information

- Once the new Undergraduate Admissions site is live, use External links for linking to Undergraduate Admissions pages

- If using tables in the WYSIWYG editor, limit them to two or three columns.
Best sizes for Photos in WYSIWYG Editor

- Small horizontal: 290 x 194 pixels
- Small vertical: 194 x 290 pixels
Keeping Your Site Light

Optimize all the things!
Why Optimize images?

- Load faster
- No loss in quality
- Reduce data consumption (mobile data caps)

1.3 MB
The average weight of a web page today.

77%

Source: HTTP Archive
Why Optimize images?

- Load faster
- No loss in quality
- Reduce data consumption (mobile data caps)
ImageOptim (Mac)

- Free drag-and-drop application
- Download ImageOptim
ImageOptim optimizes images — so they take up less disk space and load faster — by finding best compression parameters and by removing unnecessary comments and color profiles. It handles PNG, JPEG and GIF animations.

ImageOptim seamlessly integrates various optimisation tools: PNGOUT, AdvPNG, Pngcrush, extended OptiPNG, JpegOptim, jpegrescan, jpegtran, and Gifsicle.

It's excellent for publishing images on the web (easily shrinks images “Saved for Web” in Photoshop) and also useful for making Mac and iPhone/iPad applications smaller (see Xcode warning).

**How to use it**

Simply drag’n’drop images or folders into the window! You can also drop files on ImageOptim's Dock icon or launch it from shell scripts with:

```
open -a ImageOptim.app *.png
```

If you install this system service you can run ImageOptim from Finder's context menu.

**More about PNG**

My article "PNG that works" explains why ImageOptim removes gamma information and how to get even smaller PNG files with transparency that works in ancient versions of IE.

**Open Source**

ImageOptim is free, open-source software under terms of the GPL v2 or later.

Your contributions are welcome! Please checkout/fork the source code and improve it!

Feel free to contact me for assistance.
Riot (PC)

- Free open-source application
- [Download Riot](#)
RIOT - Radical Image Optimization Tool

A free program designed to efficiently optimize images for the Web

Download

Last Updated: Mar 27, 2013
License: Free
OS: Windows 7/8/Vista/XP/2000/NT
Requirements: No special requirements

Download

ZIP Opener

Available to download on our website. Advertisement.

Latest Version (0.4.6) - 25.02.2011

Standalone application installer (Windows 2000 or newer including XP, Vista, Windows 7)

See the history of changes (changelog).

RIOT as plug-in for other applications

RIOT plugin for The GIMP, IrfanView, XnView and other supporting applications

Plug-ins for RIOT

Even if RIOT is available as plug-in for other programs like IrfanView or GIMP, RIOT itself can be extended with plug-ins to enhance it’s functionality.

Currently only input plug-ins are supported. In the future I hope more plug-in types will be added.

Download the RAW + HDR plugin package - allows you to open HDR, OpenEXR and RAW camera images

Special notice to IrfanView users

IrfanView has bundled into the plugin collection the Lite version of the RIOT plugin.

Here you can find the extended version (also FREE) that goes beyond Lite version offering extended features.
Before
After

19.2% smaller!
How well does it work?

79% image size reduction
And now for...

A Live Demo!!
• Scranton.edu
  • Homepage
  • Academics Section Page
  • 2-column Template Page
  • 3-column Template Page

• Undergraduate Admissions Microsite
  • Homepage
  • Who We Are Section Page
Resources

& Further Reading
Internal Resources

- Questions about CMS Training: Jack Williams
  jack.williams@scranton.edu  x9999

- General CMS/RWD Questions: Val Clark
  valarie.clark@scranton.edu  x8888

- Tech Questions: Joe Casabona or Matt Wren
  joseph.casabona@scranton.edu  x7798
  matthew.wren@scranton  x6383
Want to know more?

- **Responsive Web Design the book**
- **Best Practices**
- **A List Apart**
- **Brad Frost**
- **Luke W**