PORTLAND STATE UNIVERSITY
REQUEST FOR QUOTATIONS #21781 – Web Site Redesign for College of the Arts (COTA)

Portland State University (PSU) Purchasing Rules, Policies and Guidelines allow PSU departments to use an "Informal Procurement Process" for all purchases of supplies, equipment, and trade and professional services where the estimated cost does not exceed $100,000. The Informal Procurement Process is the solicitation of a minimum of three competitive quotes. Solicitation shall be accomplished by advertisement on the OUS Procurement Website making a request for vendors to provide a quote. A clearly documented record must be kept per the State of Oregon's records retention rules, showing the vendors contacted, their responses including quote amounts, the basis for selection, evaluation results, and any other pertinent information to the solicitation.

The posting of solicitation on the OUS Procurement Website shall serve as the primary solicitation requirements document which in conjunction with the vendors' written responses and proposals and/or quotes shall satisfy the "clearly documented record" requirement described above. Additionally, depending on the nature of the scope of work of the project and other specific project details, there may be other documented "pertinent information" required to ensure a complete and clearly documented record for the informal solicitation.

PORTLAND STATE UNIVERSITY SHALL CONSIDER VENDOR QUOTES RECEIVED AS VALID FOR ONE HUNDRED TWENTY (120) DAYS.

RFQ ISSUE DATE:

MARCH 5, 2013

WEB LINK: https://secure.ous.edu/bid/

VENDOR BID RESPONSES:

All Quote Responses shall be in writing (email or hard copy, typewritten or printed legibly) and submitted by an authorized representative of the vendor submitting the quote. Quote Responses must be submitted to ***Sam Lowry no later than 5:00 PM (local time) on*** **MARCH 25, 2013,** by email, or by hard copy (mail or hand-delivered).

Quote Responses shall be submitted:

If by U.S. Mail, to:

Portland State University
College of the Arts
Attention: Mr. Sam Lowry
P.O. Box 751–FPA/DO
Portland, OR 97207-0751

If by email, to:

lowrys@pdx.edu

Respondents selected may be requested to provide additional information, either formally or via interview process, to clarify their quotations.

Emerging Small Businesses and Minority and Women-owned Businesses

PSU is committed to increasing opportunities for Emerging Small Businesses and Minority and Women-owned Businesses, and PSU strongly encourages its contractors to use these businesses in providing services and materials for PSU contracts and projects.

HARDWARE NEEDED:

Not applicable.

Background

The project involves updating existing websites for COTA and its four Schools to reflect the identities and missions of these five entities. It will integrate "sight and sound" to create a more dynamic user experience allowing the work of students and faculty greater presence alongside informational content and good, easy-to-follow navigation. It will integrate existing templates while creating a design that is compatible with the University's transition to flexible templates and mobile compliance. It will enable a focus on messaging through more compelling organization and implementation of words and content. It will enable a common, easily managed process for updating content on weekly, quarterly and annual cycles.

Project Overview

The College of the Arts (COTA) at PSU is seeking an interactive agency/contractor that possesses the skills and design expertise to guide, direct, code and complete the end-to-end website transformation of the College of the Arts' site (currently School of Fine and Performing Arts) and each of the associated School sites: Architecture, Art+Design, Music, and Theatre+Film, and to complete associated deliverables as outlined, inclusive of site architecture, branding, and voice, encompassing the five sites collectively.

Objectives

Primary Objectives

- To provide external users a vivid and more personal look at who our faculty and students are and what they do (creative work, research, etc.), through extensive use of images, video, interviews, work samples, etc.
- To provide an outstanding experience for users who come to our site as prospective students, incorporating ways the website can help convince them that the PSU COTA is *the* place to study.
- To provide up-to-date, compellingly presented information about public events, news and community activities associated with the college & schools.
- To provide current students accurate, thorough and clearly accessible program and advising information for the four schools.

Secondary Objectives

- To provide a framework for social networking and community activities inside and between the four schools, possibly using some kind of blog format for each department so that there is more opportunity to be interactive.
- To allow faculty within the schools to have their own presence on the platform, from which they can link to digital content (writing, photo, video, and other multimedia) and share the collective content of their programs.
- To act as a resource of information and tools for those within the College.
- To list all of our scholarships for each school.
- To link to University scholarship information.

Audiences

- Faculty (present and future)
- Staff (present and future)
- Current students
- Prospective students (high school, returning adults, graduate students, lifelong learners)
- Outside/partner institutions
- Media/press

Scope of Work

A. An Enterprise-wide Solution. The websites for PSU's College of the Arts (COTA) and its four associated Schools, Architecture, Art+Design, Music, and Theatre+Film, are housed within an enterprise-wide content management system (CMS) with standards for design and coding established at the Enterprise level. The contractor/agency selected will work in conjunction with PSU's Office of Information Technology to develop architecture and design within the established Drupal templates available within the Enterprise Drupal CMS.

B. Front-End Requirements. The design must be compliant with current legal requirements, including but not limited to ADA and W3C. The design must incorporate technical industry standards and support all current-generation browsers across Macintosh and PC platforms as well as smart-devices (current technology including top smart-devices) and degrade gracefully to support older browsers and platforms. The design will be based off the Web Site Template Wireframes and Web Identity Standards guiding documents and will adhere to University Standards as supplied by the Office of University Communications.

C. Work Environment. Work is to be performed working closely with COTA. The contractor/agency selected is to be paid dependent on the hours worked and deliverables produced and accepted by COTA. **This contract shall not exceed $99,900.** The contractor/agency selected will invoice COTA monthly with a list of tasks accomplished and hours per task. Deliverables can be accomplished in the order provided to COTA. Consultant will provide bi-weekly status reports. All costs associated with parking at PSU are the responsibility of the contractor/agency.

D. Performance Expectations. Competition will be restricted to a contractor with proven qualifications and experience to service PSU's Drupal content management system. Attached are the core elements and scope of work for the following performance expectations:

1. Assist in reorganization of overall site content to be more streamlined and easier to navigate.
2. Provide site Information Architecture for redesigned, integrated College of the Arts home site and respective School sites (five total) representing the Arts as a College and integrated site structure pulling the School sites together within the overall College brand.
3. Design page templates, using PSU's provided style guidelines as a point of reference, that utilize site structure and IA mentioned above.
4. Design and develop key interactive elements to showcase student and faculty work across visual and audio media that can be managed across each of the four departments and at the top-level COTA home page site.
5. Provide take-away documentation/recommendations for managing content/communication across media.

E. REQUIREMENTS AND SPECIFICATIONS of Core Deliverables.

Provide a **detailed proposal** of core deliverables 1-5 (above).

Work must be completed by June 30, 2013

See included documents:

EXHIBIT A: PSU Web Guidlines
EXHIBIT B: PSU Wireframes
EXHIBIT C: PSU Site Architecture
EXHIBIT D: Detailed Audience Inventory

QUOTE AWARD:

The basis of any quote award shall be the following point system, provided the vendor has met all mandatory requirements as defined in this quote solicitation document. PSU does reserve the right not to award this contract to any of the vendors if it is in the best interest of PSU not to do so.

Total Points: 100

40 pts— Quotation's strong visual design and creativity; meets the needs described in this RFQ

20 pts— Lowest total cost; clearly identifies all cost elements along with purchase price

20 pts— Detailed description of internal architecture being quoted

10 pts— Your stated timeline to accomplish this work on or before June 30, 2013

10 pts— Your strategies to achieve and implement the web site redesign to meet PSU's goals

PAYMENT/INVOICING:

Payment of vendor invoices by PSU is normally made within 30-45 days of receipt of complete and accurate invoices. The vendor is responsible for ensuring that the invoice clearly references the associated PSU Purchase Order and that all items on the invoice match those listed in the quote response. PSU will not be responsible for paying any invoices that are not complete and accurate. Vendor payment terms may not require payment in less than 30 days after receipt of invoice by PSU and any payment delinquency terms are subject to the provisions of ORS (Oregon Revised Statute) 293.462.

CHANGES AFTER AWARD/ACCEPTANCE OF QUOTE:

After award or acceptance of vendor quote, any changes in the Scope of Work, or additional work otherwise unforeseen at the time of preparation of this solicitation document and subsequent award, shall be addressed in writing, and signed by authorized representatives of the parties.

BEST AND FINAL OFFER:

Pursuant to OAR 580-061-0155, PSU reserves the right to select the vendor that, in the collective opinion of the evaluation team, offers the best overall benefit, convenience, functionality and service at the best-value cost to PSU. In the event that finalist proposals do vary significantly, PSU reserves the right to conduct discussions with the finalist proposers, to accept best and final offers from those finalists, and to negotiate changes, if it's in PSU's best interest to do so.

PUBLIC RECORDS:

This RFQ and one copy of each original quote received in response to it, together with copies of all documents pertaining to the Award of a Contract, shall be kept by PSU and shall be open to public inspection. If a quote contains any information that is considered a trade secret by the Contractor under ORS 192.501(2), each sheet of such information must be clearly marked with the following:

"This data constitutes a trade secret under ORS 192.501(2), and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192."

The Oregon Public Records Law, ORS 192.501(2), exempts from disclosure only bona fide trade secrets, and the exemption from disclosure applies "unless the public interest requires disclosure in the particular instance." Therefore, non-disclosure of documents or any portion of a document submitted as part of a proposal may depend upon official or judicial determinations made pursuant to the Public Records Law. Pricing information cannot be labeled a trade secret and must be open to public inspection. Contractors are requested to mark only specific pages or text in their quote considered a "trade secret" under Public Records Law. Quotes in which the entire document is marked or otherwise identified in its entirety as confidential or a "trade secret" will be rejected.

OTHER TERMS AND CONDITIONS:

In addition to all of the requirements above, Contractor shall comply with Portland State University's Standard Contract Terms & Conditions, incorporated within this document (see below).

PSU STANDARD CONTRACT TERMS & CONDITIONS

(The following terms and conditions will govern the agreement entered into by Contractor and PSU, resulting from this RFQ.)

1. **DEFINITIONS:**
   "Agreement" or "Contract" means the entire written agreement between the parties, including but not limited to any Work Order and any subsequent change notices. "Contractor" means a person or organization with whom PSU has contracted for the purchase of goods or services. The terms "Contractor" and "Seller" as used in the Uniform Commercial Code (ORS Chapter 72) are synonymous. "ORS" means Oregon Revised Statutes. "PSU" means the State of Oregon acting by and through the State Board of Higher Education on behalf of Portland State University, making the purchase and is synonymous with "Buyer" as used in ORS Chapter 12. "PSU" also means another Oregon Public agency if the purchase is being made under a cooperative purchasing program as authorized by ORS 190.240.

2. **ACCESS TO RECORDS:**
   Contractor shall maintain all records pertinent to this agreement in such a manner as to clearly document Contractor's performance. Contractor acknowledges and agrees that PSU, the Oregon Secretary of State's Office, federal government, and their duly authorized representatives shall have access to such fiscal records and other books, documents, paper, plans and writings of Contractor that are pertinent to this Agreement to perform examination and audits and make excerpts and transcripts. Contractor shall retain and keep accessible all such records for a minimum of three (3) years, or such longer period as may be required by applicable law, following final payment and termination of this agreement, or until the conclusion of any audit, controversy or litigation arising out of or relating to this agreement, whichever date is later.

3. **AMENDMENTS:**
   The terms of this agreement shall not be waived, altered, modified, supplemented or amended in any manner whatsoever without the prior written approval of PSU..

4. **APPROVALS:**
   No work shall commence under this agreement until the agreement has been approved and signed by all parties.

5. **ASSIGNMENT/SUBCONTRACT:**
   Contractor shall not assign, sell, transfer, subcontract or sublet rights, or delegate responsibilities under this agreement, in whole or in part, without the prior written approval of PSU. No such written approval shall relieve Contractor of any obligations of this agreement, and any transferee or subcontractor shall be considered the agent of Contractor. Contractor shall remain liable as between the original parties to the agreement as if no such assignment had occurred.

6. **BREACH OF AGREEMENT:**
If Contractor breaches any of the provisions of this agreement, PSU reserves the right to cancel this agreement effective immediately upon written notice to Contractor. Contractor shall be liable for any and all damages, including incidental and consequential damages, suffered by PSU as the result of Contractor's breach of agreement. PSU shall also have any and all remedies provided under the Uniform Commercial Code (ORS chapter 72) in the event of breach of agreement by Contractor.

7. **CAPTIONS:**
The captions or headings in this agreement are for convenience only and in no way define, limit, or describe the scope or intent of any provisions of this agreement.

8. **CASH DISCOUNT:**
If PSU is entitled to a cash discount, the period of computation shall commence on the date the entire order is delivered or the date the invoice is received, whichever is later.

9. **COMPLIANCE WITH APPLICABLE LAW:**
Contractor shall comply with all federal, state, and local laws, codes, regulations and ordinances applicable to the goods to be purchased and the work to be done under this Agreement. Contractor shall comply with the Americans with Disabilities Act of 1990 (Public Law No. 101-336), Title VI of the Civil Rights Act of 1964, Section V of the Rehabilitation Act of 1973, ORS 659.425, and all regulations and administrative rules established pursuant to the laws. Failure to comply with such requirements shall constitute a breach of Agreement and shall be grounds for agreement cancellation. Damages or costs resulting from noncompliance shall be the sole responsibility of Contractor.

10. **CONFIDENTIAL INFORMATION:**
Contractor acknowledges that it and its employees or agents may, in the course of performing their responsibilities under this contract, be exposed to or acquire information that is confidential to PSU or the State of Oregon. Any and all information of any form obtained by Contractor or its employees or agents in the performance of this contract shall be deemed confidential information of PSU and of State ("Confidential Information"). Contractor agrees to hold Confidential Information in strict confidence, using at least the same degree of care that Contractor uses in maintaining the confidentiality of its own confidential information, and not to copy, reproduce, sell, assign, license, market, transfer or otherwise dispose of, give, or disclose Confidential Information to third parties or use Confidential Information for any purposes whatsoever other than in the performance of the contract, and to advise each of its employees and agents of their obligations to keep Confidential Information confidential. Contractor agrees that Contractor will not at any time during or after the term of this contract disclose, directly or indirectly, any Confidential Information to any person, and that upon termination of this contract, or at PSU's request, Contractor will turn over to PSU all documents, papers and other material in Contractor's possession which contain Confidential Information.

11. **CONFLICT OF INTEREST:**
Contractor covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of its services hereunder. Contractor further covenants that in the performance of this agreement no person having any such interest shall be employed by Contractor.

12. **CONSIDERATION:**
The consideration paid in this agreement represents the total amount of remuneration for goods and services.

13. **DEFAULT:**
PSU by written notice of default (including breach of agreement) to Contractor may terminate the whole or any part of this Agreement: (a) If Contractor institutes or has instituted against it

insolvency, receivership or bankruptcy proceedings, makes an assignment for the benefit of creditors, or ceases doing business on a regular basis; or (b) If Contractor no longer holds a license or certificate that is required for Contractor to perform services under the contract, and Contractor has not obtained such license or certificate within ten (10) business days after delivery of PSU's notice; or (c) If Contractor fails to provide services or materials called for by this agreement within the time specified herein or any extension thereof; or (d) If Contractor fails to perform any of the other provisions of this Agreement , or fails to pursue the work so as to endanger performance of this Agreement in accordance with its term and, after receipt of written notice from PSU, fails to correct such failures within 10 days or such longer period as PSU may authorize. The rights and remedies of PSU provided in the above clause related to defaults (including breach of agreement) by Contractor shall not be exclusive and are in addition to any other rights and remedies provided by law or under this agreement. Contractor shall be liable for any and all damages, including incidental and consequential damages, suffered by PSU as the result of Contractor's breach of agreement. In the event of repeated breach of public and/or private contracts, Contractor shall be subject to possible disqualification as a bidder on future PSU contracts.

14. DELIVERY:

All deliveries shall be F.O.B. destinations with all transportation and handling charges being paid by Contractor. Responsibility and liability for loss or damage shall remain with Contractor until final inspection and acceptance, when responsibility shall pass to PSU except as to latent defects, fraud and Contractor's warranty obligations.

15. ECONOMIC OPPORTUNITIES:

Contractor shall, when applicable, have made good faith efforts to subcontract or establish joint ventures with or obtain materials to be used in performing the agreement from minority, women, or emerging small business enterprises.

16. FORCE MAJEURE:

Neither party to this agreement shall be held responsible for delay or default caused by fire, riot, acts of God and/or war which is beyond that party's reasonable control. PSU may terminate this Agreement upon written notice after determining such delay or default will reasonably prevent successful performance of the agreement. Contractor shall, however, make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon cessation of the cause, diligently pursue performance of its obligation under this agreement.

17. FOREIGN CONTRACTOR:

If Contractor is not domiciled in or registered to do business in the State of Oregon, Contractor shall promptly provide to the Oregon Department of Revenue and the Oregon Secretary of State Corporation Division all information required relative to this agreement. Contractor shall demonstrate its legal capacity to perform under this agreement in the State of Oregon prior to entering into this agreement.

18. GOVERNING LAW:

This agreement shall be governed and construed in accordance with the laws of the State of Oregon without regard to principles of conflicts of law. Any claim, action, suit or proceeding (collectively "claim") between PSU and Contractor that arises from or relates to this Agreement shall be brought and conducted solely and exclusively within the Circuit Court of Multnomah County for the State of Oregon; provided, however, if a claim must be brought in a federal forum, then it shall be brought and conducted solely and exclusively within the United States District Court for the District of Oregon. CONTRACTOR, BY EXECUTION OF THIS AGREEMENT, HEREBY CONSENTS TO THE IN PERSONAM JURISDICTION OF SAID COURTS.

19. IMDEMNIFICATION:

Contractor shall be responsible for all damage to property, injury to persons, and loss, expense, inconvenience, and delay which may be caused by, or result from, the conduct of work under this Agreement, or from any act, omission, or neglect of Contractor, its subcontractors, or employees. Contractor shall save, indemnify, and hold harmless the State of Oregon, the Oregon University

System, the State Board of Higher Education, PSU, and their agencies, subdivisions, officers, employees and agents from all claims, suits, actions, losses, damages, liabilities, costs and expenses of any nature resulting from or arising out of, or relating to the activities or omissions of Contractor or its officers, employees, subcontractors, or agents acting under this agreement.

20. HOURS OF WORK:
The Contractor shall comply with the Oregon Bureau of Labor and Industries rules pertaining to hours of work.

21. INDEPENDENT CONTRACTOR:
The services to be rendered under this agreement are those of an independent contractor. Contractor is not to be considered an agent or employee of PSU for any purpose and neither Contractor nor any of Contractor's agents or employees is entitled to any of the benefits that PSU provides for its employees. Contractor will be solely and entirely responsible for its acts and for the acts of its agents or employees during the performance of this agreement. This agreement is not intended and nothing contained herein shall be construed to create the relationship of agent, servant, employee, partnership, joint venture, or association between PSU and Contractor, but is rather an agreement between independent parties, these being PSU and the Contractor.

22. NO THIRD PARTY BENEFICIARIES:
PSU and Contractor are the only parties to this agreement and are the only parties entitled to enforce its terms. Nothing in this agreement gives, is intended to give, or shall be construed to give or provide any benefit or right, whether directly, indirectly, or otherwise, to third persons unless such third persons are individually identified by name herein and expressly described as intended beneficiaries of the terms of the agreement.

23. NONDISCRIMINATION:
Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations.

24. NOTICES AND REPRESENTATIVES:
All notices, certificates, or other communications rendered shall be sufficiently given when delivered or mailed postage prepaid to the representatives of the parties at their designated places of business as follows: a) to PSU at its Purchasing and Contracting Office, as set forth on Page 1 of the solicitation document, and b) to Contractor as set forth on the Bid or Proposal Statement. Any communication or notice so addressed and mailed shall be deemed to be given five (5) days after mailing. Any communication or notice delivered by facsimile shall be deemed to be given when satisfactory receipt of the transmission is generated by the transmitting machine. To be effective against PSU, such facsimile transmission must be confirmed by telephone notice to PSU's contracting representative. Any communication or notice by personal delivery shall be deemed to be given when actually delivered.

25. PAYMENT:
Payment for completion of PSU contracts are normally made within 30 days following the date the entire order is delivered or the date the accurate and complete invoice is received, whichever is later. After 45 days, Contractor may assess overdue account charges up to two-thirds of one percent per month (8% per annum) on the outstanding balance per (ORS 293.462).

26. RECYCLED PRODUCTS:
Contractor shall use recyclable products to the maximum extent economically feasible in the performance of this agreement work set forth in this document.

27. RETIREMENT SYSTEM STATUS:
Contractor is not a contributing member of the Oregon Public Employees' Retirement System and will be responsible for any federal or state taxes applicable to payment under this contract. Contractor will not be eligible for any benefits from these contract payments of federal Social Security, employment insurance, workers' compensation or the Public Employees' Retirement

System, except as a self-employed individual.

28. SAFETY AND HEALTH REQUIREMENTS:
Equipment and services supplied shall comply with all federal Occupational Safety and Health Administration (OSHA) requirements and with all Oregon safety and health requirements, including those of the State Workers' Compensation Department.

29. SEVERABILITY:
If any provision of this agreement is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the agreement did not contain the particular term or provision held to be invalid.

30. SUCCESSORS IN INTEREST:
The provisions of this agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

31. TAX COMPLIANCE CERTIFICATION:
Contractor hereby affirms, under penalty of perjury, as provided in ORS 305.385(6), that to the best of the Contractor's knowledge the Contractor is not in violation of any of the tax laws described in ORS 305.380(4).

32. TAXES – FEDERAL, STATE & LOCAL:
PSU will not be responsible for any taxes coming due as a result of this contract, whether federal, state, or local. It is agreed that the Contractor has anticipated these taxes and included them in the proposal.

33. TERMINATION:
a. This agreement may be terminated for convenience at any time by mutual consent of both parties, or by PSU upon thirty (30) days notice in writing and delivered by certified mail or in person to the Contractor.

b. PSU may also terminate this agreement effective upon delivery of written notice to Contractor or at such later date as may be established by PSU under any of the following conditions:

i) if federal or state regulations or guidelines are modified or changed in such a way that the materials or services are no longer allowable or appropriate for purchase under this agreement; or,

ii) if PSU fails to receive funding, appropriations, limitations, allotments, or other expenditure authority as contemplated by the PSU budget or spending plan and PSU determines, in its assessment and ranking of the policy objectives explicit or implicit in the PSU budget or spending plan, that it is necessary to terminate this Agreement.

c. The rights and remedies of PSU provided in the above clause related to defaults (including breach of contract) by Contractor shall not be exclusive and are in addition to any other rights and remedies provided by law or under this contract.

34. TIME IS OF THE ESSENCE:
Contractor agrees that time is of the essence under this agreement.

35. WORKERS' COMPENSATION:
Contractor, its subcontractors, if any, and all employers providing work, labor or materials under this agreement are subject employers under the Oregon Workers' Compensation Law, and shall comply with ORS 656.017 which requires Contractor to provide workers' compensation coverage that satisfies Oregon law for all their subject workers, or shall comply with the exemption set out in ORS 656.126.

36. MERGER:

This agreement and attached exhibits and appendices, the RFP, any RFP amendments and Contractor's proposal constitute the entire agreement between the parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this agreement.

37. WAIVER:

No waiver, consent, modification or change or terms of this agreement shall bind either party unless in writing and signed by both parties and all necessary PSU approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of PSU to enforce any provision of this agreement shall not constitute a waiver by PSU of that or any other provision.

38. WARRANTIES:

Unless otherwise stated, all goods shall be new and unused, or refurbished and unused, and shall be provided with a minimum one year warranty. Contractor warrants all goods delivered to be free from defects in labor, material and manufacture and to be in compliance with solicitation specifications. All implied or expressed warranty provisions of the Uniform Commercial Code (ORS chapter 72) are incorporated in this Contract. All warranties shall run to PSU.

Portland State University

Web Site Guidelines

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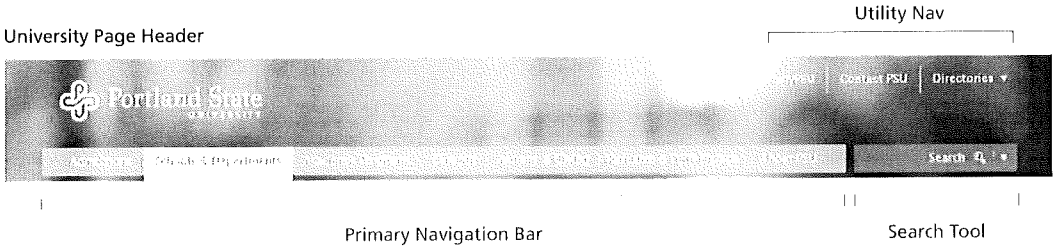
Navigation

The navigation template is comprised of the primary navigation bar, left-channel section navigation, search tool and utility nav area. The number of primary navigation links can be scaled to match the individual site's needs but cannot exceed the width of the primary navigation bar.

UNIVERSITY PRIMARY NAVIGATION

This is the preferred navigation for all areas of pdx.edu; retain the University primary nav links and branding throughout. Clicking primary nav links will take user to that landing page; drop-downs off the primary nav are no longer available. Search tool and utility nav are also part of the University header template.

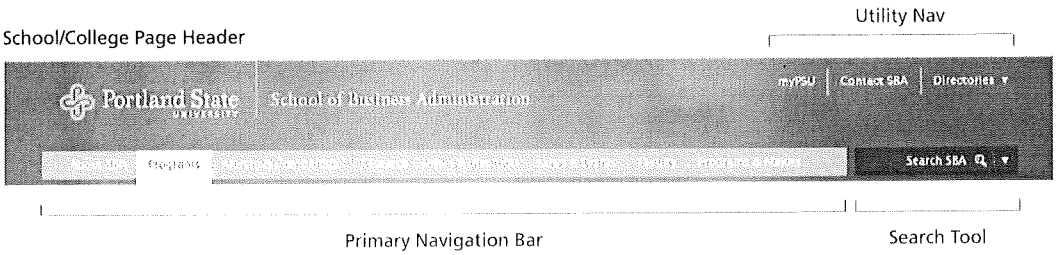
University Page Header



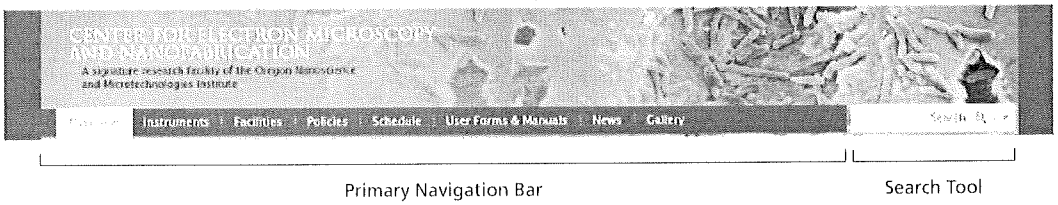
SCHOOL/COLLEGE AND THEME SITE PRIMARY NAVIGATION

This is the alternative navigation for sites that require their own primary nav links because the University primary nav links are not relevant to their site. This treatment is reserved for School/College pages and external theme sites (non-pdx.edu) only. This consistency in navigation will ensure all sites are in brand and template compliance while allowing contextual relevance to their users.

School/College Page Header

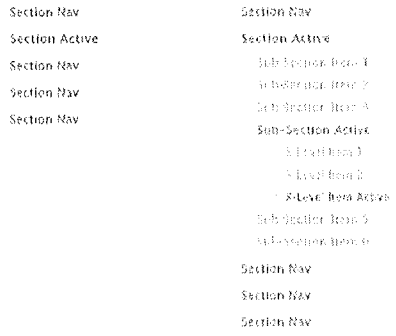


Theme Page Header



SECTION NAVIGATION

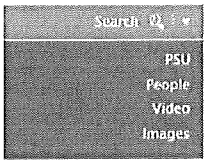
A consistent left-channel template will help provide visual continuity and improved usability across all sites. This navigation is relevant to the selected primary nav and includes Section Nav, Sub-Section pages and X-Level pages as needed. If there is no left-channel navigation for the page, the channel should be left blank to retain the template structure.



SEARCH TOOL

The search tool is always placed to the right of the primary navigation bar. The user may search the entire PSU site or a click the drop-down arrow to show advanced search options (e.g. Search PSU, Search Section, Search Images, etc).

Drop-Down Arrow



Expanded View

DIRECTORIES DROP-DOWN MENU

On University primary pages, the drop-down menu functions as quick access to popular directories and includes a link to the complete A-Z listing Directories page. This drop-down list may include one fly-out sub-menu when appropriate.

On School/College, Offices, Departments and external theme site pages, the drop-down menu can be customized with relevant quick links.

Sub-Menu

Expanded View

Image Style

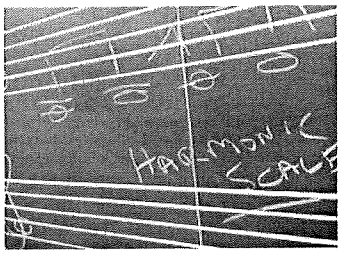
Image style plays a critical role in maintaining a vivid and meaningful identity for Portland State University.

Dynamic cropping, natural lighting and candid, purposeful subject matter—these are the attributes of successful photographic imagery. For Web, consider using tighter image crops for increased visual impact.

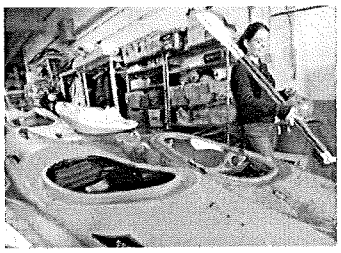
Strive to use imagery that portrays the authentic Portland State experience. Do not use stylized treatments such as cross-processed images or software filters. Overlapping images and semi-transparent color overlays are permitted.

A bank of photos is available at www.pdx.edu/ucomm.

Textural



Editorial



Lifestyle

Typographic Style for Web

The Portland State University Web site utilizes two primary typefaces: Lucida Grande (or Lucida Sans) and Georgia. Lubalin and Adobe Garamond are used for key headers and page titles throughout the site; availability is determined by the content management system (CMS). Below is the basic framework for typographic style used in the Web templates.

Lubalin: page titles and topic headers

HEADLINE
Headline

Georgia Regular: establishing copy

Overview message copy. This is overview message copy, this is message copy, this is overview message copy.

Lucida Grande: body copy

Body copy. This is body copy. This is body copy, this is body copy. Body copy. This is body copy. This is body copy.

Adobe Garamond: special titles and Useful Links header

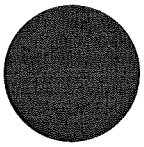
School/College Name
Useful Links Header

Color Palette for Web

It is important that Portland State University maintains consistency of visual communications across various media types and materials. A flexible range of colors has been provided for use online. Using approved colors in all communications will strengthen the brand while allowing each application to be distinct.

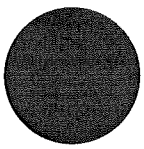
PSU Green

Pantone 7496 U
R:106 G:127 B:16
Hex: #6A7F10



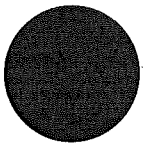
PSU Brown

Pantone 469 U
R:97 G:47 B:10
Hex: #603417



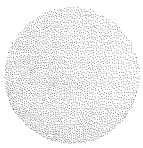
PSU Blue

Pantone 7468 U
R:0 G:117 B:154
Hex: #00759A



Pine Green

R:55 G:70 B:21
Hex: #374615

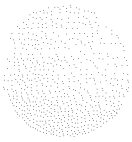


PSU Accent Green

Pantone 583 U
R:168 G:180 B:0
Hex: #A8B400

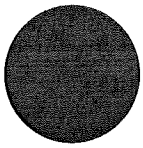
PSU Sienna

Pantone 1675 U
R:163 G:63 B:31
Hex: #A33F1F



PSU Light Blue

Pantone 629 U
R:161 G:216 B:224
Hex: #A1D8EO

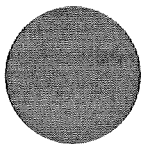


PSU Gray

Pantone 7497 U
R:118 G:110 B:84
Hex: #766E54

PSU Orange

Pantone 7408 U
R:244 G:175 B:0
Hex: #F4AF00



PSU Red

Pantone 173 U
R:210 G:73 B:42
Hex: D2492A

Light Blue: Tint

R:208 G:228 B:229
Hex: #CAE4E5

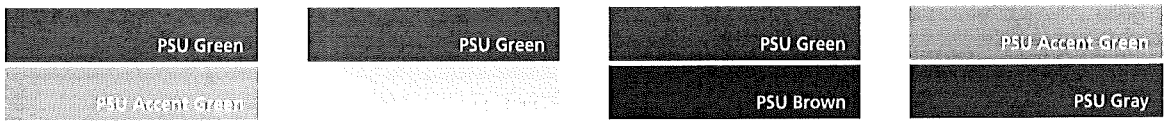
Gray: Tint

R:229 G:230 B:221
Hex: #E5E6DD

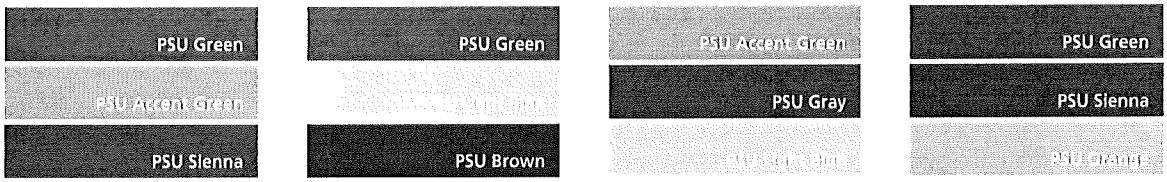
Color Families

A range of colors have been provided for use in online and print applications. Below are some recommended color combinations from within the palette. Never use PSU Green and PSU Yellow as a two-color combination. Never use PSU Orange and PSU Gray as a two-color combination.

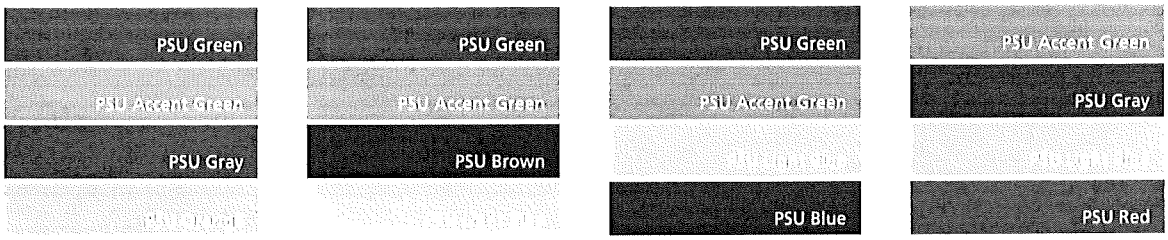
TWO COLOR SUGGESTIONS



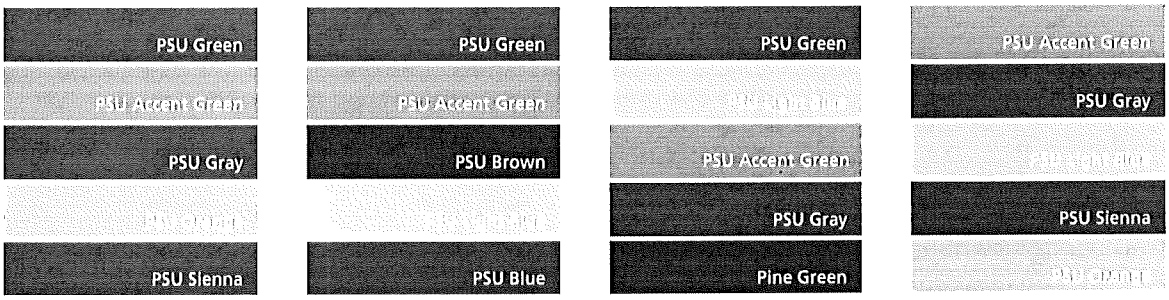
THREE COLOR SUGGESTIONS



FOUR COLOR SUGGESTIONS



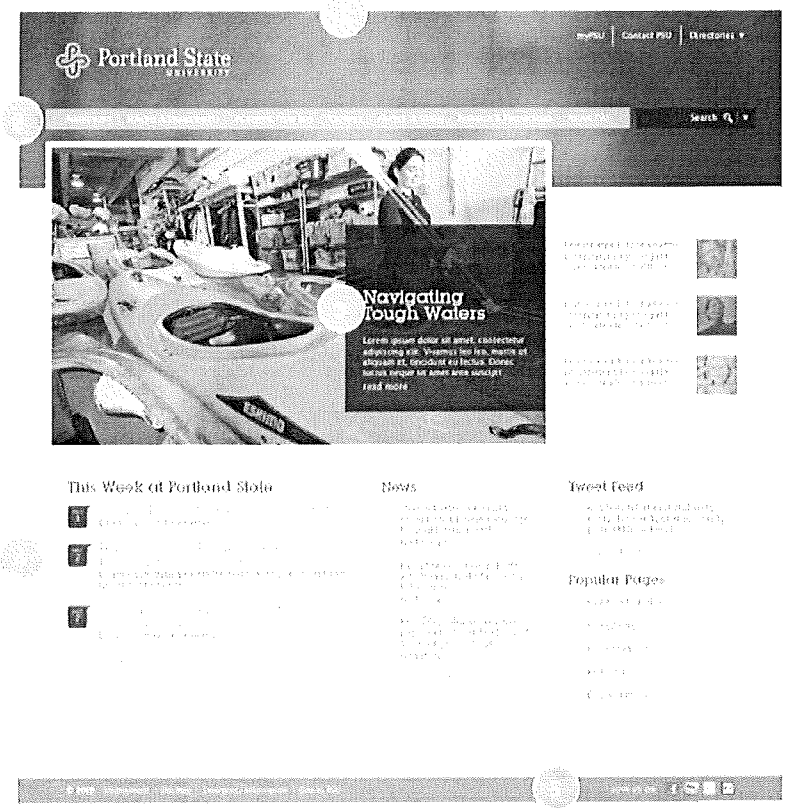
FIVE COLOR SUGGESTIONS



Web Template Guidelines

LEVEL 1: HOME PAGE

The home page template allows for promotion of multiple elements and establishes the core navigation structure for the user. The focal point of the home page is the main feature area where strong imagery draws the viewer into the page.



1. Home Page Header – ambient background image set in PSU Green provides ample breathing room for the accent-green PSU logo. A link to the myPSU Portal, Contact PSU and Directories drop-down menu are in the utility nav area the top of the page.

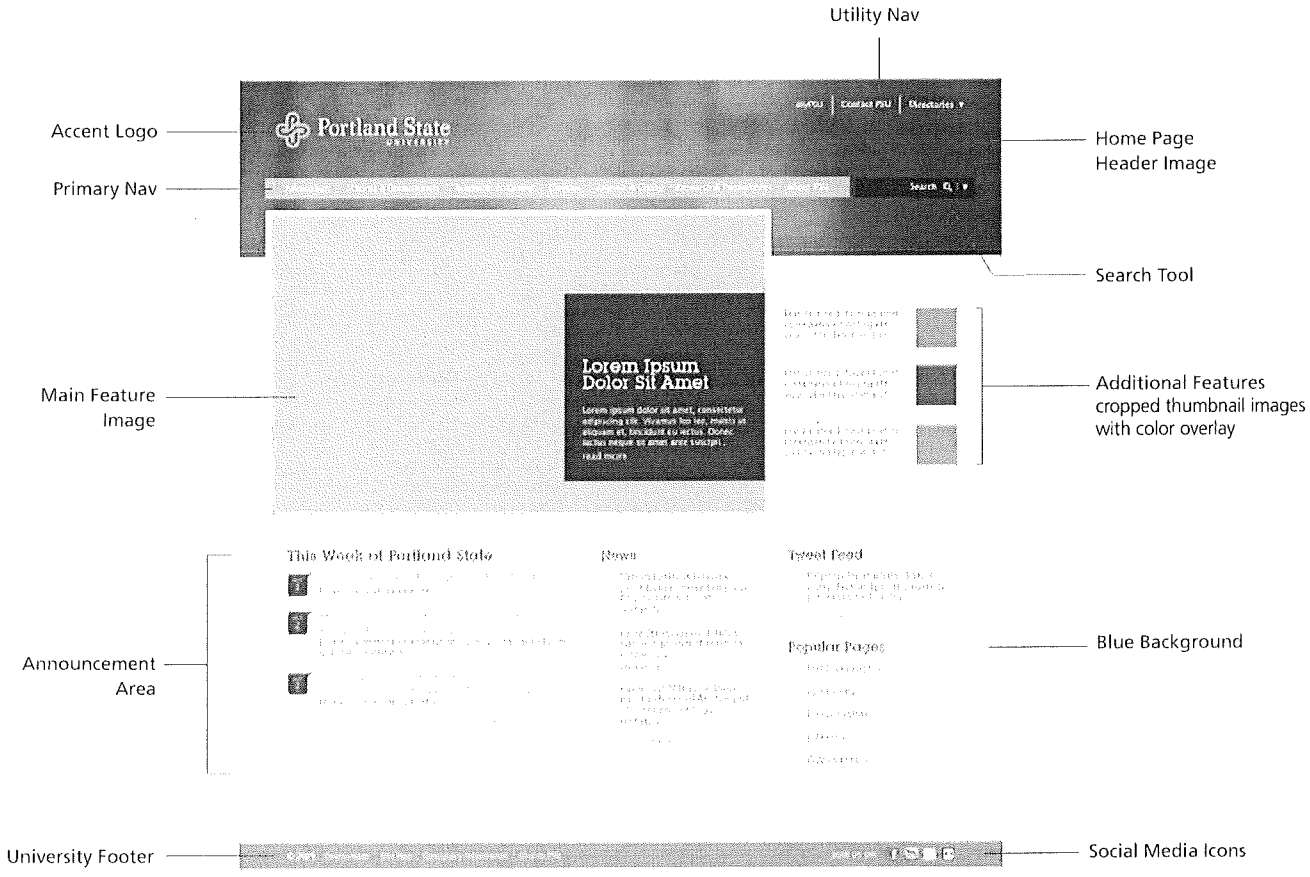
2. Primary Nav and Search – nav is set over a semi-transparent bar of accent green. The search tool is located to the right of the nav bar and features a drop-down menu for advanced search options.

3. Main Feature Area – imagery, messaging, announcements, features, etc. all communicate the PSU brand while informing the user and directing them to information. The main feature area should be flexible to allow smaller number of features. There are no limits to what may be featured—stories, headlines, what's new, prospective student announcements, faculty/staff, business/community news, alumni, etc. Allow user to activate the next feature story they wish to view.

4. Announcement Area – provide relevant content to visitors on the home page including news, events and other important University information.

5. Footer Nav – standard University links reside on left with ability to add site-specific elements to the right, including social media icons as relevant.

LEVEL 1: HOME PAGE (CONT'D)



LEVEL 2: PRIMARY PAGE

The primary template establishes a landing point from each of the University primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.

1. Header and Primary Nav – choose from a selection of University headers for brand imagery that complements page content. Current primary section indicated by a solid white tab in the primary nav bar.

2. Left-Channel Nav – section nav appears at left of page and is specific to the primary nav that was selected.

3. Breadcrumb/Page Title – to help orient the user, a navigational breadcrumb and page titles are persistent throughout the site (not including the home page).

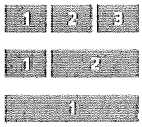
4. Branding Image and Intro Text – flexible space for branding position featuring photography and messaging. Single or multiple images may be used; image quality and subject matter should be purposeful and in compliance with University image style. The length of the establishing copy is limited by the CMS.

5. Additional Content – additional space for copy as needed. This can include links, but most downloadable file links should be moved to the announcement area. The length of content is limited by the CMS; large amounts of text should be organized into downloads or subsequent pages.

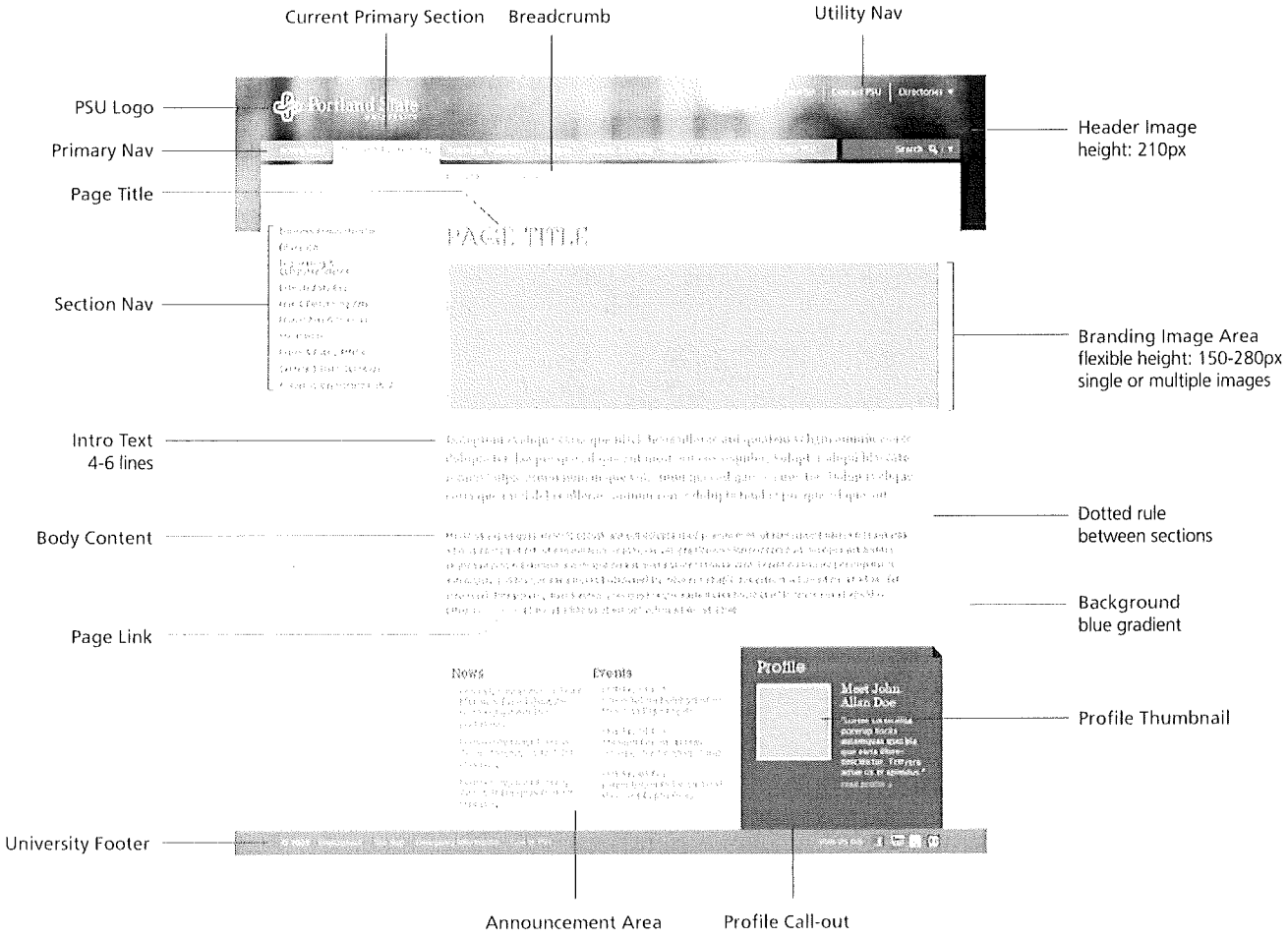
6. Announcement Area – standardized area features information and feeds specific to the primary area. Choose from the list of approved topic headers to provide relevant or supplementary page content.

Approved Topic Headers:
News; Announcements; Profiles; Events; Deadlines; FAQ; Facts; Tips; Related Links & Resources; Next Steps; Downloads; Contact Information; Hours of Operation

LEVEL 2: PRIMARY PAGE (CONT'D)

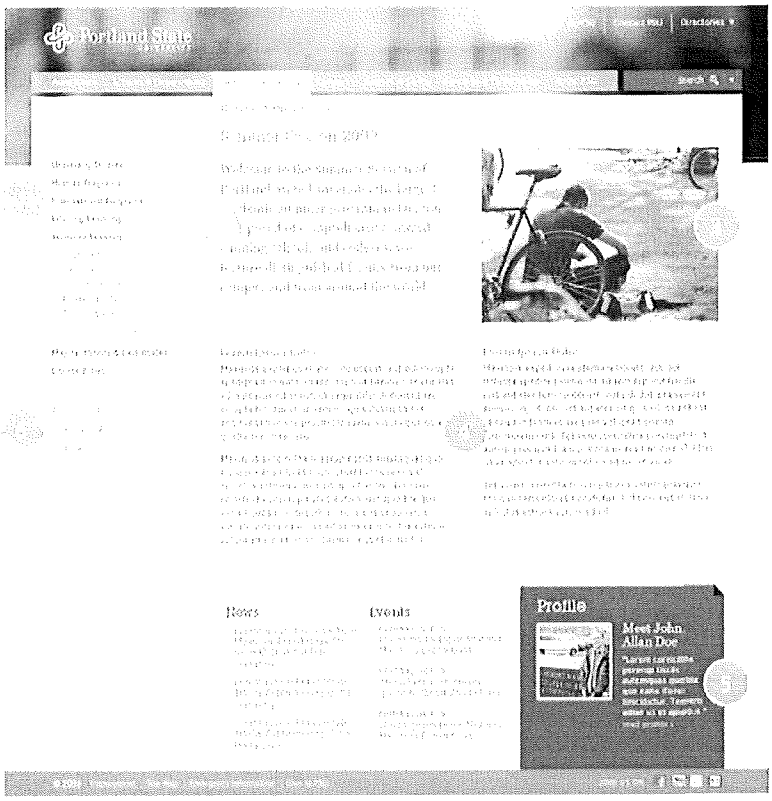


The branding image area may be divided/composed in a variety of ways. A suggested height for image area is 220 pixels for a single image or row of same-height images. If the page title requires two lines, consider using a smaller image height.



LEVEL 3: SECTION PAGE

The section template provides a landing point for the left-channel navigation section initial landing pages. It establishes a lower level template from the primary template but still provides opportunity for branding, messaging and information.



1. Section Nav – the active section page is denoted in bold. If the active section has sub-sections, the nav expands to reveal sub-sections upon clicking. It remains open while the user is within the section and closes when the user moves out of the section.

2. Intro Text – brief establishing message for the section. The length of the intro copy is limited by CMS; use body content area for additional copy needs.

3. Branding Image – continue to establish branding for PSU and the section with photography, illustration or a combination of type and image.

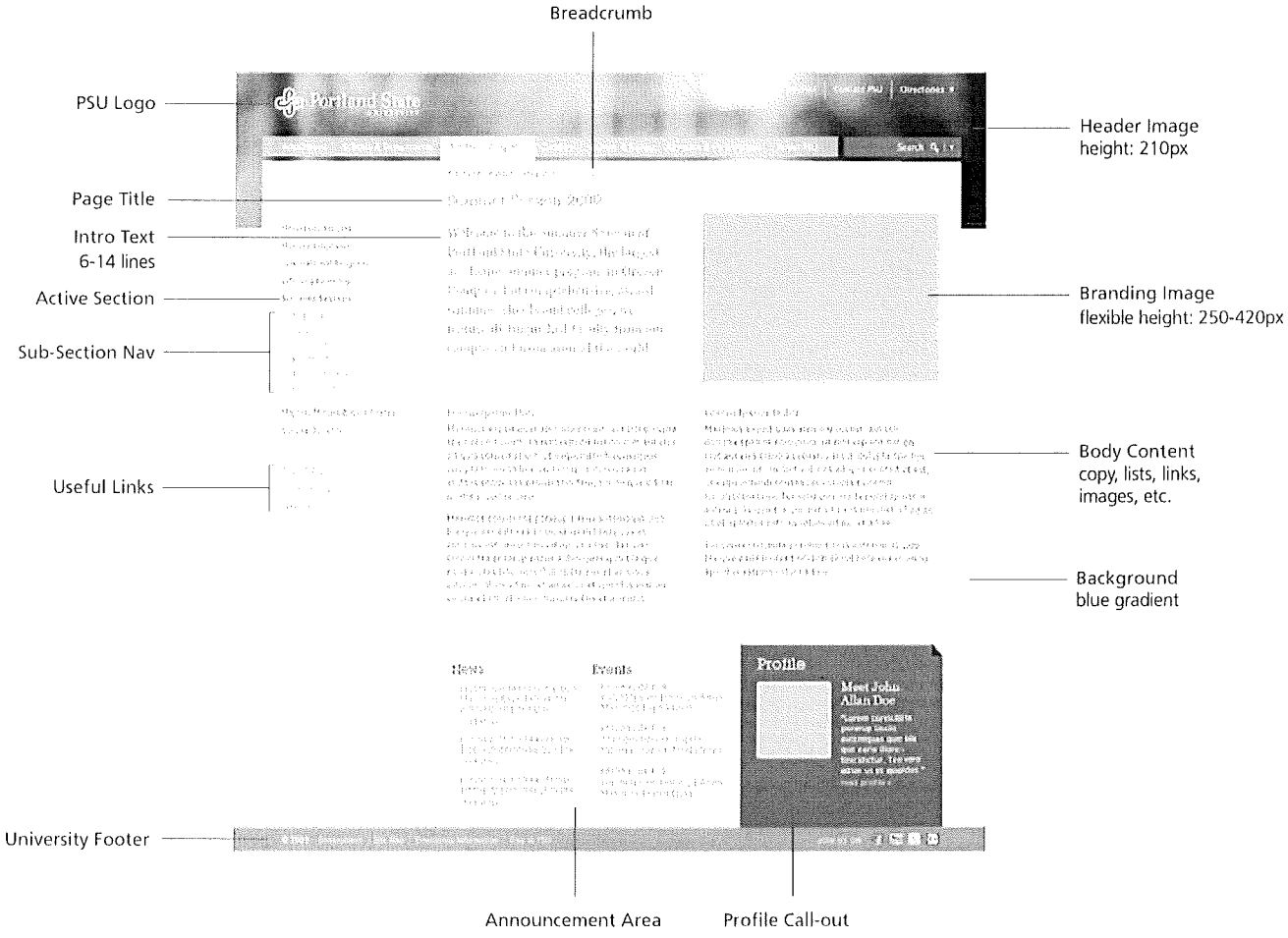
4. Body Content – flexible content area can include copy, links, lists, images and other content types. This area is always 2-column, though length of content does not need to be even in both columns; favor white space in second column.

5. Announcement Area – news, events and other topics specific to the page or section. Choose from the list of approved topic headers. The announcement area can be omitted if there is no relevant content for the section.

6. Useful Links – left-channel Useful Links treatment is placed below section nav allowing high visibility to related information that resides in other sections. This will support users who are used to content that has changed sections with the redesign. This treatment can be used on any template.

LEVEL 3: SECTION PAGE (CONT'D)

The branding image can appear on the left or right, but should always appears next to the intro text. The branding image and intro text area should be equal in height. A suggested height for branding image is 250 pixels.



LEVEL 4: SUB-SECTION PAGE

The sub-section template provides another template type for sub-section level content pages and continues to provide branding and messaging opportunities.

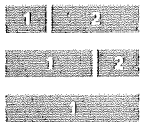
1. Sub-Section Nav – the section is still denoted in bold. Sub-sections are indented and the active sub-section page is denoted in dark brown.

2. Branding Image – flexible space for branding position featuring photography or illustration. Single or multiple images may be used in the image area.

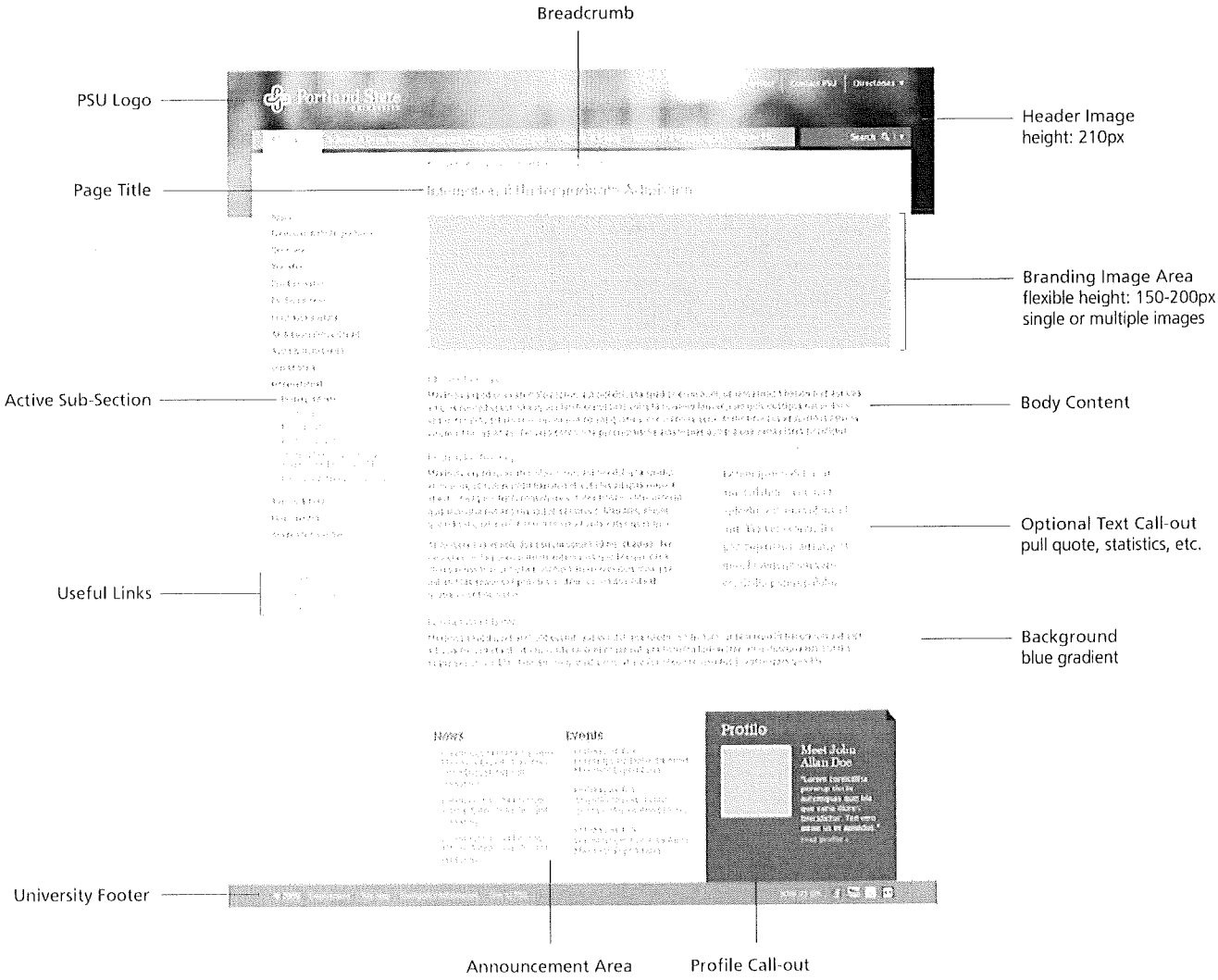
3. Body Content – additional space for copy as needed. This can include links, but most downloadable file links should be moved to the announcement area.

4. Announcement Area – utilize bottom of page to meet additional content needs. The announcement area can be omitted if there is no relevant content for the section.

LEVEL 4: SUB-SECTION PAGE (CONT'D)

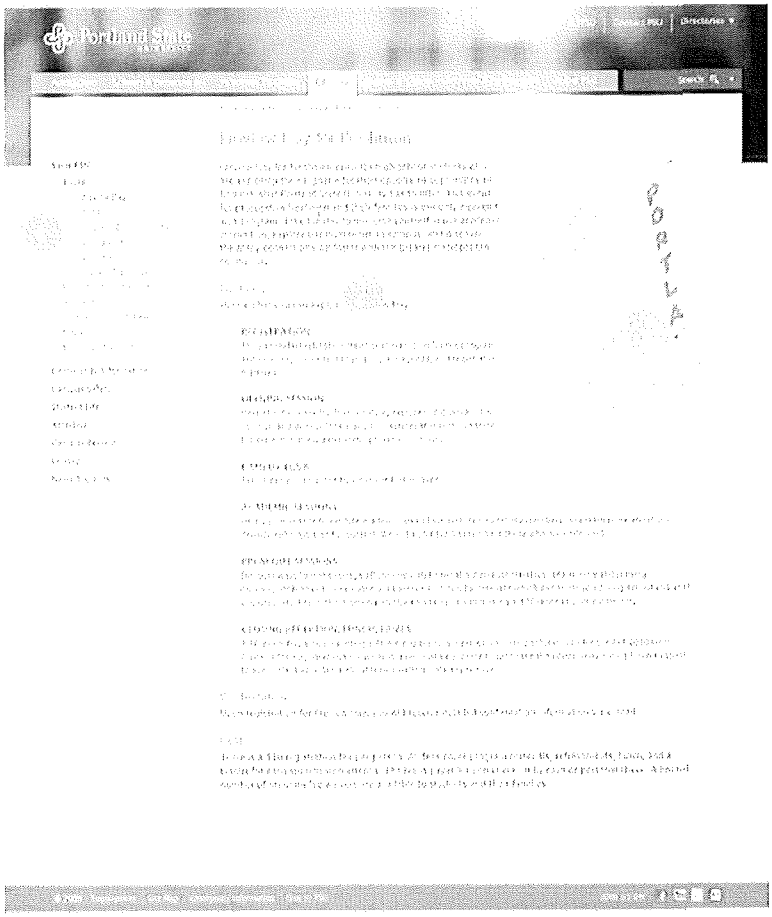


Branding image area may utilize one or two images. A suggested height for branding image area is 200 pixels. If using two images, both images should be equal in height.



LEVEL 5: X-LEVEL PAGE

The X-level template provides a general page template for all content types. The layout supports content with or without images.

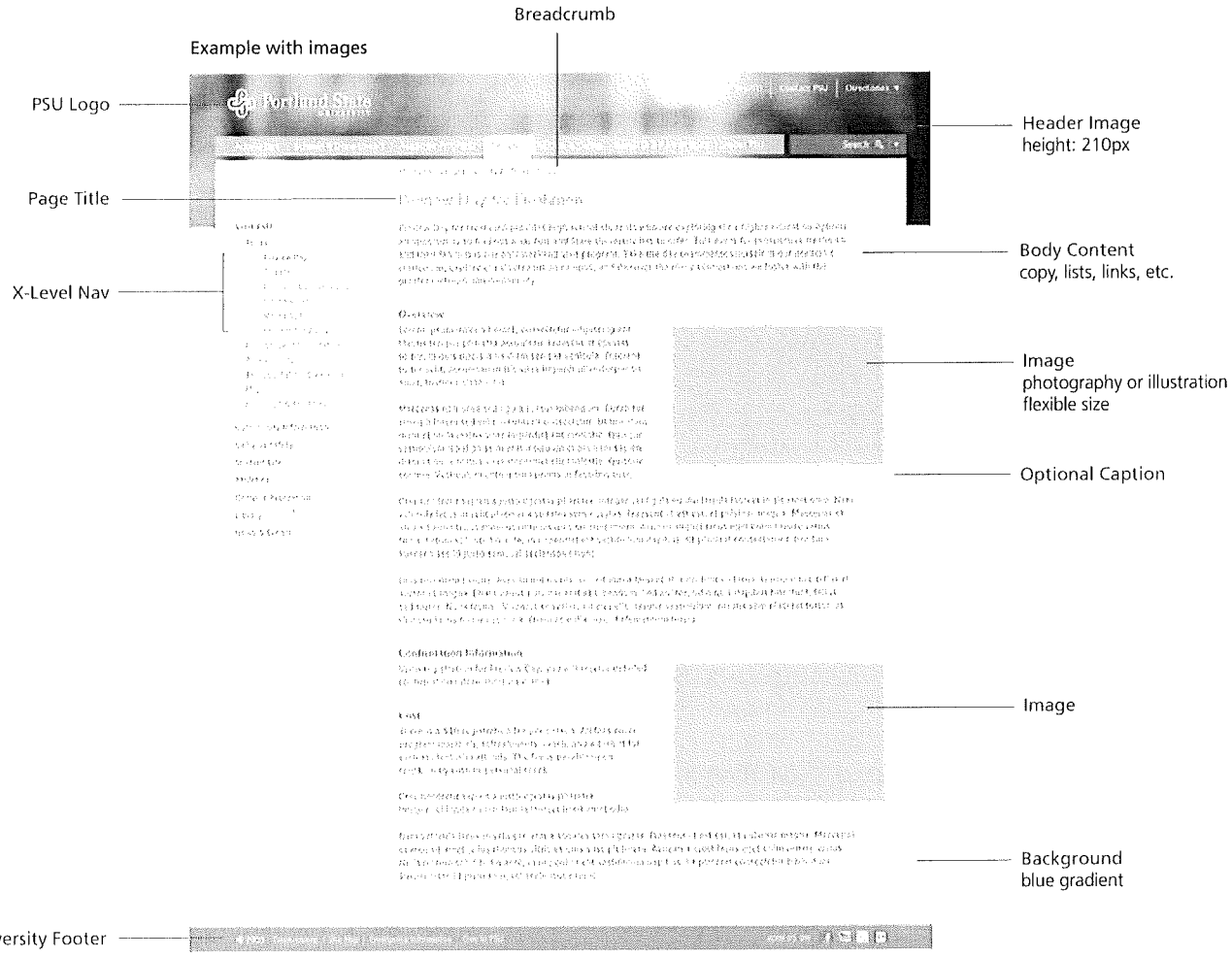


1. X-Level Nav – the sub-section is still denoted in dark brown. If the sub-section has an additional level of nav, the nav expands to reveal X-levels upon clicking. The active X-level page is denoted in dark brown.

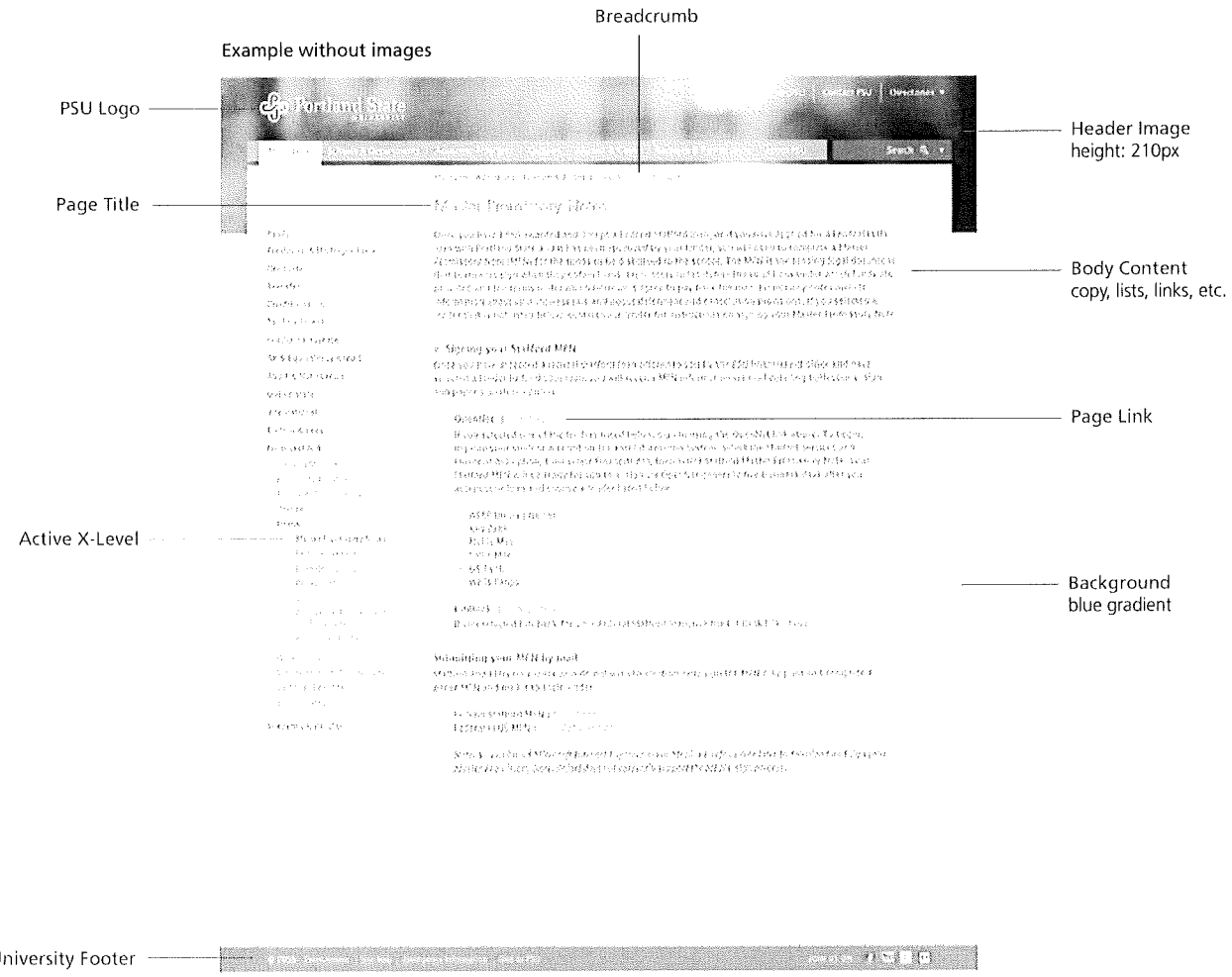
2. Body Content – images can be placed in the body of the page and should be consistently placed on one side of the text area. Note: the announcement area can be omitted if there is no relevant content for the section.

LEVEL 5: X-LEVEL PAGE (CONT'D)

Images can be placed on right or left side of the text area but placement should be consistent throughout the page. Vertical, horizontal and square images may be used.

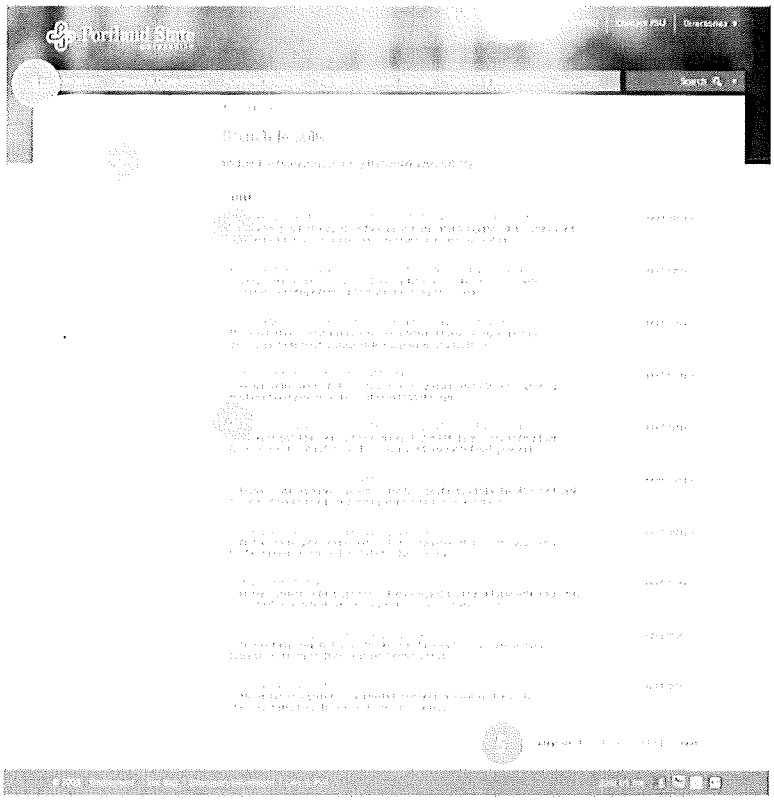


LEVEL 5: X-LEVEL PAGE (CONT'D)



INDEX STYLE PAGE

The Index style template establishes a template for content pages that are (or include) index lists.



1. Branding/Nav – primary nav displayed is relevant to the section where search was initiated. If a search is performed from a home-style page, no primary nav would be selected.

2. Left-Channel Nav – section nav is relevant to the section where search was initiated. If there is no left-channel nav for the page, the channel should be left blank to retain the template structure.

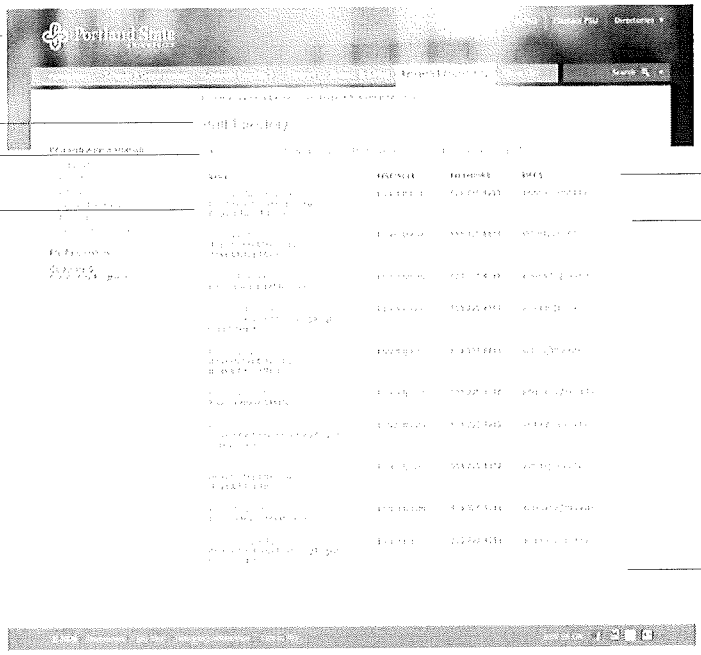
3. Results Listing – the CMS determines how many results are displayed on a page (use paging links if results span multiple pages). Images may be included. If used, they should appear in a consistent location for each listing.

4. Visual Separation – visually separate at appropriate points, grouping related content together or separating each content listing.

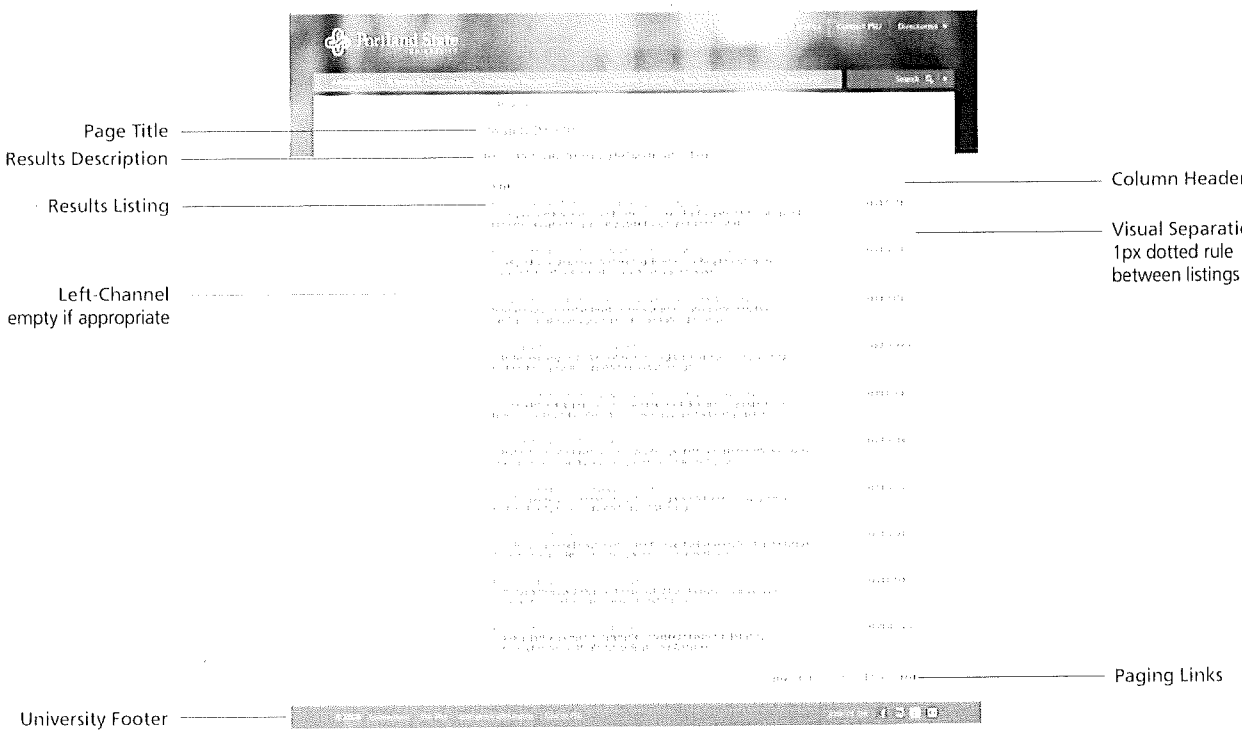
5. Paging Links – consistent previous/next and go-to links allow user to easily navigate between multiple index pages. Current page indicated in go-to field.

INDEX STYLE PAGE (CONT'D)

Example with A-Z Index

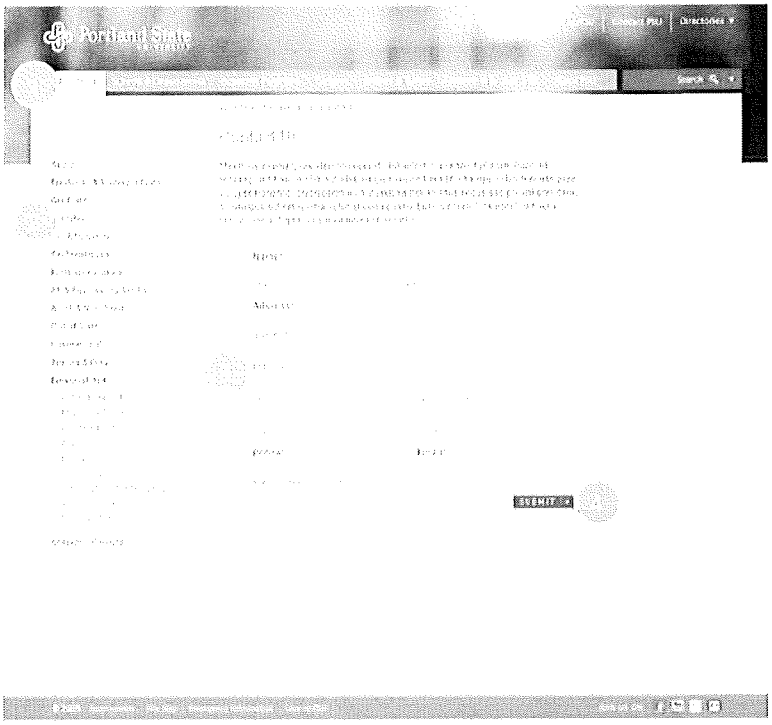


Example with Paging Links



FORM STYLE PAGE

The Form template establishes a template for all forms that may be needed on the site. Actual titles can be specific to the need.



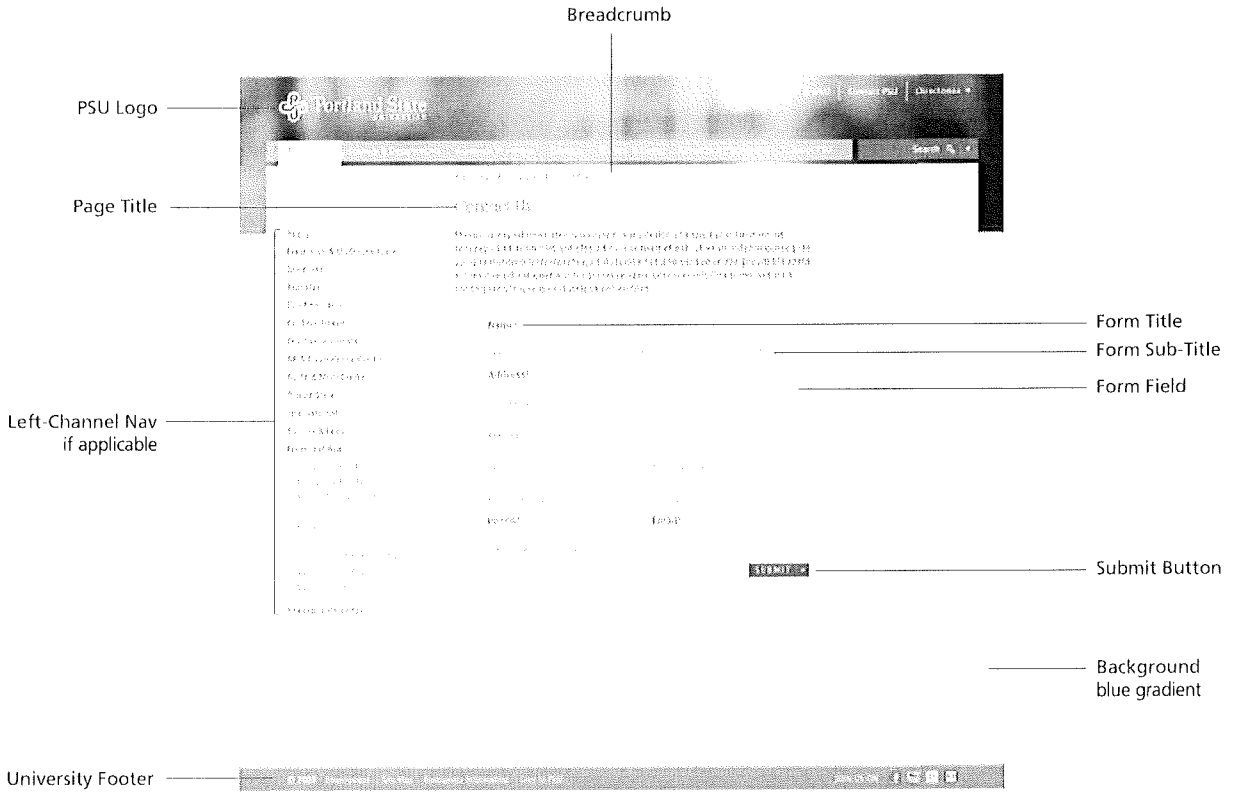
1. Branding/Nav – primary nav displayed is relevant to the area that is active.

2. Left-Channel Nav – section nav is relevant to the area that is active. If there is no left-channel nav for the page, the channel should be left blank to retain the template structure.

4. Form Fields – choose from standardized form titles when available.

5. Submit – button style for forms.

FORM STYLE PAGE (CONT'D)



Web Template Variations

The following pages demonstrate variations of the core Web templates. These templates pertain to School/College and external theme sites only; they retain the navigation and template structures but allow customizing options for sub-branding opportunity.

LEVEL 1A: HOME PAGE FOR SCHOOL/COLLEGE

The School/College home template provides a home page-style template for Schools/Colleges that require their own branding and primary navigation. The focal point of the home page is the feature image area.

1. University Branding Area – ambient background image set in PSU Green provides ample breathing room for the accent-green PSU logo and School name.

2. School/College Primary Nav – primary nav elements become specific to the School/College, including:

- PSU logo locked up with School name
- Primary nav is specific to School
- Contact link is specific to School
- Quick Links are specific to School
- Search will search School by default
- For subsequent pages, utilize School primary nav but follow left-channel nav and body template guidelines shown in previous templates.

3. Site Branding Area – flexible space for imagery and messaging where School can establish their own brand while working within University and template guidelines.

4. Announcement Area – provide relevant content to visitors including profiles, news, events and other important information for the School. Events are featured on left and additional content channels reside below brand messaging.

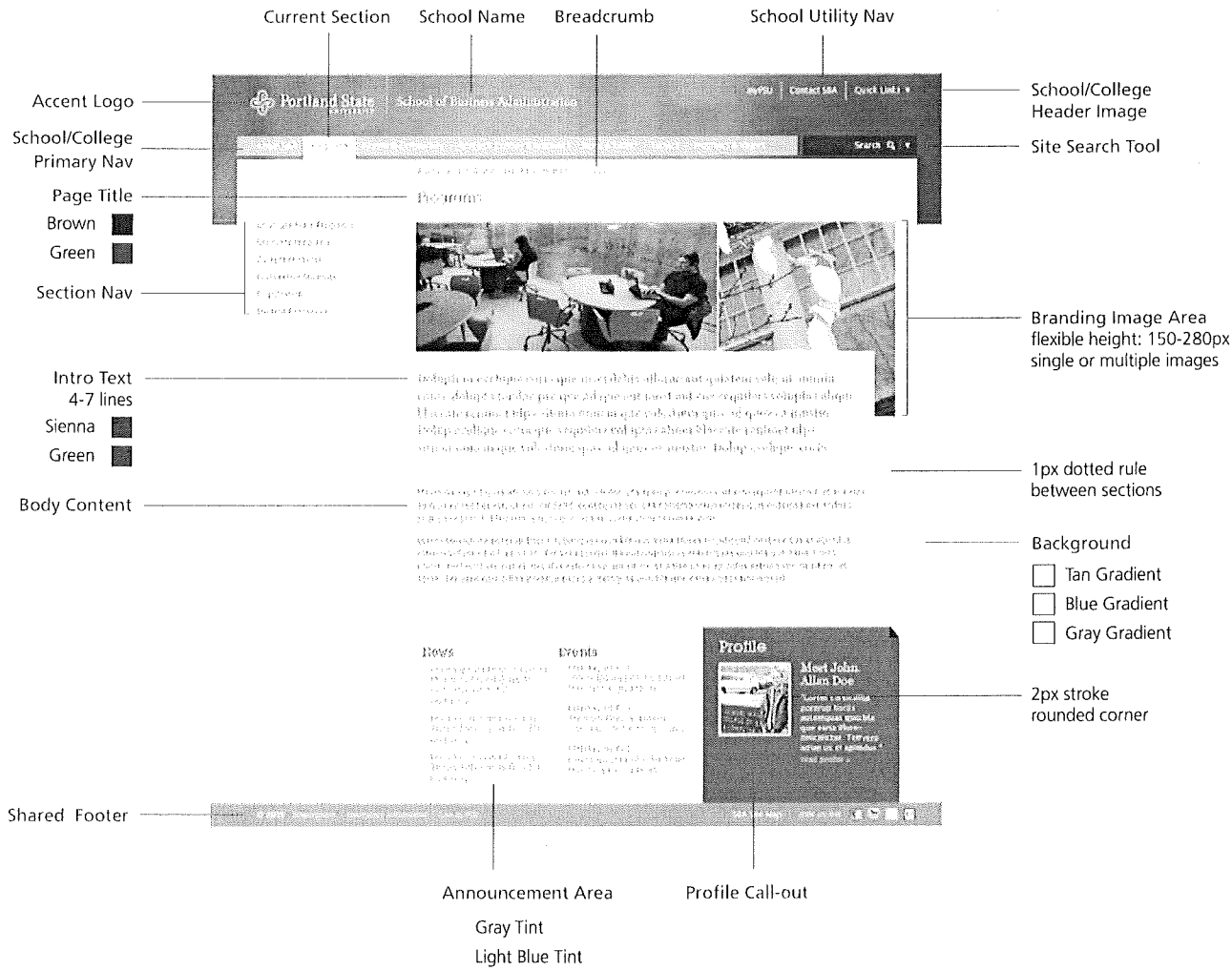
5. Footer Nav – standard University links reside on left with School-specific elements to the right, including social media icons as relevant.

LEVEL 1A: HOME PAGE FOR SCHOOL/COLLEGE (CONT'D)

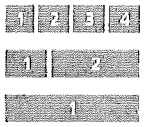
Schools/Colleges may select an alternate color theme on the home page-style template by choosing an available palette within the CMS. Choose a color theme that best represents the School sub-brand and use imagery that best represents the School and complements the color theme.

LEVEL 2A: PRIMARY PAGE FOR SCHOOL/COLLEGE

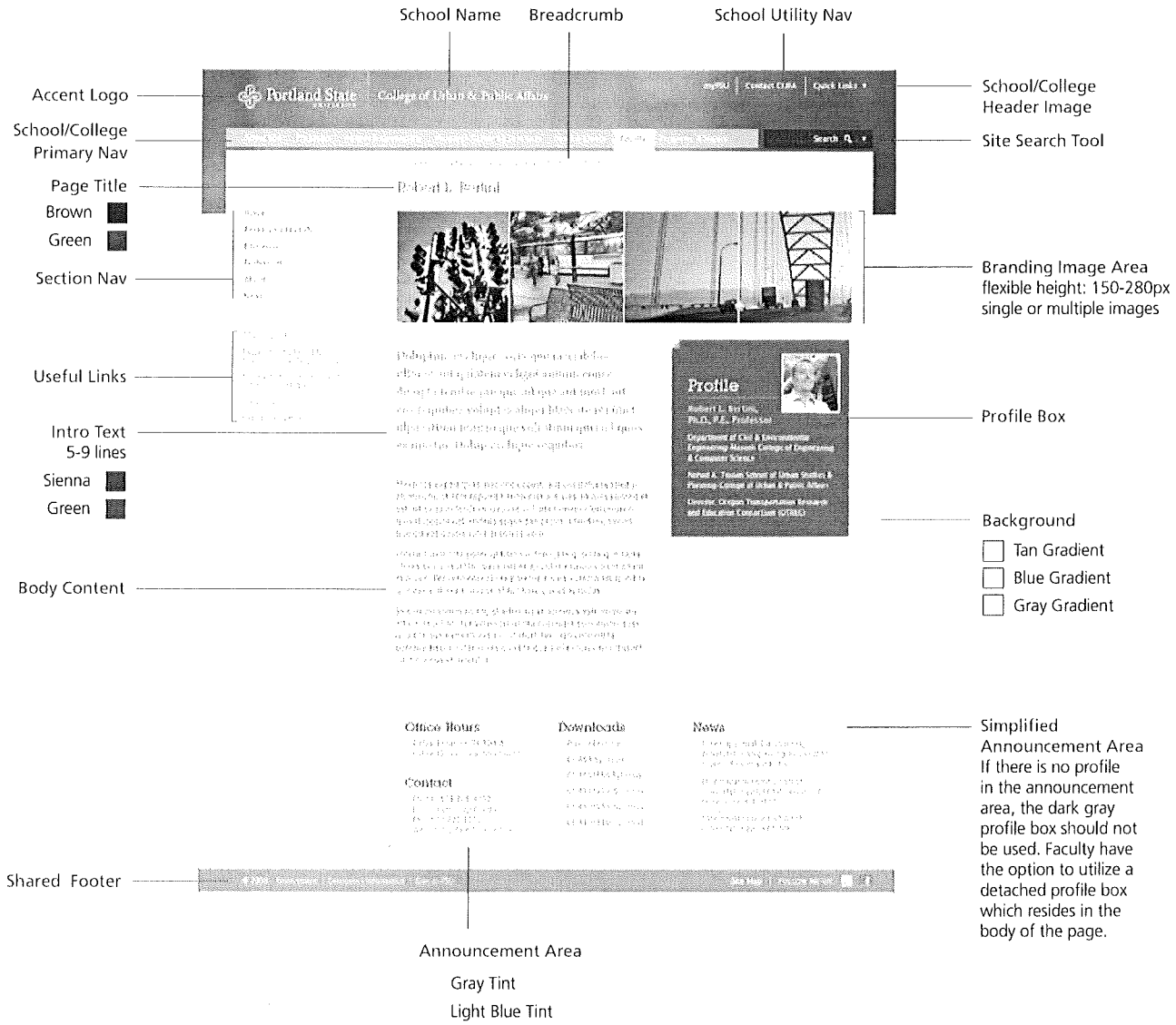
The primary template establishes a landing point for each primary section of the School/College. This template style can also be used for Department and Office pages. Color themes are determined at School level, though Departments may utilize an alternate color theme if permitted by the School.



LEVEL 2B: PRIMARY PAGE FOR FACULTY

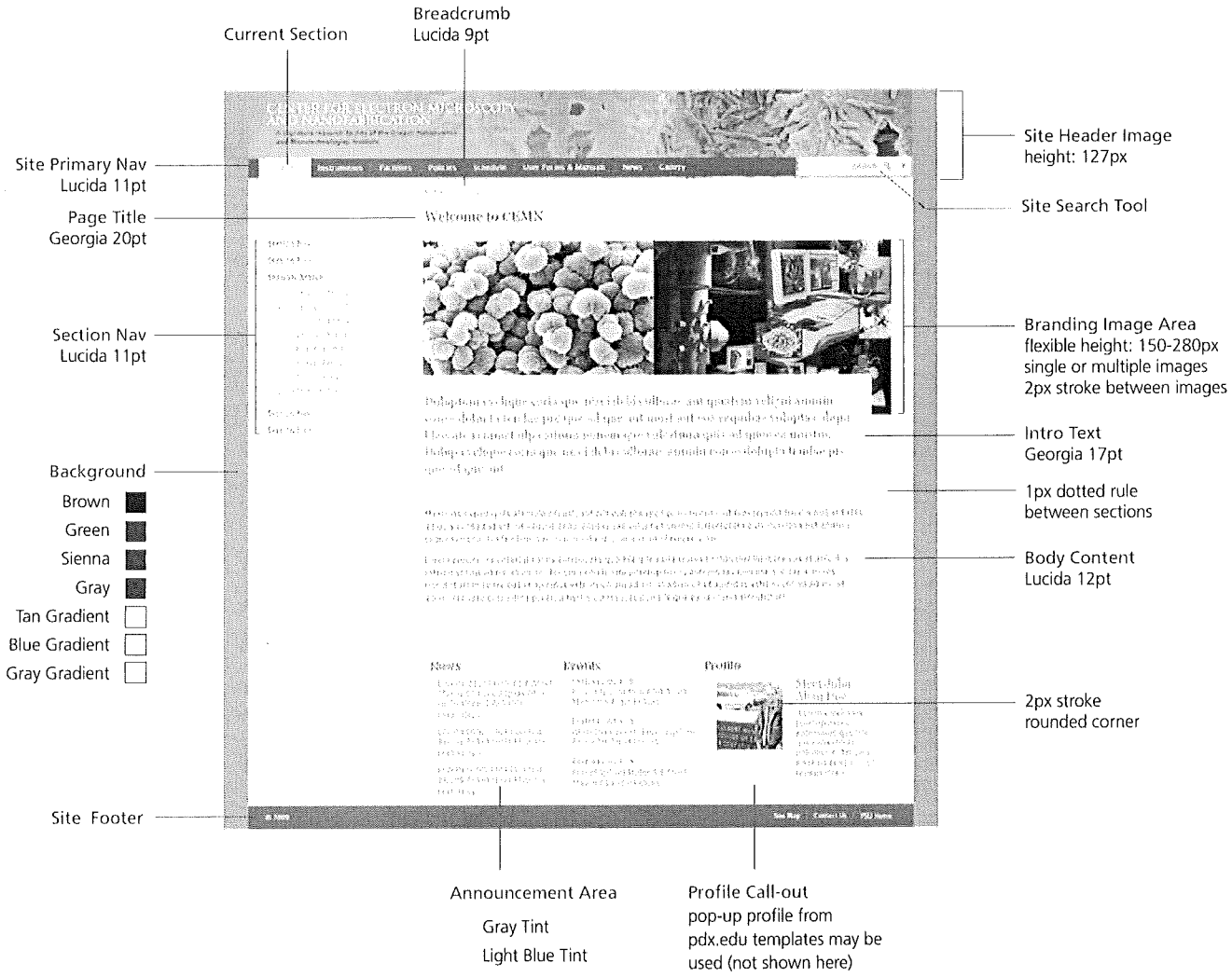


The primary template establishes a basic template for a faculty Web site. Branding image area may be divided/composed in a variety of ways. If using multiple images, all images should be equal in height. A suggested height for branding image area is 200 pixels. Faculty pages may elect to move the profile box from the announcement area to the body of the page.



LEVEL 2C: PRIMARY PAGE FOR THEME SITE

The primary template establishes a basic template for an external theme site. Note primary nav, utlity nav and search features are specific to the site. If there is no left-channel section nav, leave the channel blank to retain the template structure. Color themes and header images for theme sites may be customized as permitted by CMS. Within section nav, use color to denote active pages and sections.



Portland State
UNIVERSITY

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Portland State University -- Site Templates for Compliance

This document will outline the recommended site templates for the PSU suite of web sites that will help provide flexibility to various sites and themes, while guiding all sites into a standardized, and approved, compliant template structure.

External sites, including Offices/Departments and Colleges/Schools may find that any of the page templates can be utilized to fit their content needs, although there are recommended templates for each level.

- Home Page

- Primary Page
- Section Page
- Sub-Section Page
- X-Level Page -- Text only
- X-Level Page -- Images
- Office of/Admin Department Page
- College/School Page
- Index Style Page
- Form Page

EXHIBIT B - RFQ Drupal Template Implemenation Brand Refresh

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2008

Home Page - Template 1

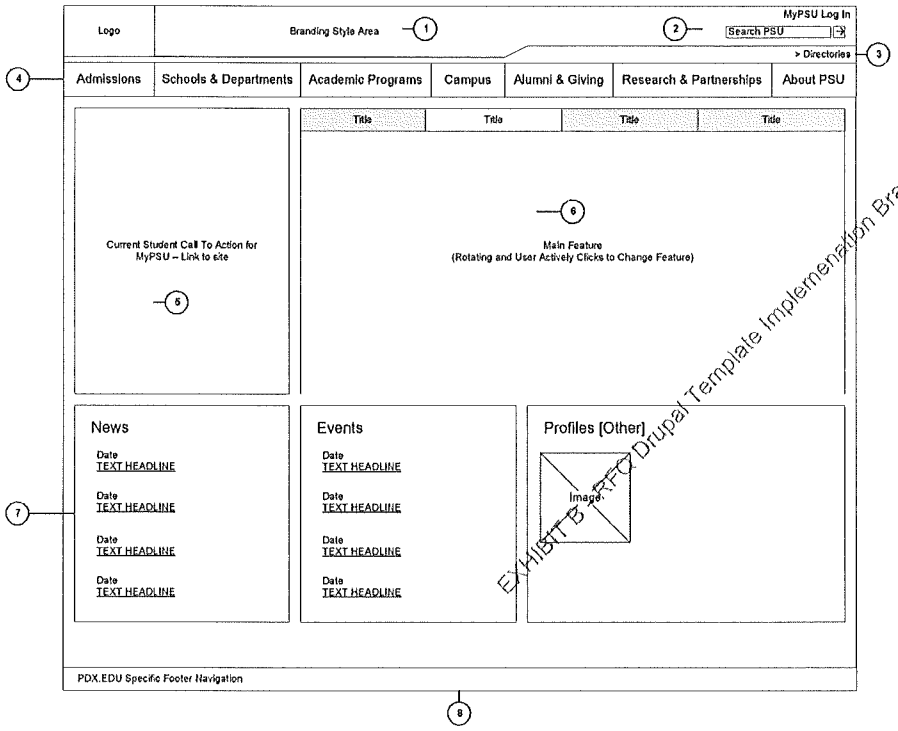


EXHIBIT B RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 1

Overview: The home page template allows for promotion of multiple elements and establishes the core navigation structure for the user.

1. Branding Area – branding area is smaller, yet remains a way to establish a look and feel for the user and the PSU brand. This area can still change, but should be managed so that the display image is relevant to the area the user is visiting.
2. Utility Area – search remains and through the CMS can search the area the user is visiting (display in search field to notify the user where they are searching).
3. Directories – this area helps support the numerous links and pages that were previously available through the audience identification bar as well as other categorization and groupings of information. The titles of the drop-nav can be specific to the site the user is visiting (i.e. pdx.edu vs. a School). Examples of possible content links for pdx.edu include, but are not limited to (see site map for further categorization):
   - Directory Links Examples:
   - Administrative Offices
   - Affiliated Organizations
   - Alumni Services
   - Calendars
   - Centers & Institutes
   - Clubs, Organizations, & Groups
   - Faculty
4. Primary Navigation – pdx.edu primary navigation; navigation click to take user to that area/template/content without using a drop-down navigation treatment.
5. Current Students – Call to action to direct current students to the MyPSU portal
6. Main Feature Area – Imagery, messaging, announcements, features, etc – all communicating the PSU brand while informing the user and directing them to information. Development to account for CMS management of content (i.e. likely not built in Flash). Allow the user to actively select the title they want to visit. Area should be flexible to allow smaller number of features. Titles can be anything – story headlines, what's new, PSU, Prospective Students, Faculty/Staff, Business/ Community, Alumni, etc.)
7. Announcement Area – retain template areas for news, events, profiles, or other important information to communicate to the user.
8. Footer Navigation – establish footer navigation for the pdx.edu site as well as non-pdx.edu sites (require some elements to remain across both, but visually separate to clarify to the user the destination (i.e. pdx.edu or theme site)

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2009

Primary PDX.EDU Page - Template 2

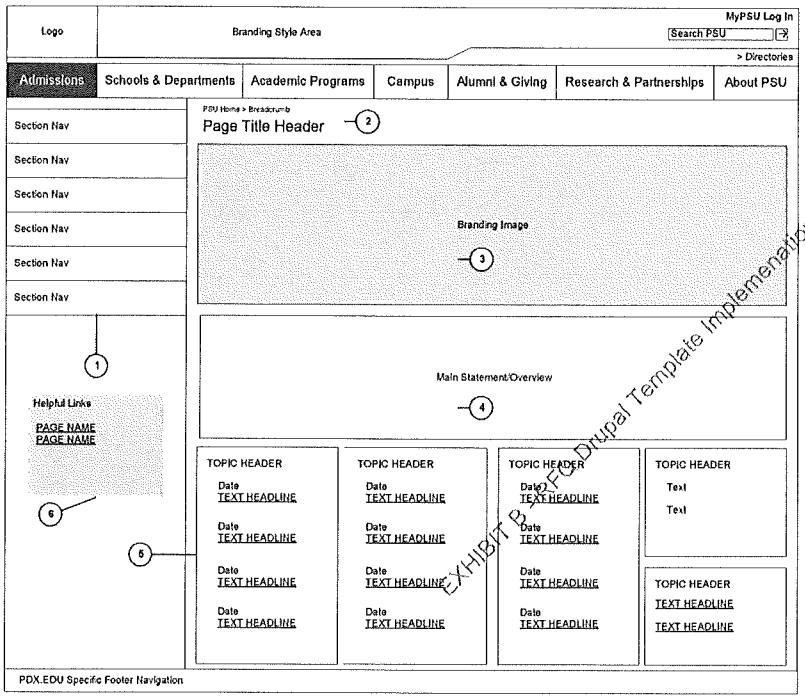


EXHIBIT B, PSU Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 2

Overview: the Primary template establishes a solid landing point from each of the main navigation elements. It functions like a mini-home page for the selected content "category."

1. Left-Channel Navigation – the left-channel nav appears and is specific to the primary navigation that was selected. The navigation will be persistent throughout the site, not including the home page.

2. Page Title Header – the page title header and the navigational breadcrumbs also appear on the template and remain persistent throughout the site, not including the home page.

3. Branding Area – the primary template provides an area for a strong branding position.

4. Main Message – the primary template provides an area for the main message. This can include links, but most downloadable file links should be moved to a Topic Header area; the content should be limited at the primary template level (large amounts of text should be organized into downloads or deeper pages).

5. Announcement Area – the primary template provides a standardized announcement area (similar to the home page) with information specific to the primary area. Topic Headers can be specific to the content, but should come from an approved and standardized list to help establish compliance (ex - don't have Events in one area and Upcoming Events in another). Examples include, but are not limited to:

Topic Header Examples:	
News & Announcements	Profiles
Events & Deadlines	Next Steps
FAQs	Downloads
Facts	Contact Information
Tips	Hours of Operation
Related Links & Resources	

6. Helpful Links – a helpful links treatment will allow high visibility to related information that may reside in another section. This will also support users who may be used to some prominent content residing in one section that has moved with the redesign. This treatment can be used on any template.

Note: through CMS management the topics can be shared across primary areas, sections, and sub-sections as applicable, but should be mindful of relevance to the active page.

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2009

Section Page - Template 3

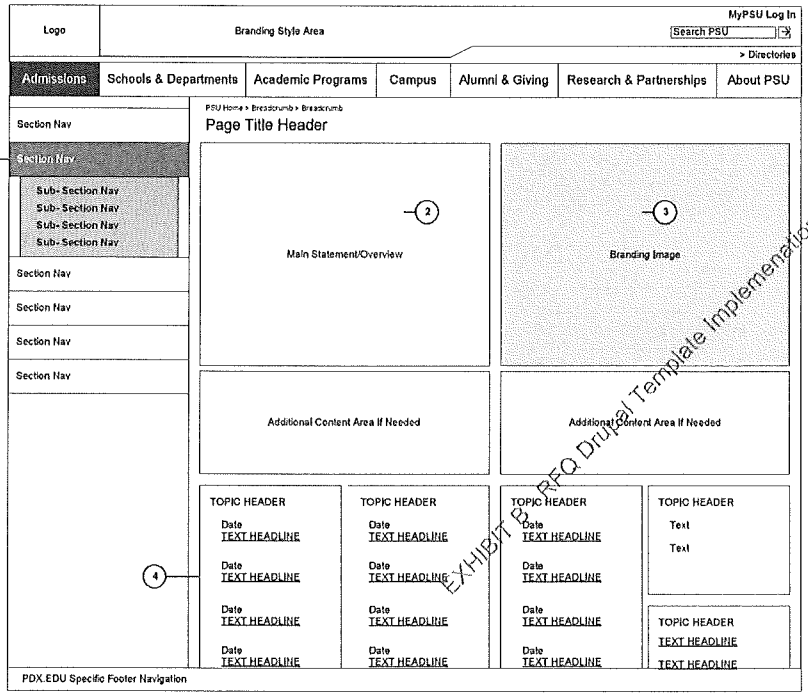


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 3

Overview: The Section Template provides a solid landing point for the left-channel navigation section initial landing pages. It establishes a lower level template from the Primary Template, but still provides flexibility for branding, messaging, and information.

1. Left-Channel Section Navigation – the navigation expands if there are additional sub-sections for the selected section upon clicking. It remains open while the user is within the section, and closes when the user accesses another section. Active Section Nav should be visually denoted.

2. Main Message – content area for the Section; this can be reversed with the Branding Image. Content can be minimal, but additional space can be utilized if the content necessitates.

3. Branding Image – provides a place to continue to establish an identity for PSU and for the section that is being visited.

4. Announcement Area – retain space from Primary template to dedicate to section specific information. Topic Headers should be specific to the content. Note, for more flexibility, this area can be dropped if there is no content need for the Section.

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2009

Sub-Section Page - Template 4

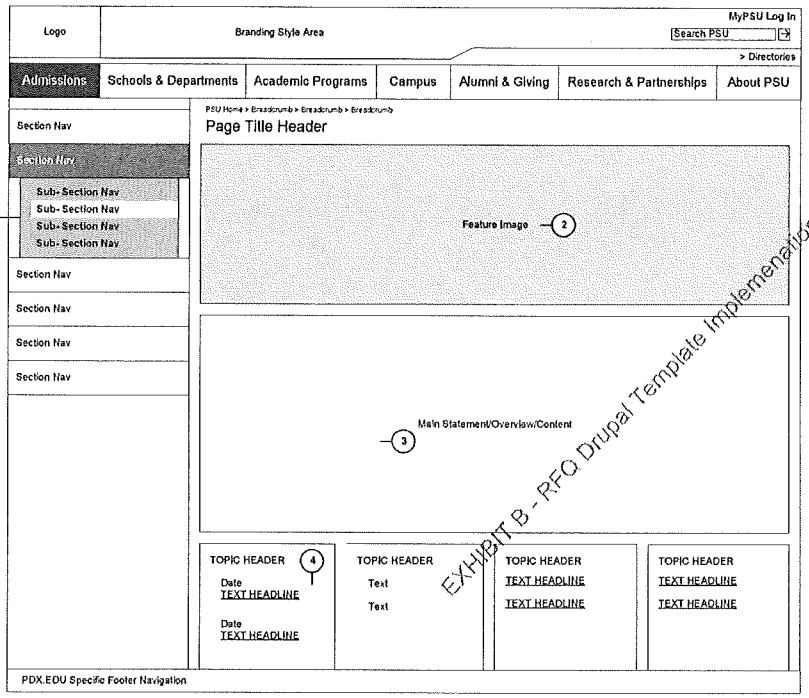


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 4

Overview: the Sub-section page provides another template type for sub-section level content pages.

1. Sub-Section Navigation – active sub-sections should be visually denoted to help the user identify the current location.
2. Image area - optional
3. Main Content
4. Announcement Area – Utilize bottom of page to meet additional content needs

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2008

X-Level - Text Only - Template 5a

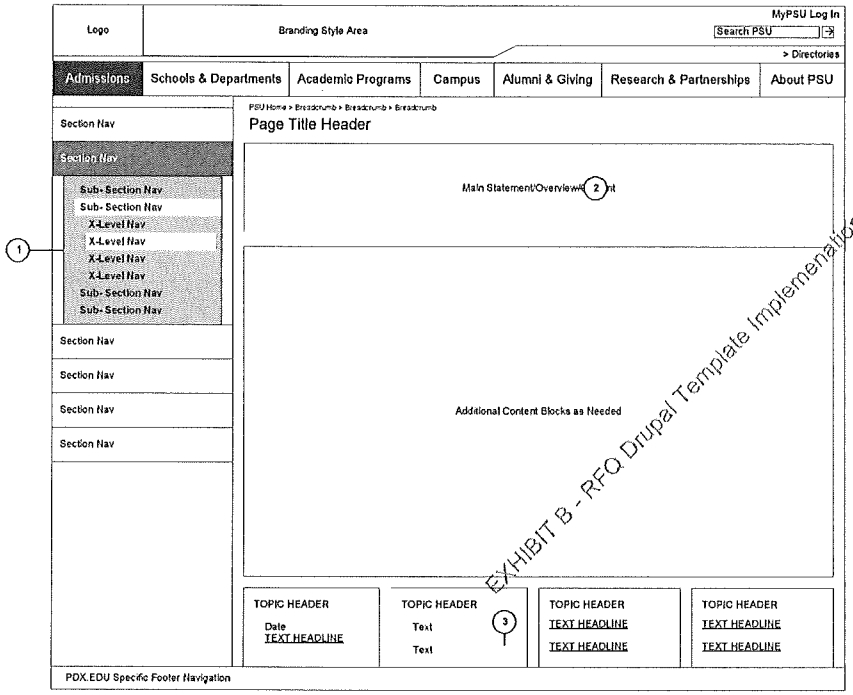


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 5a

Overview: The X-level Text Only template provides a general page template for all content types

1. X-Level Nav – if an active Sub-section has another level of navigation required, then display the x-level navigation; visually denote the active nav.
2. Content Area – no image template
3. Announcement Area – this area is optional.

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2008

X-Level - Images - Template 5b

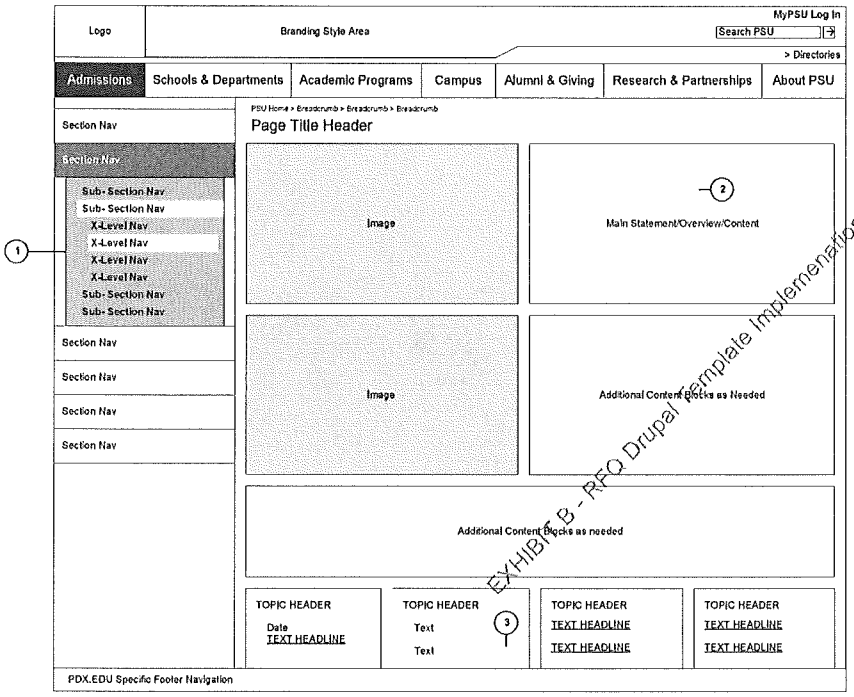


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 5b

Overview: The X-level Image template provides a general page template for all content types

1. X-Level Nav – if an active Sub-section has another level of navigation required, then display the x-level navigation; visually denote the active nav.
2. Content Area – image template; orientation can be reversed if necessary, but should be consistent throughout the same page.
3. Announcement Area – this area is optional.

Client: Portland State University
Project: Site Templates
Last Modified: August 15, 2007

Office of/Admin Department Page - Template 6

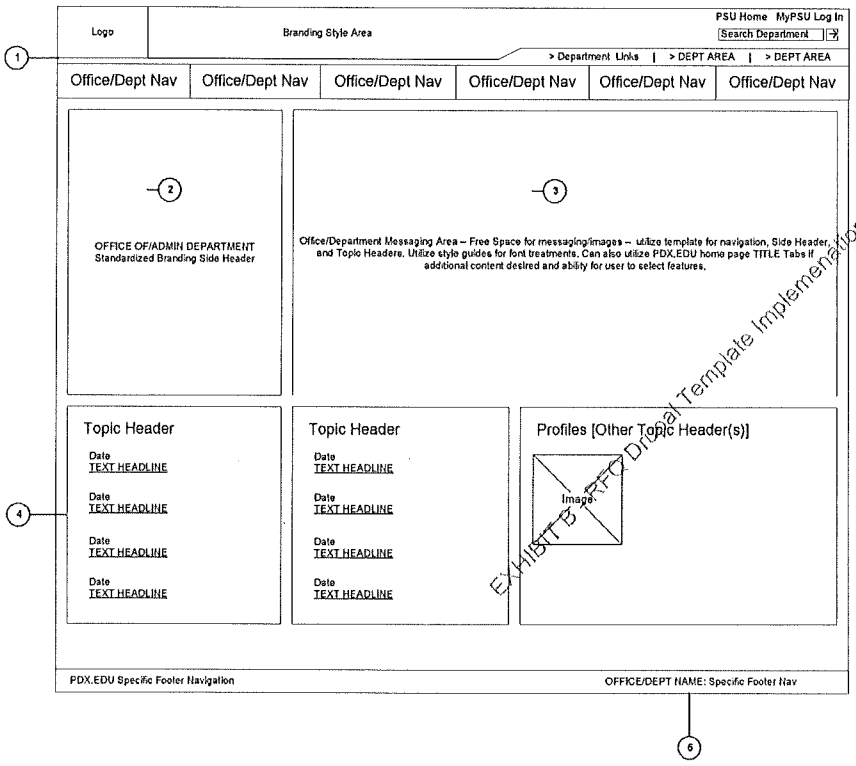


EXHIBIT B - RFQ Digital Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 6

Overview: The Office/Admin Department Page Template provides a home page style template for offices/departments that require their own branding and navigation.

1. Branding/Primary Navigation – elements change to be specific to the office/department, including:
   - Branding Bar is Specific to Section
   - Quick Links becomes Department Links in nav – make list applicable to the department/office
   - Other Drop-link listings can be applicable to each dept/office
   - PSU Home Link added to top utility nav
   - Search becomes Search Department
   - For subsequent pages, utilize the Office/Dept top nav, but follow Left Channel Nav, Right Channel Topic, and Body template guidelines shown in previous templates.
   - Change Colors of Primary Nav buttons from PDX.EDU site proper, but have all Offices/Departments utilize the same color.

2. Office/Department Branding – area where PSU office/department title can standardized, while still establishing a brand.

3. Messaging Area – area where Office/Department can be creative and establish their own free space (within the template framework and style guides)

4. Announcement Area – topic headers can be specific to location

5. Footer Navigation – include pdx.edu footer, but allow office/department to also add elements to their own section; visually separate and label so clear to the user.

Note: For Departments/Offices that currently have multiple levels of home page navigation, primary section selections will reside in top Primary nav area, other options to be included in Topic Header areas or incorporated and organized into Primary sections

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2008

Office of/Admin Department - Primary Template 2 Example

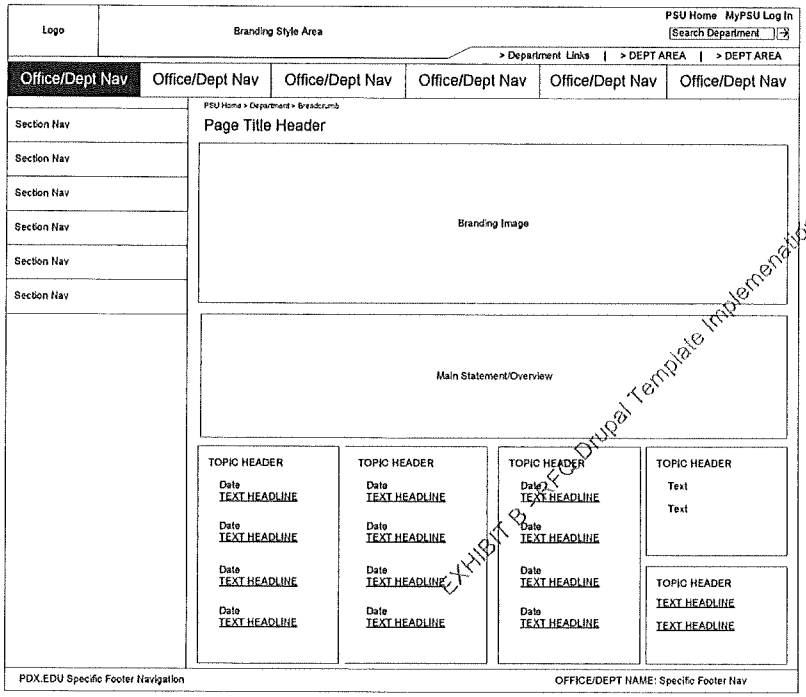


EXHIBIT B, RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 2

Overview: This page shows the 'second level' of an Office/Department utilizing the Primary Page Template.

Client: Portland State University
Project: Site Templates
Last Modified: August 6, 2009

Office of/Admin Department - Section Template 3 Example

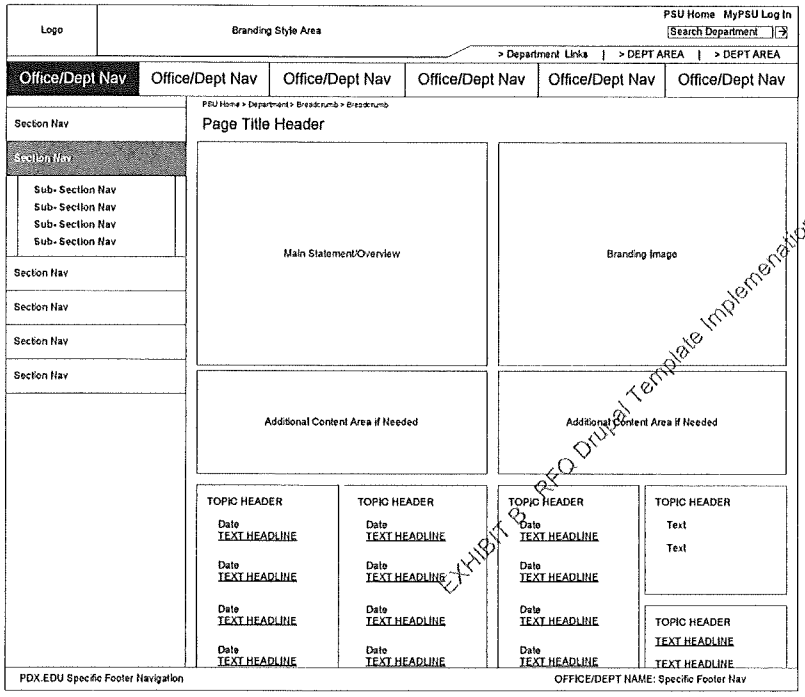


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions TEMPLATE 3

Overview: This page shows the 'third level' of an Office/Department utilizing the Section Page Template.

Client: Portland State University
Project: Site Templates
Last Modified: August 8, 2008

College/School Page - Template 7

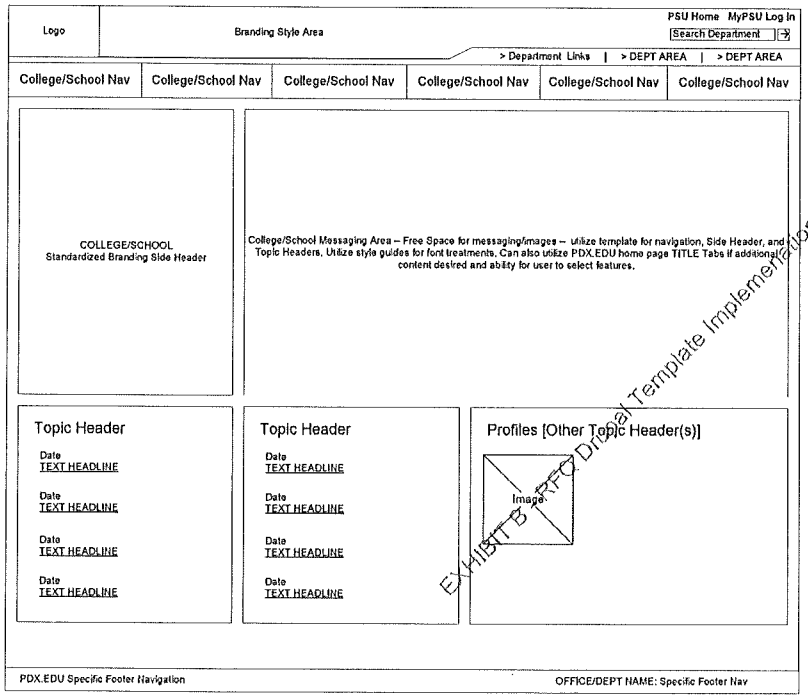


EXHIBIT B RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 7

Overview: The College/School of Page Template provides a home page style template for Colleges/Schools that require their own branding and navigation. This template structure is the same as the Office/Department template, but note that all navigation elements are to be specific to the College/School.

Index Style Page - Template 8

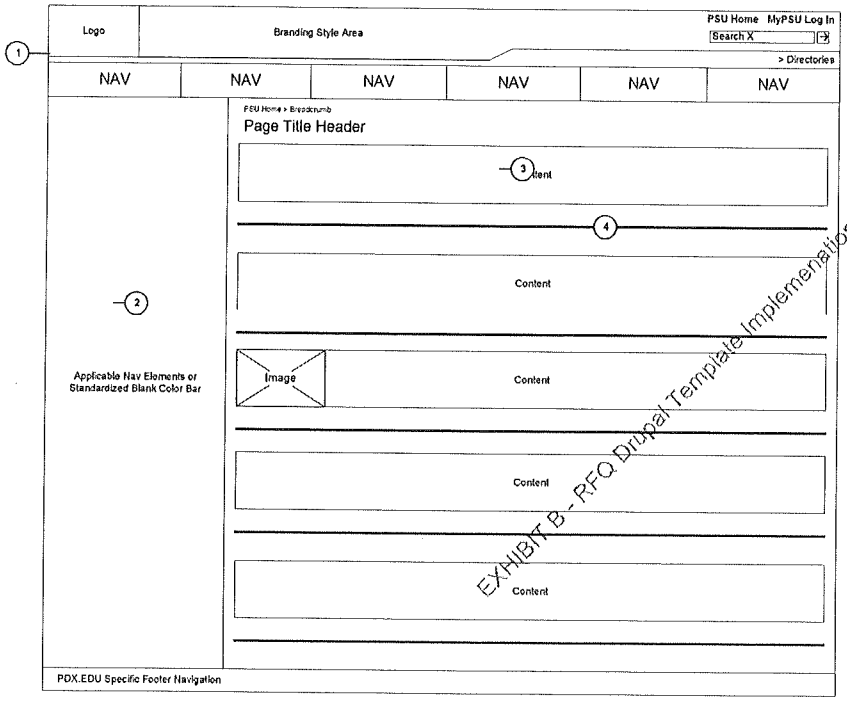


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

TEMPLATE 8

Overview: The Index Style template establishes a template for content pages that are index lists.

1. Branding/Navigation – navigation displayed is relevant to the area that is active.
2. Left-Channel Navigation – navigation displayed is relevant to the area that is active; if there is no left-channel navigation for some reason, then display a color bar to retain the content-centered template structure.
3. Content – image is optional, but should be displayed at the same orientation throughout page if included.
4. Visual Separation – visually separate at appropriate content points, grouping related content together, or separating each content listing.

Form - Template 9

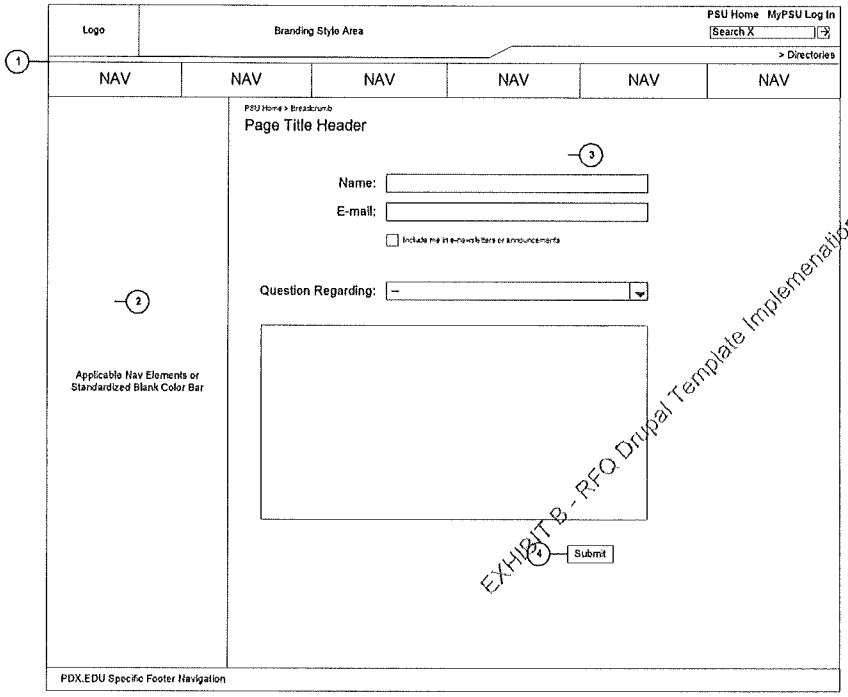


EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

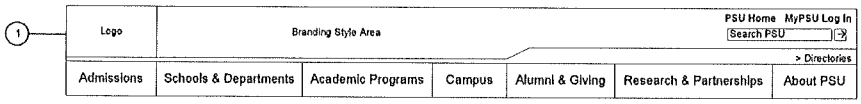
Notes and Instructions

TEMPLATE 9

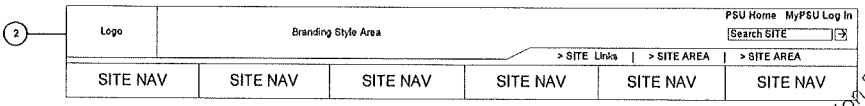
Overview: The Form template establishes a template for all forms that may be needed on the site. Actual titles can be specific to the need.

1. Branding/Navigation – navigation displayed is relevant to the area that is active.
2. Left-Channel Navigation – navigation displayed is relevant to the area that is active; if there is no left-channel navigation, then display a color bar to retain the content-centered template structure.
3. Form Fields – actual fields tbd
4. Submit – standardize submit buttons

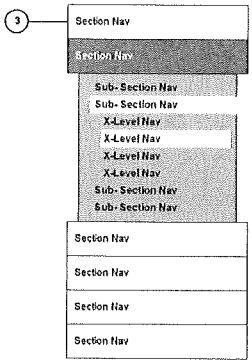
Navigation Overview



Main PDX.EDU Site Navigation



Office/Dept, College/School, External Theme Sites Nav



Left-Channel Navigation

EXHIBIT B - RFQ Drupal Template Implementation Brand Refresh

Notes and Instructions

Overview: This page demonstrates the changes in the Navigation template based on the site ownership. Numbers of primary nav options can be scaled to match the individual site's needs.

1. PDX.EDU Navigation – this is the preferred navigation for all areas of PDX.EDU; retain the primary navigation and branding throughout. Clicking primary nav elements will take the user to that landing page; drop-downs for the primary nav are not used. Quick Link area nav is drop-list navigation. Left-side section navigation can be used for navigation within areas.

2. External Site Navigation – this is the alternative navigation for sites that require their own primary navigation and cannot utilize the PDX.EDU navigation (i.e. not relevant at all). This would be used for offices/departments, colleges/schools and any other external theme sites (non pdx.edu) so that they may still be in template and brand compliance, but allow contextual relevance to their users.

3. Left-Channel Navigation – this navigation can be used on all sites and themes. Establishing a consistent left-channel template will help establish compliance.

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

Overview

EXHIBIT C - RFQ Drupal Template Implemenation Brand Refresh

Portland State University – Site Architecture

* This document will outline the recommended Web site architecture for the PSU suite of web sites that will be used in conjunction with the new site templates.

* It will represent the structure of the site(s) and establish a foundation and consistent feel, but does not list every page within the PSU suite of sites.

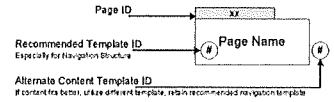
* There are cases throughout the site where a section currently utilizes its own primary nav. These elements, as redefined in the site map, will display in the LEFT navigation in the new site when the Primary navigation template is used.

* Page IDs (grey tab top on each page box) correspond to the content inventory document and can be used to help identify content that can be used in the new pages.

* Template IDs correspond to the wireframe page template that is recommended.

* Navigation breakdown supported by templates (additional levels can utilize page links and breadcrumbs):

PRIMARY
- SECTION
  - Sub-Section
    - X-Level



Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2009

Primary Architecture

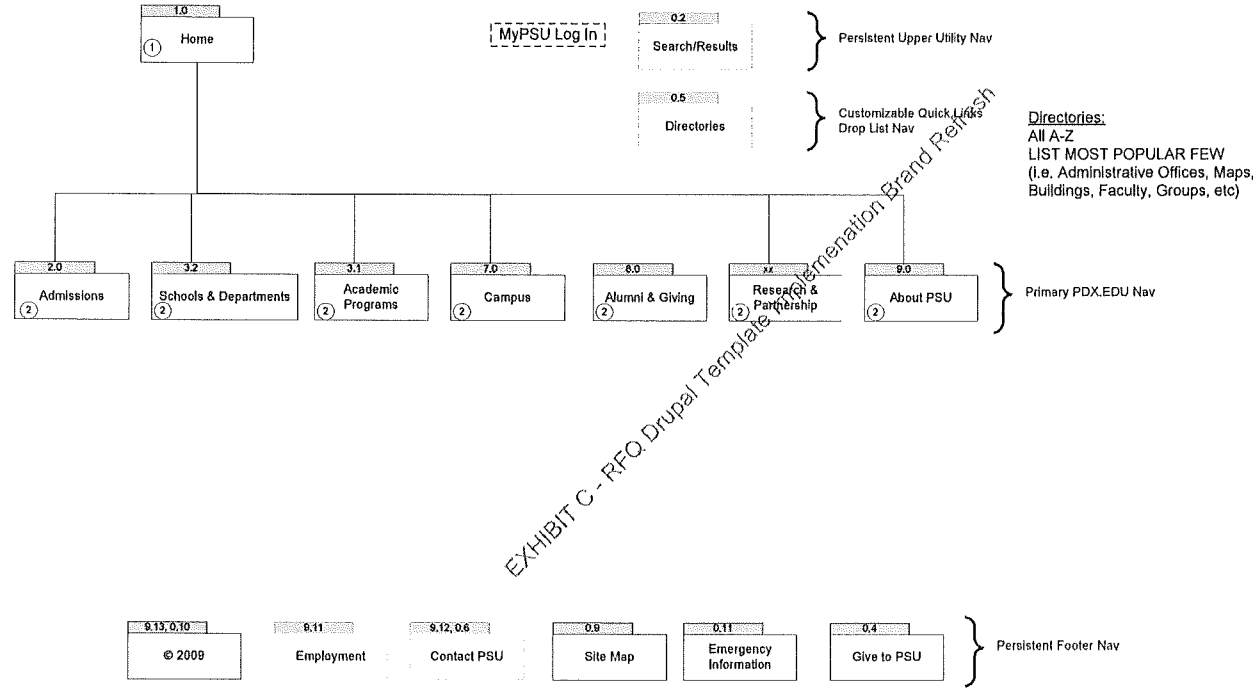


EXHIBIT C - RFQ Drupal Template for Information Brand Refresh

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

Admissions (2)

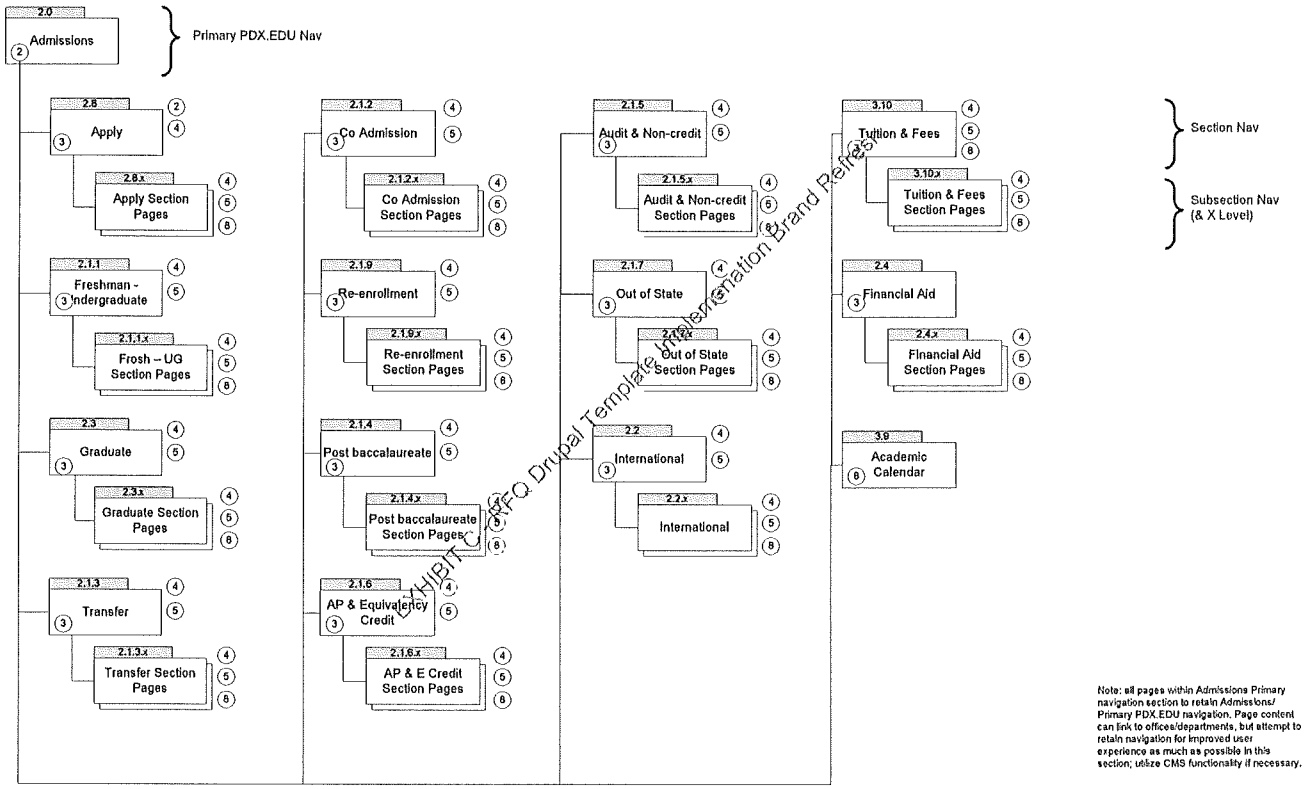
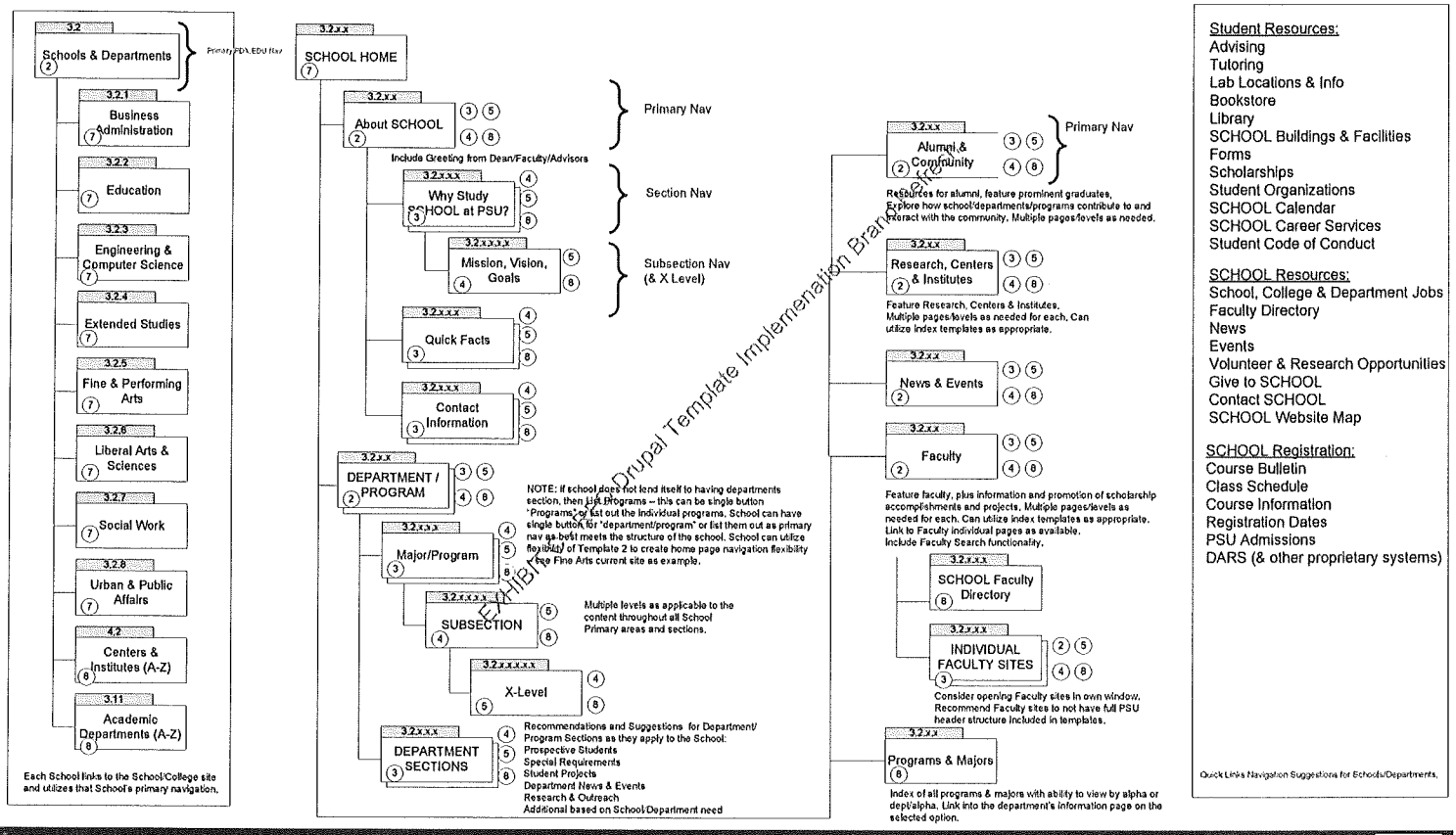


EXHIBIT C RFQ Drupal Template for Presentation Brand Refresh

Note: all pages within Admissions Primary navigation section to retain Admissions/ Primary PDX.EDU navigation. Page content can link to offices/departments, but attempt to retain navigation for improved user experience as much as possible in this section; utilize CMS functionality if necessary.

Client: Portland State University
Project: Site Architecture
Last Modified: August 8, 2008

Schools + Departments (3)



Student Resources:
Advising
Tutoring
Lab Locations & Info
Bookstore
Library
SCHOOL Buildings & Facilities
Forms
Scholarships
Student Organizations
SCHOOL Calendar
SCHOOL Career Services
Student Code of Conduct

SCHOOL Resources:
School, College & Department Jobs
Faculty Directory
News
Events
Volunteer & Research Opportunities
Give to SCHOOL
Contact SCHOOL
SCHOOL Website Map

SCHOOL Registration:
Course Bulletin
Class Schedule
Course Information
Registration Dates
PSU Admissions
DARS (& other proprietary systems)

Quick Links Navigation Suggestions for Schools/Departments.

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

Academic Programs (3)

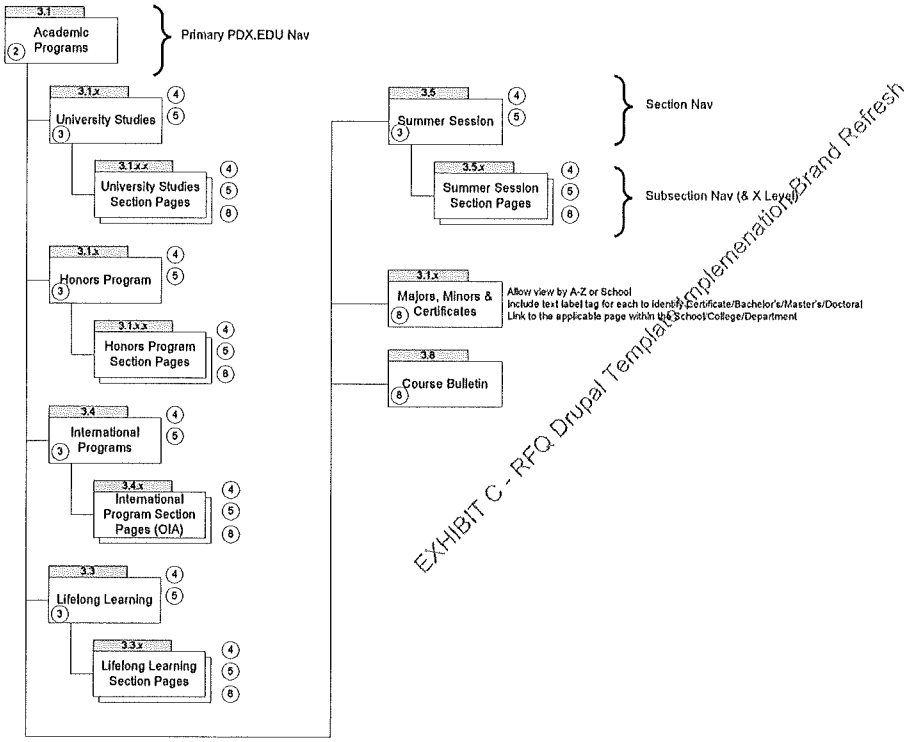


EXHIBIT C - RFQ Drupal Template Implementation/Brand Refresh

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

Campus (7)

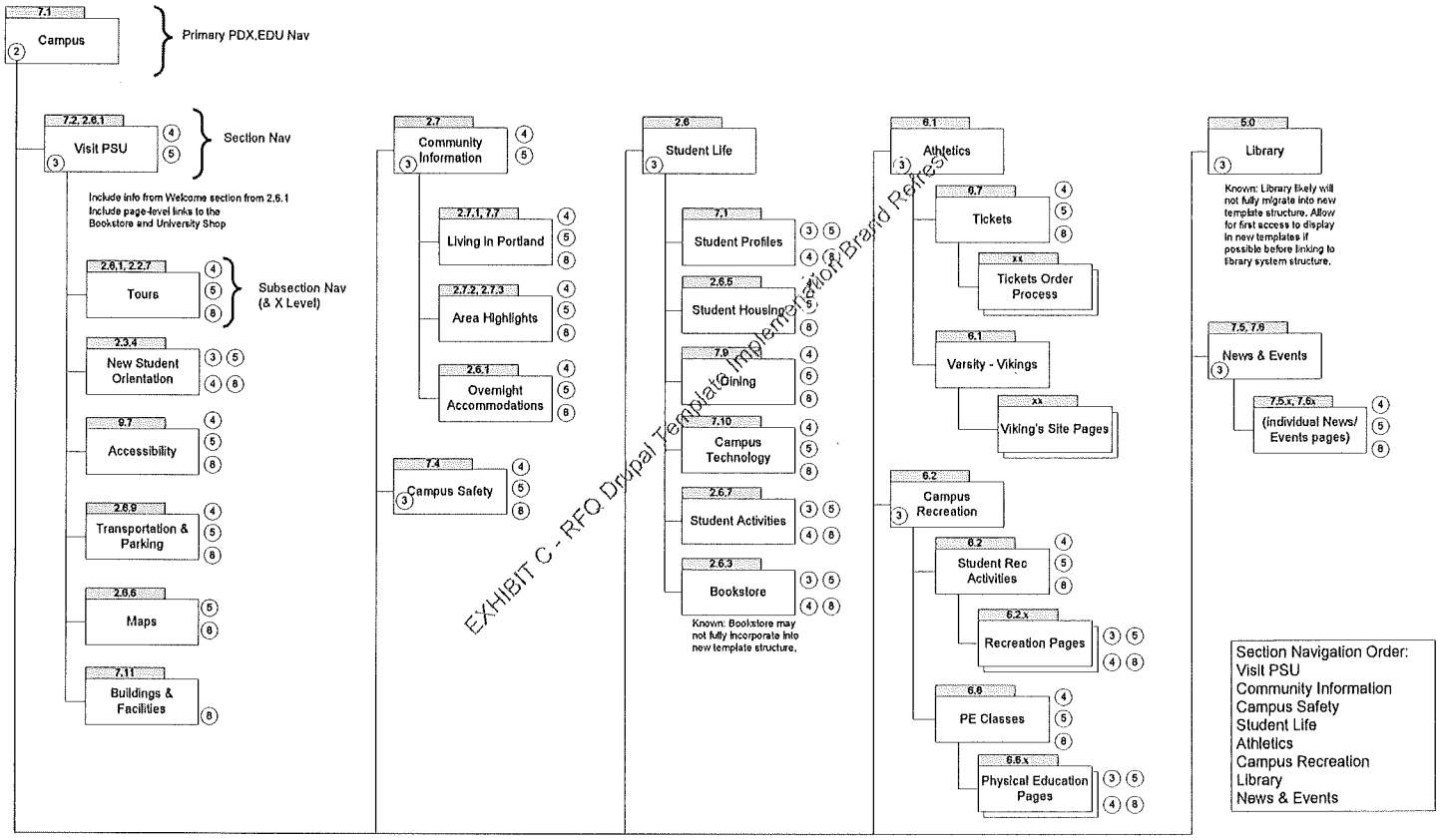


EXHIBIT C - RFQ Drupal Template Implementation Brand Refres

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

Alumni & Giving (8)

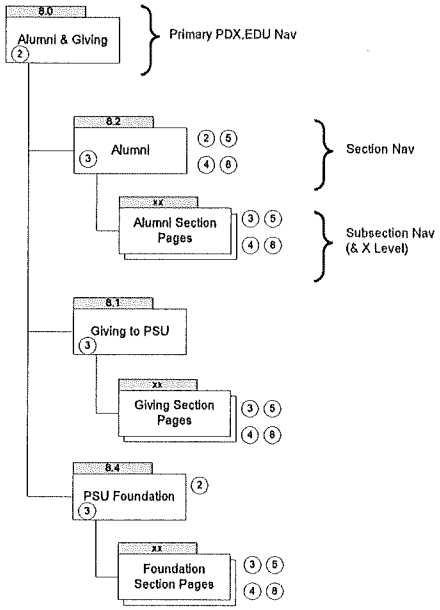


EXHIBIT C - RFQ Drupal Template Implementation Brand Refresh

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

Research & Partnerships (4)

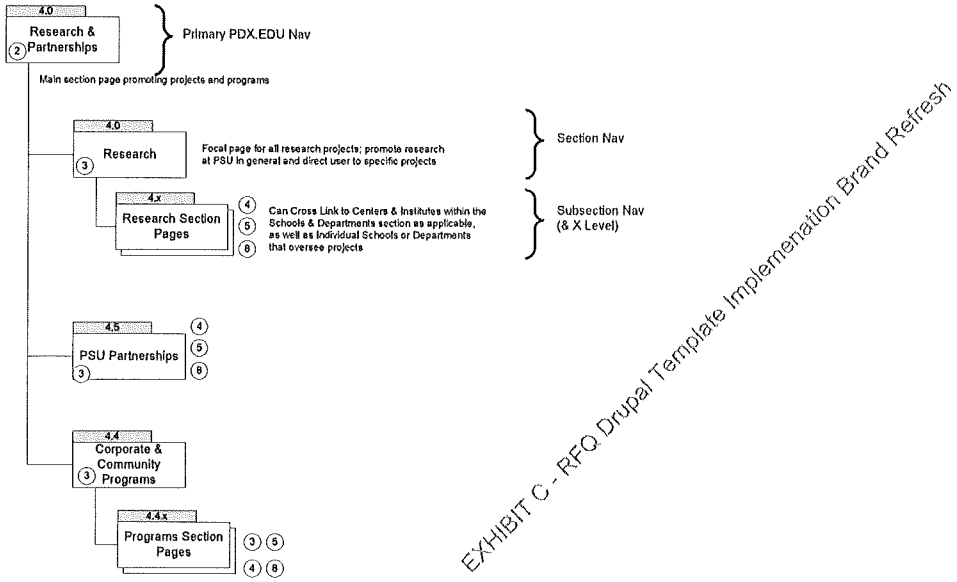


EXHIBIT C - RFQ Drupal Template Implementation Brand Refresh

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2008

About PSU (9)

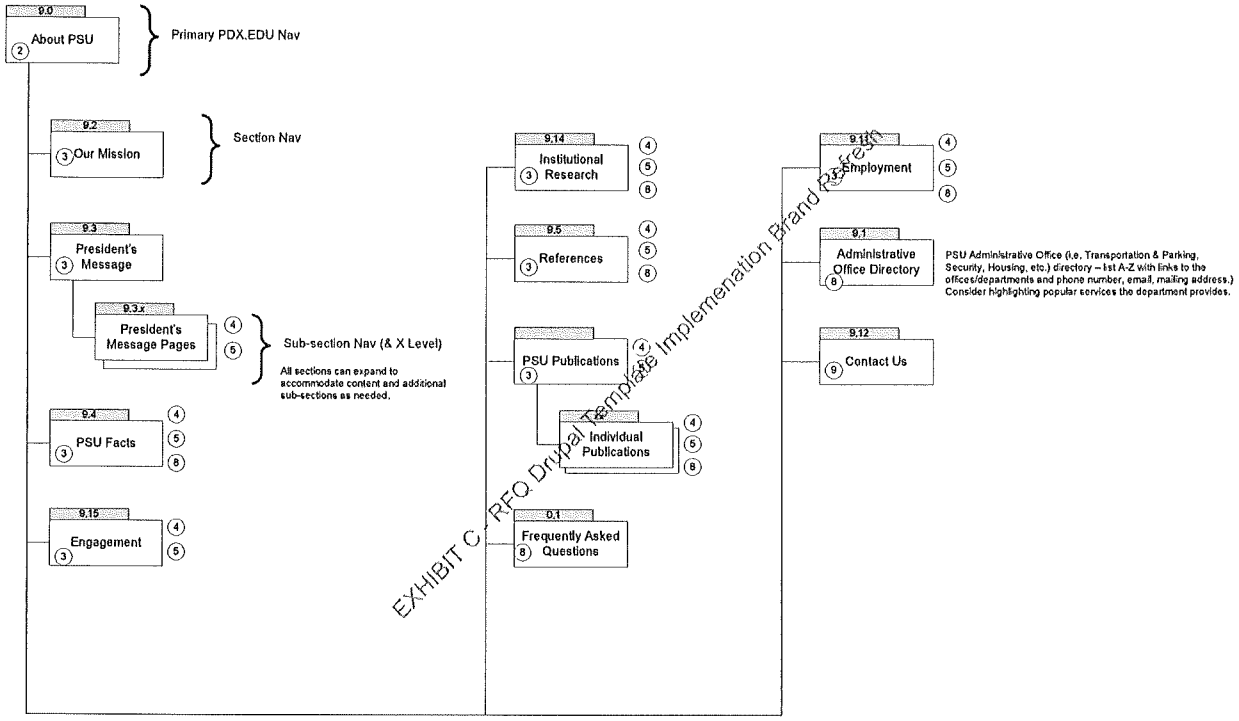


EXHIBIT C RFQ Drupal Template Implementation Brand Refresh

Client: Portland State University
Project: Site Architecture
Last Modified: August 6, 2009

Office/Department

Offices/Departments:
Accessed from either a directory link or from the About PSU section; these are Administrative, not Academic

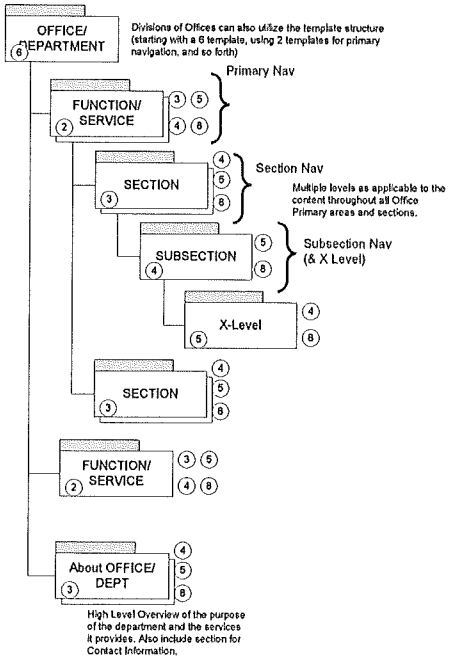


EXHIBIT C - RFQ Drupal Template Implementation Brand Refresh

Student Resources:
LIST as they apply to student

OFFICE/DEPT Resources:
OFFICE/DEPT Jobs
Staff Directory
News
Events
Contact OFFICE/DEPT
OFFICE/DEPT Website Map

OFFICE/DEPT (specific need):
List of customizable specific needs links per office/dept based on the department sections and pages

Quick Links Navigation Suggestions for Offices/Administrative Departments.

Client: Portland State University
Project: Site Architecture
Last Modified: August 8, 2008

Directories

Directories

Drop-list will include most popular links, but give option to user to see full directory listing. Here are some options and suggested breakdown methods. Utilize Expand/Collapse functionality for headers to maximize page real estate so that not all links show at once.

Administrative Offices:
LIST ALL ADMIN OFFICES

Affiliated Organizations:
Alumni Association
ONAMI
OTREC
Portland State Business Accelerator
Portland State Foundation
Saturday Academy

Alumni Services:
Alumni Association
Alumni Career Tools
PSU Career Center
Send Alumni News
Update your Address
Transcripts

Calendars:
Smith Memorial Student Union Calendar
Academic Calendar
Student Organization Calendar
Athletic Events Calendar

Centers and Institutes:
LIST

Clubs, Organizations & Groups:
LIST

Colleges, Schools & Departments:
LIST (Show departments as indents from affiliated college)
Consider showing simple contact info such as phone number for each

Environmental Resources:
LIST – things such as Recycling program

Facilities & Buildings:
LIST, INCLUDE MAP LINKS
INCLUDE Computers & Labs

Faculty:
Faculty Directory
Deans & Heads of Department
Faculty Search
Banner SIS/AR/FA Access Request
Banner FIS & HRIS Access Request
Ombuds
PSU Information Systems

News Resources:
Virtual Viking: Student Newsletter
Daily Vanguard: Student Newspaper
The Rearguard: Alternative Student Newspaper
Currently: Faculty/Staff Newsletter
KPSU Radio
Portland State Magazine
PSU News and Announcements
Submit an Announcement

Student Technology Tools:
Blackboard
Webmail
myPSU
LIST

Services:
Advising
Career Center
Child Development & Family Services
Community Partnerships
Disability Resources
Financial Aid
Government Relations
Graduation & Commencement
Health & Counseling
International Student Services
Legal Services
Multicultural & Diversity Services
Orientation
Recycling & Sustainability
Registration & Records (Transcripts)
Tutoring
Testing
Veteran's Services
Women's Resource Center

Volunteer Opportunities:
LIST

RFQ #21781 Exhibit C, RFQ Drupal Template Implementation Brand Refresh

Primary Audiences

Faculty (present and future)

Access relevant curricular & administrative info, forms and advising information to serve current students
Send links & pdfs on admissions info, timelines, requirements, etc to prospective students
Find out about events happening in the departments
Post information on performances for the University audience
Access degree requirements
Access university directories
Access class schedules
Individual faculty pages, where faculty can upload material for students and audiences outside the classroom, bypassing D2L
Alumni news

Staff (present and future)

They provide advising information to current and prospective students
They update events

Current Students

They access forms
They seek advising information on how things work in the school.
The look for Deadlines
They research requirements.
They go there looking for links to the blogs and other resources that instructors maintain
Connection to social networking

Prospective Students (high school, returning adults, graduate students, lifelong learners)

They use it to form an impression of our school
They seek information on admissions
They use it to connect to resources in the broader university (admissions, registration)
They access forms
They seek advising information on how things work in the school.
The look for Deadlines
They research requirements.
Videos about the programs, with faculty and student interviews and facilities tours
Photos of and individual pages dedicated to faculty and their research

Secondary Audiences

Outside/Partner Institutions

Research Community; Funding/Endowment; Business Community (Civic leaders, government/legislature; Influencers; c-Level Corporate Leaders)

Media

They use it to obtain information on events.
They use it for fact gathering for articles
Samples of faculty & student work
Alumni news