



Webspace User Guide





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1/7: About this guide



Image 1. A group of students sitting in the Learning and Teaching Centre.

This guide is created for users of the Durham University Webspace WordPress platform. Webspace enables University staff and students to create and maintain websites related to their research projects, student activities and shared interest groups.

The guide provides a high-level overview of WordPress and links to resources for more information. It also contains links for tips on writing for the Web, SEO (Search Engine Optimisation), and accessibility in line with Durham University guidelines.

2/7: Getting Started with Webspace

What is WordPress?



Image 2. WordPress logo

Webspace is a multi-site WordPress platform which has been customised for Durham University.

WordPress is a free, open-source content management system (CMS) written in PHP that uses a MySQL database. WordPress is the easiest and most powerful blogging and website builder in existence today. 39% of all websites in the world are built on WordPress and all types of websites, from personal blogs to corporate websites and ecommerce sites, can be built on WordPress.

WordPress is widely used and there is a plethora of information and learning resources online. The community behind WordPress is what helps to make it so powerful. WordPress offers extensive documentation for both site owners and developers. WordPress.org is a great place to start for all questions regarding the platform.

Logging On

At Durham University, we use Single Sign On (SSO) with a Durham University email address to log into Webspace. Once you have been assigned access to the Webspace platform, you will be provided with a login link to your site. Click on this link to be redirected to your Webspace login screen. Use your usual CIS/Microsoft login details.



**Log in with your Durham
University account**

WordPress Login

Username or Email Address

Password

☐ Remember Me

Log In

[Lost your password?](#)

[← Go to Webspaces User Guide](#)

People without a University email address can also be set up to use the Webspaces site – in this situation you enter your Webspaces address into your browser to access the site. The Webspaces address is:

[https://\[SITENAME\].webspaces.durham.ac.uk](https://[SITENAME].webspaces.durham.ac.uk)

Once you are logged in, you will be directed to the front page of your Webspaces site.

The Webspaces interface has been designed to be fully responsive, which means it can be used on a desktop, laptop, tablet, and/or mobile device.

3/7: Webpace Site Configuration

Site Settings

The General Site Settings screen is the default for Administration Settings and controls some of the most basic configuration settings for your site - your site's title and location, who can register an account at your site, and how dates and times are calculated and displayed. Below are links to other settings, some of which are customisable and some (e.g. Media) which are configured across the platform rather than at an individual level.

The screenshot shows the 'General Settings' page in the Masterbrand administration interface. The top navigation bar includes 'My Sites', 'Masterbrand', '5', '0', 'New', 'Clear Cache', 'Events', and a user profile 'Howdy, nell'. The left sidebar lists various settings categories: WP Engine, Dashboard, Posts, Events, Media, Forms, Pages, Comments, NinjaTables, Appearance, Plugins, Users, Tools, Settings (highlighted), General, Writing, Reading, Discussion, Permalinks, Privacy, Akismet Anti-Spam, SSO/SAML Settings, SEO, and Collapse menu. The main content area is titled 'General Settings' and contains the following fields and options:

- Site Title:** A text input field containing 'Masterbrand'.
- Tagline:** A text input field, currently empty. Below it is a hint: 'In a few words, explain what this site is about.'
- Administration Email Address:** A text input field containing 'servers@tri.be'. Below it is a note: 'This address is used for admin purposes. If you change this, we will send you an email at your new address to confirm it. The new address will not become active until confirmed.'
- Site Language:** A dropdown menu showing 'English (United States)'.
- Timezone:** A dropdown menu showing 'London'. Below it is a note: 'Choose either a city in the same timezone as you or a UTC (Coordinated Universal Time) time offset.' It also displays 'Universal time is 2021-04-23 02:02:00' and 'Local time is 2021-04-23 03:02:00'. A note below states: 'This timezone is currently in daylight saving time. Standard time begins on: October 31, 2021 1:00 am.'
- Date Format:** A group of radio buttons and format examples:
 - ☒ April 23, 2021 (Format: F j, Y)
 - ☐ 2021-04-23 (Format: Y-m-d)
 - ☐ 04/23/2021 (Format: m/d/Y)
 - ☐ 23/04/2021 (Format: d/m/Y)
 - ☐ Custom: (Format: F j, Y)A preview shows 'April 23, 2021'.
- Time Format:** A group of radio buttons and format examples:
 - ☒ 3:02 am (Format: g:i a)
 - ☐ 3:02 AM (Format: g:i A)

- [General Site Settings](#)
- [Writing Site Settings](#)
- [Reading Site Settings](#)
- [Discussion Site Settings](#)

- [Permalinks Documentation](#): We recommended permalinks to be set to Day and name or Month and name.

Users and Permissions

The Users section of the network administration interface is where users are created and managed. Webspaces integrates with Durham user accounts to offer a single sign-on solution. Webspaces user accounts can also be created using the default WordPress user account functionality.

The base user role of newly registered users is Subscriber, but the site owner/administrator can change the role and permissions level for users within their site to any of the following:

- Super Admin: somebody with access to the site network administration features and all other features. See the Create a Network article.
- Administrator: somebody who has access to all the administration features within a single site.
- Editor: somebody who can publish and manage posts including the posts of other users.
- Author: somebody who can publish and manage their own posts.
- Contributor: somebody who can write and manage their own posts but cannot publish them.
- Subscriber: somebody who can only manage their profile.

[See an overview of user roles and capabilities in the WordPress documentation.](#)

WordPress Themes

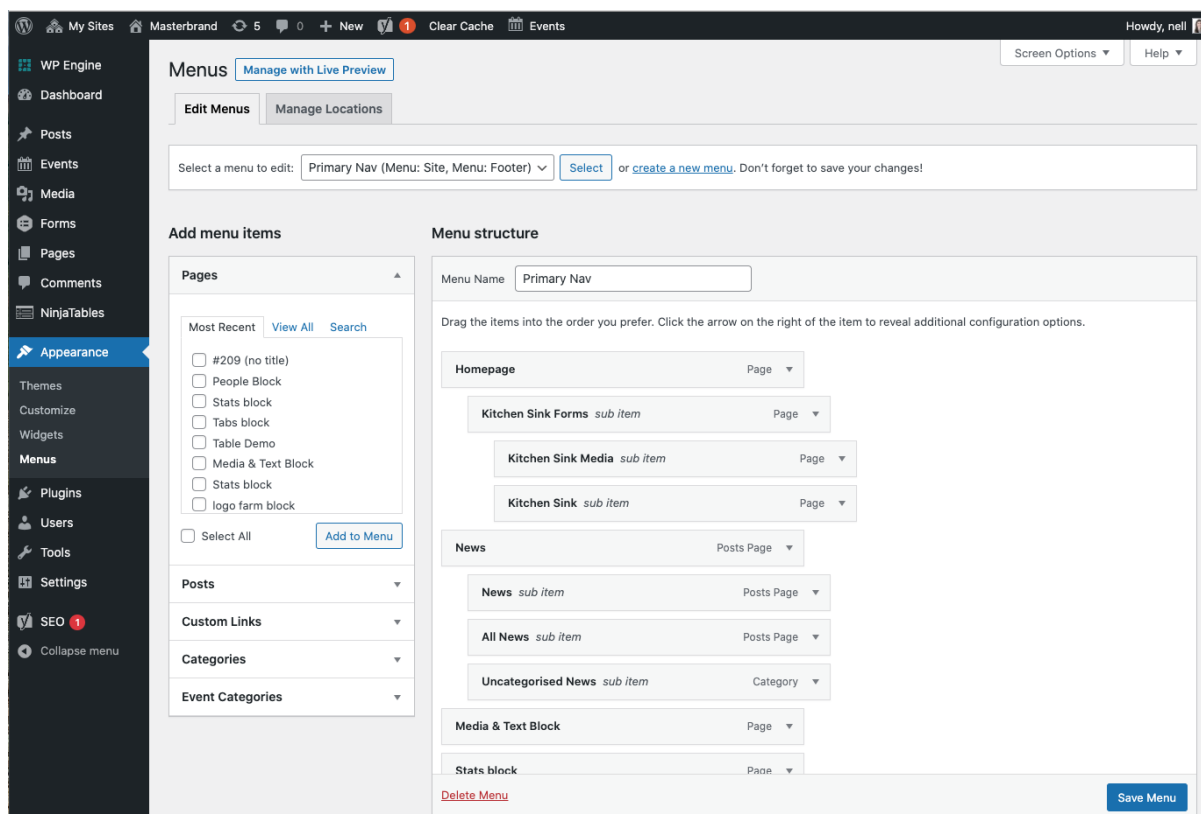
When a new Webspaces site is set up, the site is assigned a WordPress theme by the Marketing and Communications Brand Team based on the purpose and usage of the site. There are five themes – Masterbrand, Endorsed, Co-Brand Lead, Co-Brand and Off-Brand. An overview of these themes is covered later in this document.

While you cannot change your theme, there are various options to customise it to suit your needs. Read more about the different themes in the [Wordpress Themes section](#).

Menus

Menus to help the user navigate the site can be created and added to the primary site masthead, page sidebar, and the site's footer.

[Learn about how to create and place menus in the WordPress documentation.](#)



4/7: WordPress Themes

A WordPress theme is a tool to change the layout and design of your website. Themes customize the appearance of your site, including the layout, typography, color, and other design elements. [Learn about how to customize your theme in the WordPress documentation.](#)

Let's take a closer look at the five WordPress themes used at Durham University.

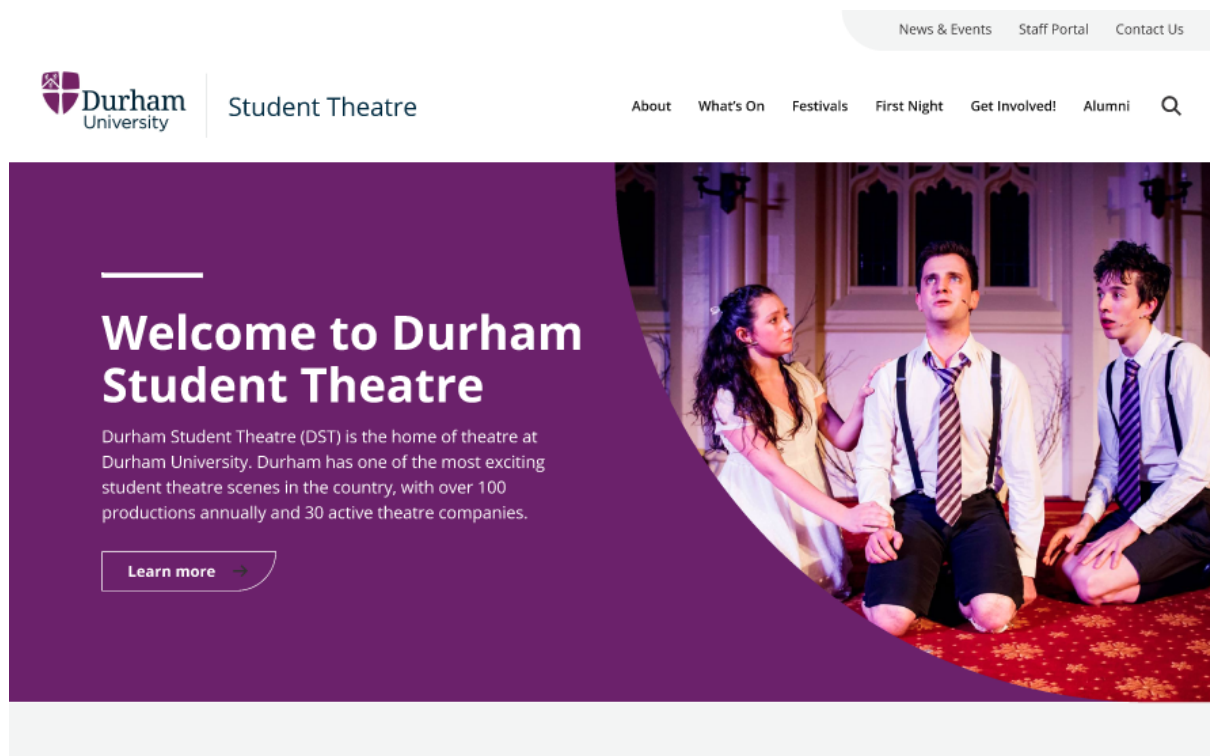
These themes provide all the front-end styling of your WordPress site – they provide the overall design or style of your site, font styling, colours, widget locations, and more.

Each site on the Webspace platform is assigned to one of these WordPress themes depending on the site's purpose and usage. All themes have the same functionalities but

have different customisation and styling options. See below for an overview of the five themes or you can view a walkthrough video [here](#).

Masterbrand Theme

The Masterbrand template is for organizations most closely associated and aligned with the core university brand. Therefore many design decisions have been set by the University and customisation is limited to specific areas.



Applies to

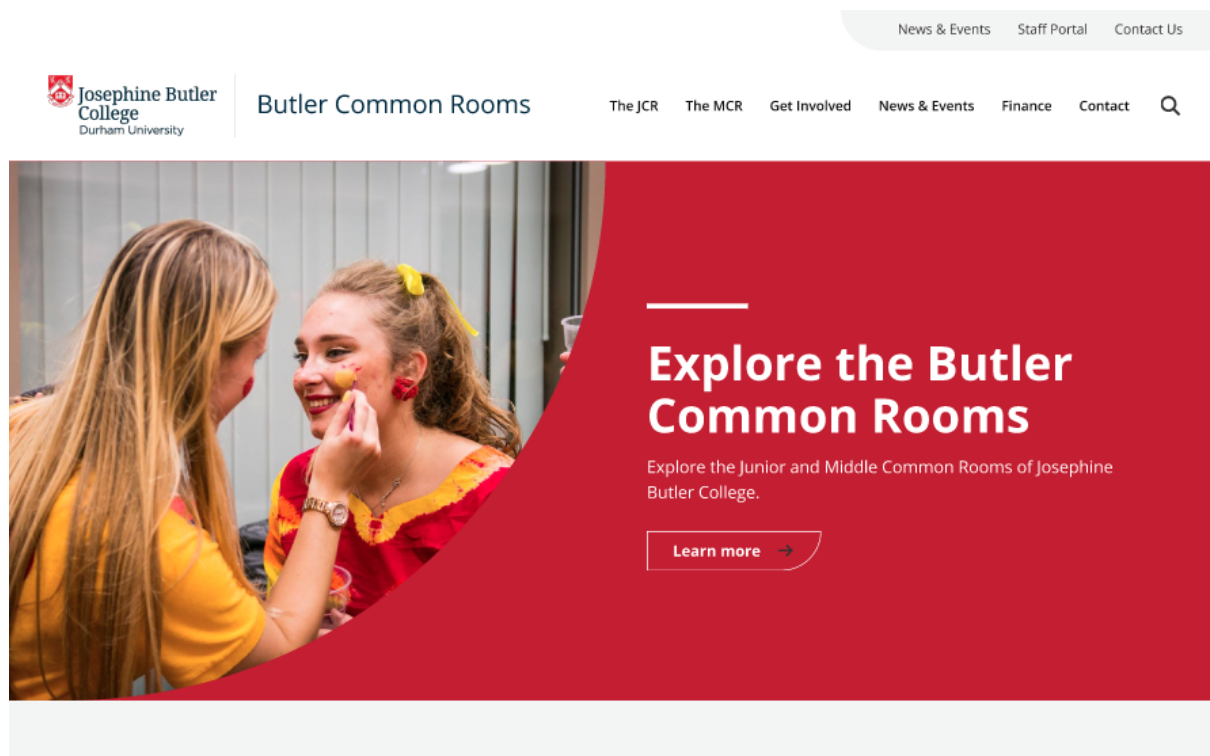
- Departments
- Durham Inspired Award
- Durham Student Theatre
- Faculties
- Music Durham
- Research Centres
- Research Institutes
- Schools
- Volunteering
- Chancellor's Circle (not branded)
- Dunelm Society (not branded)
- Dunelm Circle (not branded)
- 4schools / Collections
- Outreach
- Musicon (not branded)
- CDT (Centre for Doctoral Training)
- Event Durham
- Faculty
- Students (Research Related)
- Team Durham
- Academic personal pages
- DU specific Research Projects

Overview of Master Brand

- Site Font: Open Sans
- Colours: Site owners can choose from the five University branded primary colours. A light or dark font colour will be automatically set based on your primary colour choice.
- Logo and Header: Uses Durham University's primary logo with a white background.

Endorsed Theme

The Endorsed Template is for organisations that are very closely associated and aligned with the core university brand, but where the “sub-brand” has similar prominence to the overall University brand. Many design decisions have been set by the University but there is greater customisation around colours and logos.



Applies to

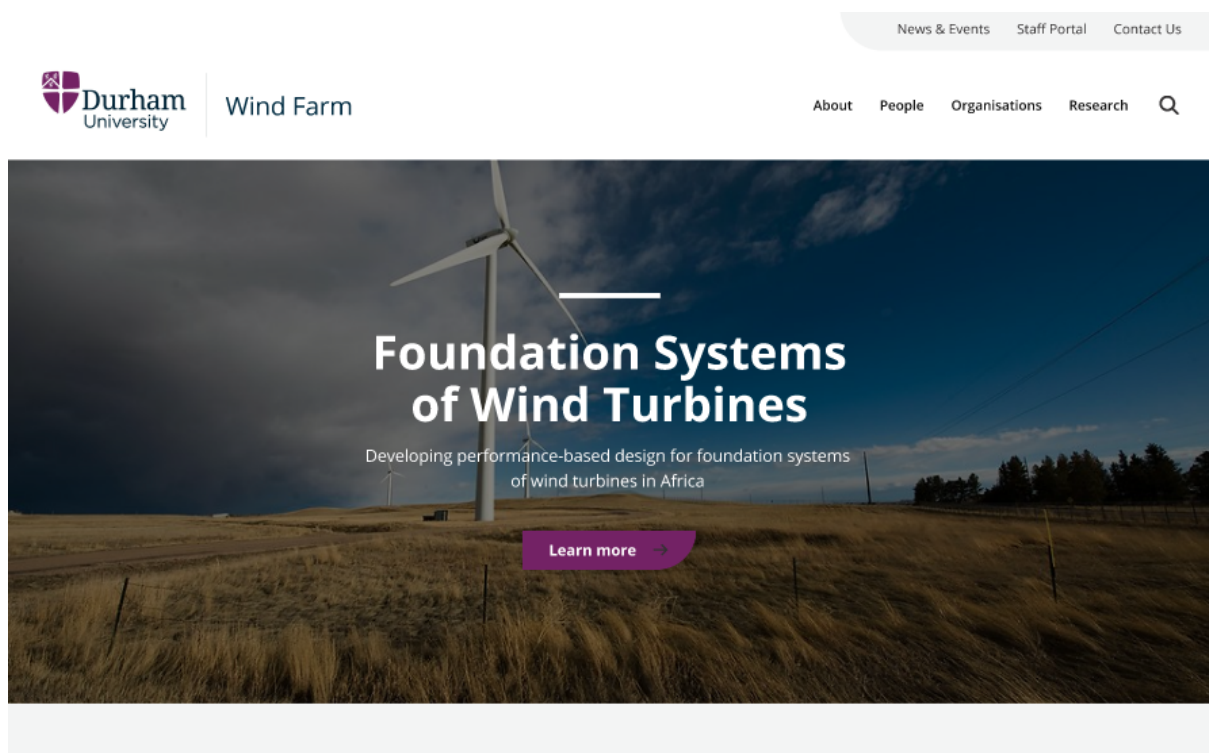
- Colleges (incl. crest)
- Botanic Garden
- Museums
- Palatinates
- Assembly Rooms Theatre

Overview of the Endorsed Template

- Site Font: Open Sans
- Colours: Site owners can set the primary colour using a colour picker (infinite options), and choose between a light and a dark colour option for text.
- Logo and Header: Site owners are able to upload their own custom logos, to be used on a white background.

Co-brand Lead Theme

The Co-Brand Lead Template is for research projects where Durham University is the lead partner. As such, the template is closely associated and aligned with the core university brand. Many design decisions have been set by the University and customisation is limited to specific areas.



Applies to

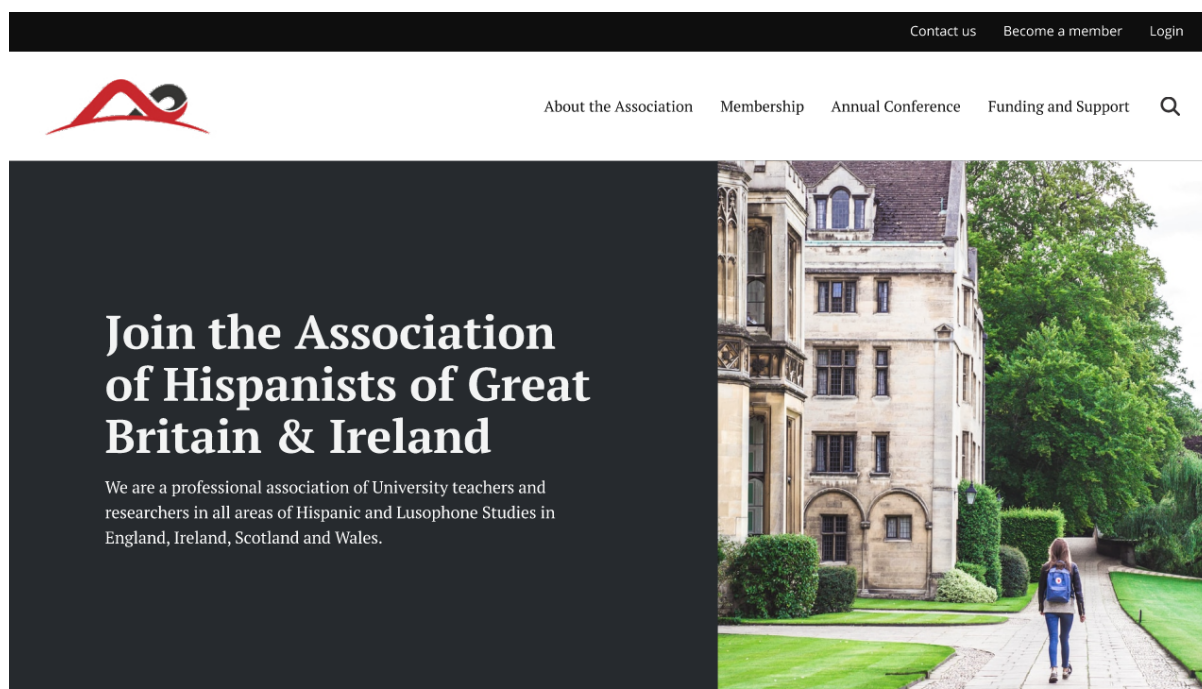
- Research Projects (Lead Partner)

Overview of the Co-brand Lead Template

- Site Font: Open Sans
- Colours: Site owners can choose from the five University branded primary colours. A light or dark font colour will be automatically set based on your primary colour choice.
- Logo and Header: Site owners are able to add the name of their organizations, to be used on a white background next to the Durham University logo.

Co-Brand Template

This Co-Brand Template is for organisations that are less closely associated and aligned with the core university brand, as such, it is customisable with many options available to the site owners.



Applies to

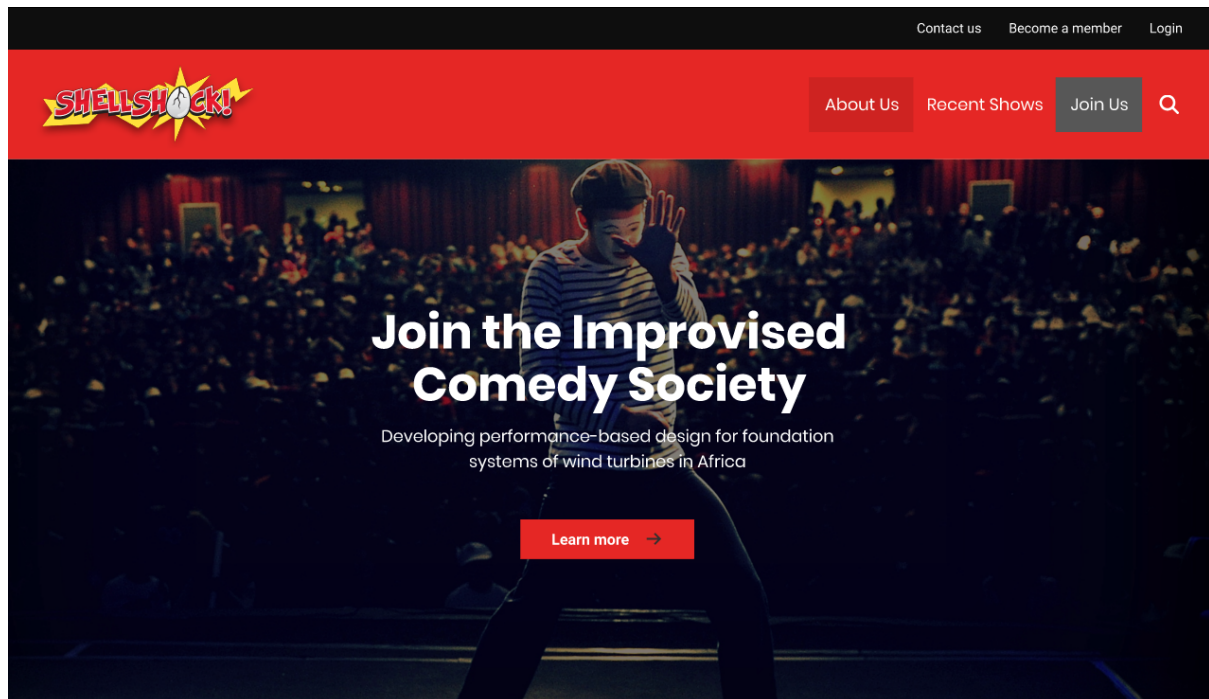
- Archaeological Services
- IBRU
- Study Group (not part of the community)
- Friends of... (museum volunteer + fundraising groups)
- Partnered Research projects/groups/collaborations
- Doctoral Training Centres
- Durham Residential Research Library
- E3B Research Collaboration

Overview of the Co-brand Template

- Site font: Site owners may select a font from the approved collection of Google Fonts.
- Colours: Site owners can set the primary colour using a colour picker (infinite options) and choose between a light and a dark colour option for text.
- Logo and Header: Site owners are able to upload their own custom logos and set header background colours.
- Sites include a Durham University logo in the pre-footer.

Off Brand Theme

This Off-Brand template is for organisations that are less closely associated and aligned with the core university brand, as such, it is highly customisable with many options available to the site owners.



Applies to

- Funded
- Durham University Pension Scheme
- Retail Catering
- Independently run, funded and organized Student Groups i.e. DSU
- Dunelm USA

Overview of the Off-Brand Theme

- Site font: Site owners may select a font from the approved collection of Google Fonts.
- Colours: Site owners can set the primary colour using a colour picker (infinite options) and choose between a light and a dark colour option for text.
- Logo and Header: Site owners are able to upload their own custom logos and set header background colours.
- Sites do not include any mention or Durham University logo in the pre-footer.

5/7: Content Management



Image 3. Academics chatting outside the university building.

Pages, Posts and the Editing Experience

In Wordpress, pages are used to create content that has no association with time i.e. it is not organised by the date or time the content is posted). Pages are most often used to display timeless information about your organisation or group.

In contrast, Posts are entries listed in reverse chronological order on your site. Think of them as articles or updates that you share to offer up new content to your readers. You can display them on your Webspace site in different ways, such as by using the Blog Posts block. [Learn More about when to use posts vs pages in the WordPress Documentation.](#)

Both pages and posts utilise the new block editor in WordPress. [This is a great article explaining how to create a new page or post utilising the block editor.](#)

There are two page layouts developed specifically for the Durham Webspace Platform.

1. Interior Page

The Interior Page is the default template for new pages created. It has the option to have a sidebar, but please note that some blocks, including the Hero Block, are not designed for use with this template. Users can choose to have the sidebar on or off and decide which side (left or right) that it appears on.

Interior pages do not support hero blocks, but they do have the option to add a page header as seen in the screenshot below. You can add a header image to an interior page by scrolling to the bottom of the page to the “Header Section”, selecting “Use optional display header instead of page title”, and entering the content you would like added.

You have the option to set a sidebar site-wide, but also to override the sidebars on a page by page basis.

You can see an example Interior page with a how-to video on the [Webspace User Guide](#) site.

My Sites

Webpace User Guide

Customize

4

New


Edit Page

Clear Cache


Events

Howdy, nell

News



Webpace User Guide



Example Interior Page

Interior pages are the default page layout on the Durham Webspaace Platform.

Example Text Widget

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Recent Posts

Example Post 3

April 26, 2021


Example Post 2

April 26, 2021

Example Post 1

March 17, 2021

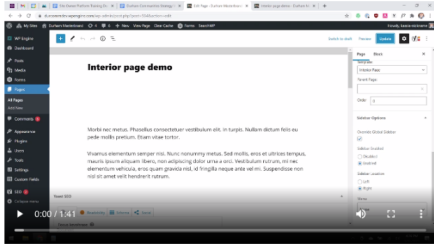
Example Image Widget




The Interior Page is the default template for new pages created. It has the option to have a sidebar, but please note that some blocks, including the Hero Block, are not designed for use with this template. Users can choose to have the sidebar on or off and decide which side (left or right) that it appears on.


Interior pages do not support hero blocks, but they do have to option to add a page header like you see here. You can add a header image to an interior page by scrolling to the bottom of the page to the "Header Section", selecting "Use optional display header instead of page title", and entering the content you would like added.

You have the option to set a sidebar site-wide, but also to override the sidebars on a page by page basis. Here is a video walking through the steps to override the sidebar on a single page.






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cms.training@durham.ac.uk



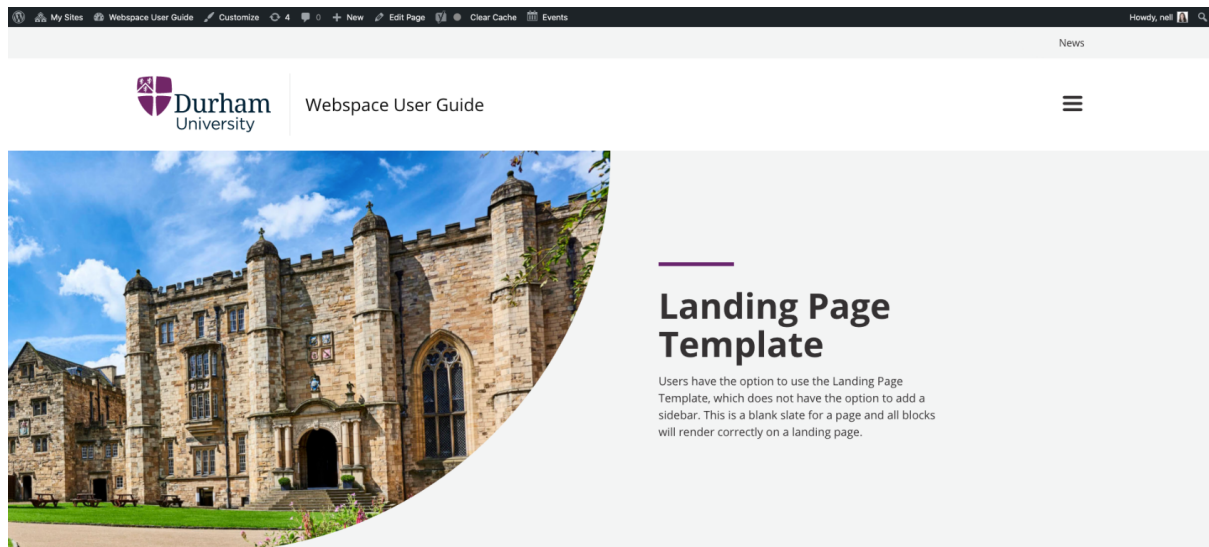
Copyright 2021

2. Landing Page

Users have the option to use the Landing Page Template, which does not have the option to add a sidebar. This is a blank slate for a page and all blocks will render correctly on a landing page.

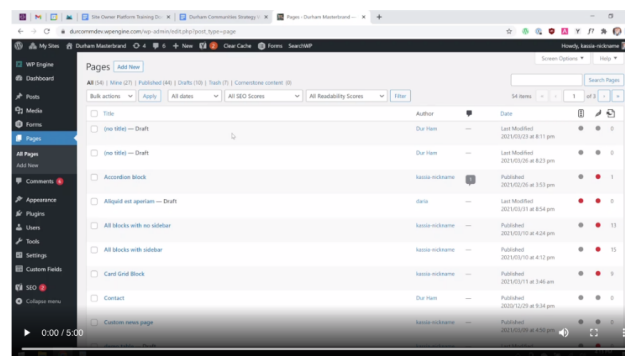
Think of the landing page as more of a container that houses blocks. It does not have the option for a page header. It is best to set your page template first, before entering content. If you add content and then change the page template, you may experience some rendering issues.

You can see an example landing page with a how-to video on the [Webspace User Guide](#) site.



Think of the landing page as more of a container that houses blocks. It does not have the option for a page header. It is best to set your page template first, before entering content. If you add content and then change the page template, you may experience some rendering issues.

Here is a video walkthrough of how to use a landing page and the differences between the landing page template and the interior page template.



3. Post Archive

The post archive is the page that houses all the posts on your website. It is commonly referred to as the “blog”. To create a post archive, simply create a new page and save it. Then go to your Settings > Reading > and set your “Posts Page” to the page you created.

Note that to modify the header for the post archive, you must go to Posts > Settings and update the header information. This is the case even if you have selected a specific page to act as your post archive. The settings in the post archive section of the admin will override any header content saved to the page itself.

You can see an example post archive with a how-to video on the [Webspace User Guide](#) site.

My Sites

Webspace User Guide


Customize

New

Clear Cache


Events

Howdy, null



Webspace User Guide

[Getting Started](#)
[Creating Content](#)
[Blocks & Widgets](#)
[Images & Media](#)
[Additional Resources](#)



Post Archive

The post archive is a listing page of all your posts. It's what people typically refer to as a "blog". Note that to modify the header for the post archive, you must go to Posts > Settings and update the header information. That will override any header content saved to the page itself.

Example Text Widget

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Recent Posts

How to Create a Post Archive

April 26, 2021

Example Post 3

April 26, 2021


Example Post 2

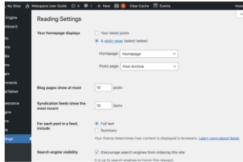
April 26, 2021

Example Post 1

March 17, 2021

Example Image Widget






UNCATEGORIZED

How to Create a Post Archive

April 26, 2021

The post archive is the page that houses all the posts on your website. It is commonly referred to as...

Read More →




UNCATEGORIZED

Example Post 3

April 26, 2021

This is the Example Post 3 excerpt.

Read More →




UNCATEGORIZED

Example Post 2

April 26, 2021

This is the Example Post 2 excerpt.

Read More →




UNCATEGORIZED

Example Post 1


March 17, 2021

This is the Example Post 1 excerpt.


Read More →



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cms.training@durham.ac.uk



Copyright 2021

19

Blocks

WordPress is built with a library of modular blocks to allow users to build the page or post with the content elements that best suit their needs.

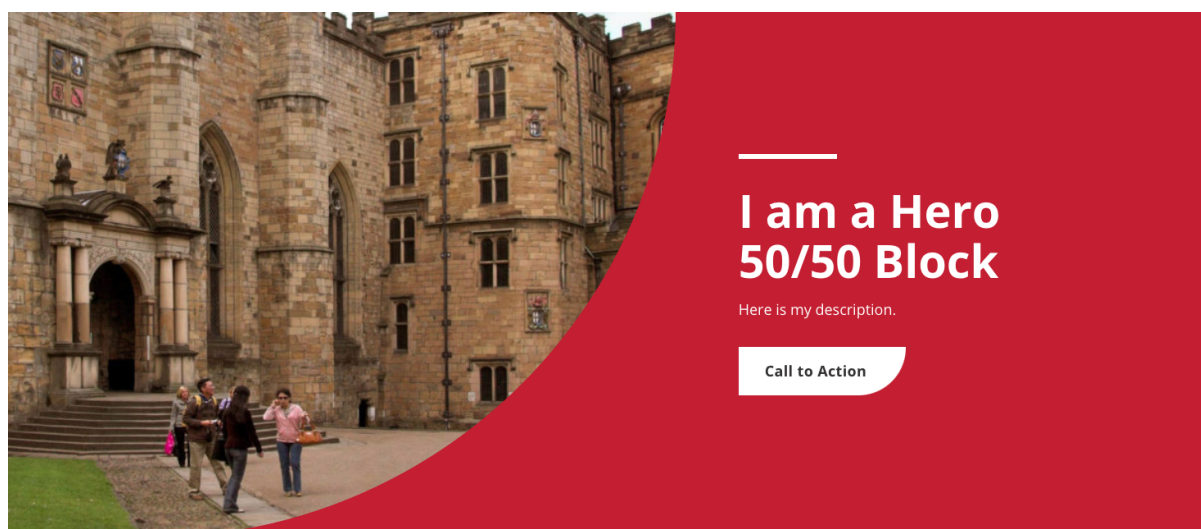
[Learn more about Blocks in the WordPress Documentation.](#)

There are several custom blocks that have been built as part of the Webspace Platform.

Hero Blocks: Hero 50/50 Block & Full-Width

The hero 50/50 block is intended to be used as a primary feature on your website. It is most often used at the top of the page. Note that the hero block is not intended to be used on a page with a sidebar. Depending on your theme, you may have more or less customizations options for this block in the block settings. Note that the Full-Width Hero block is only available on Co-Brand Lead, Co-Brand, and Off-Brand sites.

You can see examples and a video showing how to use the Hero 50/50 block on the [Webspace User Guide site](#).



Media + Text Block

The media and text block is a great tool for displaying images or video with descriptive text. Depending on your theme, you may have more or less customizations options for this block in the block settings. You can choose alignment, background color and call to action (CTA) URL, text label and button style. The Media + Text Block is not designed to be used on pages with sidebars.

You can see examples and a video showing how to use the Media + Text Block on the [Webspace User Guide site](#).

Here is Another Example

Adding a grey background can help to break up white space on a page. You can also change up the image alignment.

Here is my button

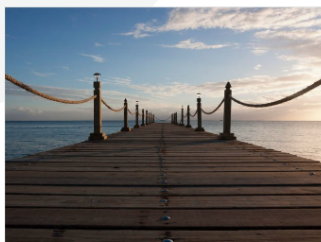


Card Grid Block

The card grid block is a great tool for displaying several pieces of content. The block can hold up to six cards, with cards 4-6 displaying on a second row. You can pull in existing pages or posts, build each card manually, or a mixture of both. There is a lot of flexibility to make this card work for your site.

You can see examples and a video showing how to use the Card Grid Block on the [Webspace User Guide site](#).

Card Grid Block



Latest news from our Durham University website

We're getting close to launching our new site – look out for lots of new content!

[Read More →](#)



Latest theatre production!

Any news or upcoming events can go here.

[Read More →](#)



Here is a Manual Card Entry

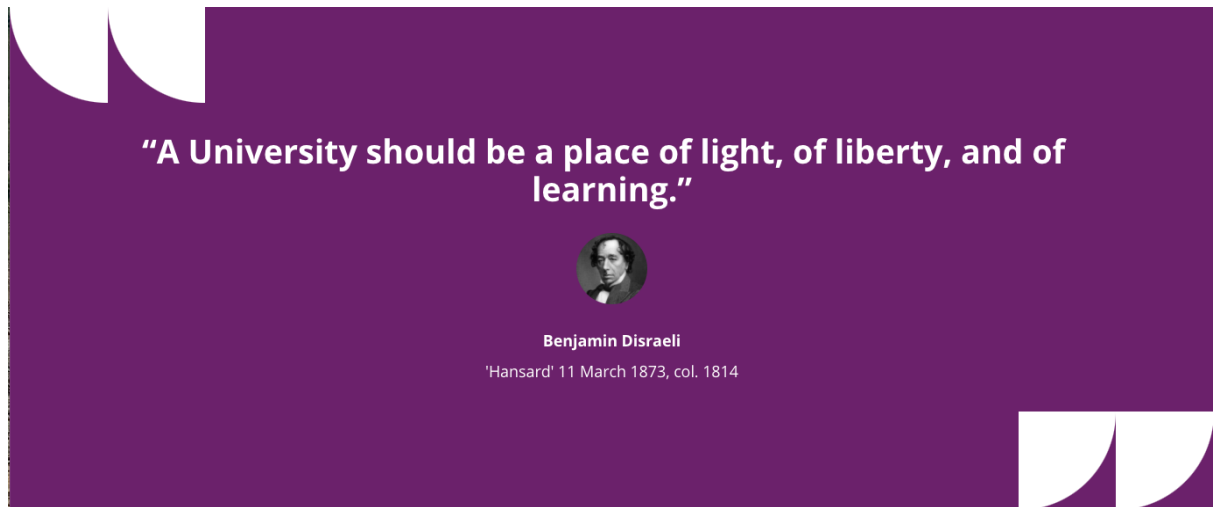
I added this text within the block itself.

[Read More →](#)

Quote & Image Block

The Quote + Image blocks allow you to highlight quotes with or without citations, and with the option to have a full background image and/or a citation image. The Quotation block is not intended to be used on pages with sidebars.

You can see examples and a video showing how to use the Quote + Image Block on the [Webspace User Guide site](#).



Gallery Grid + Modal Block

The Gallery Grid + Modal block is a great way to display a large amount of images on your website. You can customize the number of columns, background color, and captions. You also have the option to add a slideshow. Slideshows open in a modal and allow the viewer to scroll through larger images.

You can see examples and a video showing how to use the Gallery Grid + Modal Block on the [Webspace User Guide site](#).

Gallery Grid + Modal Block

The Gallery Grid + Modal block is a great way to display a large amount of images on your website. You can customize the number of columns, background color, and captions. You also have the option to add a slideshow. Slideshows open in a modal and allow the viewer to scroll through larger images.

[View slideshow](#)



Logos Block

The logo farm is a great way to display partner logos on your website. You can customize the title, description, call to action (CTA) label, and CTA URL. The logo block supports up to 12 logos. The image files that work best with this block are 400px pngs

You can see examples and a video showing how to use the Logos Block on the [Webspace User Guide site](#).

Example Logos Block

The logo farm is a great way to display partner logos on your website. You can customize the title, description, CTA label, and CTA URL. The logo block supports up to 12 logos. The image files that work best with this block are 400px pngs

Custom CTA



Statistics Block

The statistics block helps you display large numbers as information. You can set a title, description, call to action (CTA) label, and CTA URL. Then you can input a statistic with an optional description. The block can support up to ten statistical figures, and has four different layout options, which can be configured in the “Settings” tab. You can also choose to add a background color and the styling of the CTA button.

You can see examples and a video showing how to use the Statistics Block on the [Webspace User Guide site](#).

The Statistics Block

The statistics block helps you display large numbers as information. You can set a title, description, CTA label, and CTA URL. Then you can input a statistic with an optional description. The block can support up to ten statistical figures, and has four different layout options, which can be configured in the “Settings” tab. You can also choose to add a background color and the styling of the CTA button.

Call to Action

19,025

Students at Durham
University

1832

Year Durham was
Established

1,720

Members of the Academic
Staff

£86.4m

Endowment

People Block

The people block is a way to display groups or individuals cohesively. You can set a title, description, call to action (CTA) label, and CTA URL. Then you can input each individual (up to 24) adding an Avatar, Name, Title, Organization, Description, and CTA for each. You can


choose the background color, whether or not you show headshots, and between inline or stacked card layouts.

You can see examples and a video showing how to use the People Block on the [Webspace User Guide site](#).

The People Block

The people block is a way to display groups or individuals cohesively. You can set a title, description, CTA label, and CTA URL. Then you can input each individual (up to 24) adding an Avatar, Name, Title, Organization, Description, and CTA for each. You can choose the background color, whether or not you show headshots, and between inline or stacked card layouts.


Call to Action



Boris Johnson
Prime Minister
2019—

Alexander Boris de Pfeffel Johnson is a British politician and writer serving as Prime Minister of the United Kingdom and Leader of the Conservative Party since July 2019.


[Read Bio](#) →



Theresa May
2016-2019
PRIME MINISTER

Theresa Mary, Lady May is a British politician who served as Prime Minister of the United Kingdom and Leader of the Conservative Party from 2016 to 2019.

[Read Bio](#) →



David Cameron
Prime Minister
2010-2016

David William Donald Cameron is a British politician, businessman, lobbyist and author who served as Prime Minister of the United Kingdom from 2010 to 2016.

[Read Bio](#) →

Resources Block

The Resources Block is an informatively styled way to share documents and links on your website. You can set a title, description, call to action (CTA) label, and CTA URL. Then you can input each resource (up to 20) adding an attachment or url. You can choose the background color, whether or not you display the file type and CTA style.

Note that the Resources block displays the name of the file for attachments and allows you to modify the title for links.

You can see examples and a video showing how to use the Resources Block on the [Webspace User Guide site](#).

The Resources Block

The Resources Block is an informatively styled way to share documents and links on your website. You can set a title, description, CTA label, and CTA URL. Then you can input each resource (up to 20) adding an attachment or url. You can choose the background color, whether or not you display the file type and CTA style.

Call to Action

People-Block **MP4**

The People Block

stats-block **MP4**

Statistics Block

Widgets

Widgets are a way to add content to your sidebar. You can add text, menus, images, HTML embeds and more. [Learn More about Widgets in the Wordpress Documentation.](#)

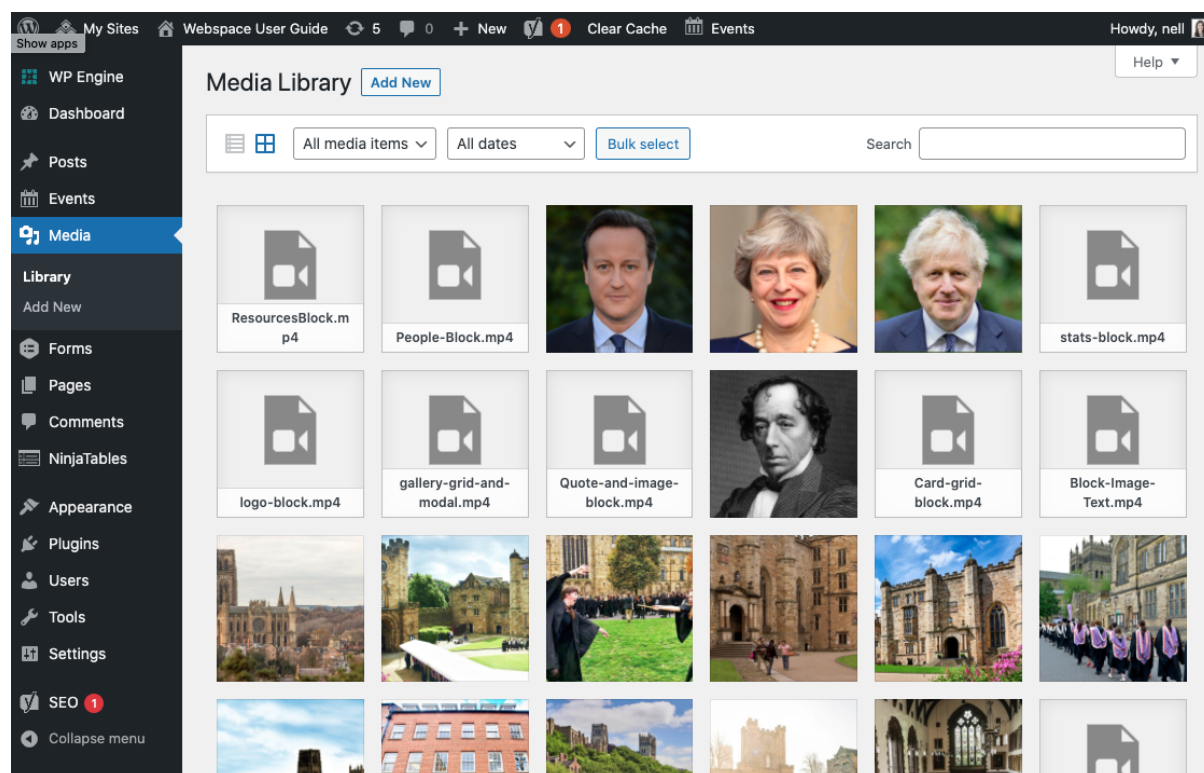
Content checklist:

Before publishing your content, ask:

- Have you sense-checked this content with a colleague / student or subject expert?
- Is the message and detail of this content consistent across digital and print materials?
- Do you know who will be accountable for this content once it's published?
- Do any other colleagues / students need to be made aware before publishing?
- Do we need any third-party permission or license to publish this content?

6/7: Images and Media

Adding images and media is very straightforward in WordPress. You can upload an image to your library once and reuse it throughout your site without needing to upload it again. [Learn more about using Images in the WordPress documentation.](#)



File Types

Files stored on the Webspace platform are restricted to these filetypes:

Images	Documents	Audio	Video
.jpg .jpeg .png .gif .ico .svg	.pdf (Portable Document Format; Adobe Acrobat) .doc, .docx (Microsoft Word Document) .ppt, .pptx, .pps, .ppsx (Microsoft PowerPoint Presentation) .odt (OpenDocument Text Document) .xls, .xlsx (Microsoft Excel Document) .psd (Adobe Photoshop Document)	.mp3 .m4a .ogg .wav	.mp4, .m4v (MPEG-4) .mov (QuickTime) .wmv (Windows Media Video) .avi .mpg .ogv (Ogg) .3gp (3GPP) .3g2 (3GPP2)

Any file types not included in this list need to be moved to another file storage or sharing solution.

Adding Documents

Uploading documents and images is easy in the wordpress interface. [See an overview for this process in the Wordpress Documentation](#). Please also note the file types supported on the Webspaces platform in the table [here](#).

Durham University Media Library

To upload an image to the Media Library, go to [Image Bank](#)

Note: Before uploading a picture, browse and search in the Media Library. There is a chance that someone has uploaded a similar image before and there's no need to upload multiple copies of the same or similar media elements. Each file takes up space on our servers. Uploading too many media elements can slow down our website and make media management difficult.

Working with images

Including imagery on every page helps your users to understand content at a glance. Photography and images also present an invaluable opportunity to present the people, assets and lifestyle at Durham.

When choosing or creating image content, try to follow these guidelines.

- Choose a strong, interesting focal point for every image.
- Keep it simple and clear.
- Make sure your image is relevant and immediately associated with the text.
- Take natural, candid photos that capture a moment in time.
- Concentrate on individuals or small groups of staff/students at a time.
- Capture student life and research in action.
- Feature close up detail and crop out distractions, to direct a viewer's attention.
- Showcase the diversity of the Durham community, in terms of age, gender and race.
- Include detailed captions and ALT text to support and explain every image.
- Compress your image file size (aim for around 100KB if possible).
- Don't try to tell the whole story within one photograph.
- Avoid images that are too abstract and might leave your reader confused or uncertain.
- Avoid obviously posed or stock-style photography.
- Avoid photographs of large lecture theatres or classrooms full of people.

- Avoid images of empty buildings or untidy rooms
- Avoid basic eye-level pictures that try to show complete buildings from afar.
- Avoid featuring the same people on multiple pages.
- Don't trap important text within an image file.
- Don't upload high-resolution image files over 1MB.

Remember, when using pictures of people who can be recognised clearly, you must have their explicit permission and a signed release form. Release forms are available from the Marketing and Communications Department.

Working with video content

Videos are an efficient and engaging way to convey information. But, as with all content, videos are only as valuable as they are visible. Before producing or publishing video content, make sure to follow these guidelines for accessibility:

- Provide a text summary of the main points that are explained in the video, so that users can glean the same information with or without watching it.
- Integrate subtitles within the video itself.
- Provide a full transcript of the spoken content from within the video (with descriptions of the visual assets if required to understand the content).
- Introduce the video, so users know what to expect. (For example: let them know if there is no sound, else they might think that there is a problem with their device.)
- Include a descriptive caption beneath the video, so users understand what content sits on the page, even if the video won't load.
- Choose a relevant, understandable thumbnail image.
- If posting the video on YouTube, add an informative, keyword-rich title and detailed description (aim for around 200 words).
- When creating a 'Talking Head' video, improve engagement by:
 - Introducing a second camera angle.
 - Panning, tilting and moving the camera.
 - Interspersing B-roll contextual footage.
 - Blurring background elements that might be distracting. For further information about creating accessible video content, see the WCAG Guidelines on Planning Audio and Video Media.

7/7: Further Help and Advice



Image 5: Three students working in a library hall.

If you need help, please feel free to get in touch via email: cms.training@durham.ac.uk

In addition to this user guide, you can access the following user guides and useful materials.

Other useful links:

- [Training Teams Channel](#)
- [Digital Content Guidelines](#)
- [Brand Guidelines Link](#)
- [Durham Image Bank](#)
- [Data Protection Guidelines](#)

Thank you for reading this guide.