



Draft 1 for relaunch of IPTC website “www.iptc.org”

In discussions inside IPTC considerations were made that IPTC’s website should be revised.

Reasons for this are:

- specific information is hard to find
- a better presentation of the standards and work of IPTC is desired.

As **constraints** should be considered:

- The URLs of some subdirectories and files on “www.iptc.org” are in use as “direct links” to specific information, eg. topic sets. A revision has to be aware of this and should redirect users if the information is moved to another place in the file system.

Proposed basics for the revised layout:

- Reference resolution of display: 800x600 pixel.
- Reference browser: MS IE 5.0 → 6.0 SP1, Netscape 7.0x, Opera 6 → 7 (relevant for CSS and JavaScript)
- No frames
- Scripting:
Client side: Javascript 1.2 and compliant
Server side: PHP (4.1.x)
- New navigation layout:
The navigation should be a split up into
 - * a horizontal bar in the top region of the page with buttons for top level items
 - * and a sidebar on the left with second level navigation buttons.Further navigation should be provided by either:
 - * a tree like navigation inside the sidebar, or
 - * navigation elements right to the sidebar.
- Redesign of layout:
 - Navigation elements: as outlined above
 - Graphical desing: conforming to IPTC’s Corporate Identity (mission statement, colours, logo)
 - should redesign be done by a professional graphic designer ?
- Help-System:
 - site map
 - search of the web pages on the server as provided by Google.

Content structure:

1. Standards

(each section for a standard should have the same structure:

- Basic information about the standard: goal, key features, solution for specific needs
- Guidelines, help
- Examples
- Reference with version information
- Support material, like application forms for additions to topic sets (provider, SRS ...)

1.1. Family of XML based standards

- 1.1.1. NewsML
- 1.1.2. NITF
- 1.1.3. SportsML
- 1.1.4. RadioTV
- 1.1.5. others to come ...



- 1.2. Subject Reference Scheme (SRS)
- 1.3. IIM
- 1.4. IPTC 7901
- 2. News
 - 2.1. Press Releases
 - 2.2. Mirror & Spectrum
 - 2.3. Meetings
- 3. Members
 - 3.1. Information about membership
 - 3.2. List of members
 - 3.3. Closed area “for members only”
 - 3.3.1. Documents of current and previous years = all files since 2001 (?) should be downloadable
 - 3.3.2. E-mail address directory of all member delegates.
- 4. About
 - 4.1. Mission statement, basic overview of IPTC’s work.
- 5. Contact
 - 5.1. Addresses & Names of MD and Editor
 - 5.2. Web mail form for enquiries
 - 5.3. Links to IPTC related websites and newsgroups.

Schedule 1: Tight version, simple graphic design, no involvement of a graphic designer

- 1. Discussion of basic layout: Nice, March 2003
- 2. Presentation of a redesign: Aarhus, June 2003
- 3. Final review and public launch: Leipzig, October 2003

Schedule 2: professional graphic design, with involvement of a graphic designer

- 1. Discussion of basic layout: Nice, March 2003
- 2. Presentation of several sketches for a redesign: Aarhus, June 2003
- 3. Presentation of a detailed redesign plus some reworked content: Leipzig, October 2003
- 4. Final review and public launch under supervision of the MAN: January 2004

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