Web Content Development & Updating

Philippine Government Plan on Information System (IS) Management?

IS Management Plan

- Project MITHI (www.mithi.gov.ph)
- Manage & harmonies all the information across the nation
- All GOCC, LGU, Universities must be linked to Govt. Main Frame / Portal
- Integrate all web services

IS Management Plan of SUC

- Juan (One) Information System
  - (or integration to those SUCs who already have working system(s))
- Covered Interfaces
  - Online Enrollment (payment too)
  - Knowledge Management
  - Support & Administrative
  - Learning Management
  - Graduate Tracker
  - Many others

Advantages?

- All systems integrated, so easy access to each and every government services
- Faster transactions

Disadvantages?

- No disadvantage
- Unless…
- One time hacking
- Most of the Gov System like NBI & LTO are still not good enough

Let's talk about Websites for awhile…

What is a website?

Why do we need a website?

Why do we need a website?

- – (Corporate) presence on the information highway or internet
- Contact information
- Updated activities & information
- Product & services
- Profile / portfolio
- Communication & social networking
- Many other reasons

The Web Team

Components of a web team

– At least with one the ff:

- Web designer
- Web developer
- Web ethical hacker / security admin
- Web server administrator
- Content writer

Extended web team members

- Photographer / Videocameraman
- Web tv & radio IT technicians
- Flash Developer
- UI Designer
- 2D/3D Interactive Developers (web based)
- Mobile web app developers

What are the components of a Website?

Components of a website

- Web design
  - Web functionalities
- Web Services
- Contents
- >Updated contents
- Interactive contents
- >Updated interactive contents

The CLSU website

…is sick ☹

The CLSU website is sick ☹

– Even though the:

- Codes/scripts are being updated from time to time.
- Web awards from external party/linkages
- Web team is regularly invited as resource speakers on different Agencies & Universities

- >> But its SICK, due to lack of updated contents from CLSU units / colleges.

What is the CURE?

The CURE

- Participation of units / colleges
- Yah, they wanted to and designate a staff already
- but…
- Designated staff(s) are also tied up with too many other task

So what now?
What's the solution?

Complete the Web Team or get at least CONTENT WRITER

It's all about CONTENTS and its value.

For commercial websites, next to content is the web USERS

Web contents

Web contents

- **Photos**
  - **Banners, slideshows, etc.**
- **Videos**
  - **Movie clips, TV, radio, presentations, etc.**
- **Text contents**
  - **News, Announcements, Blogs, etc.**
- Multimedia and Interactive Contents
  - Games, 2d/3d Visual Presentations, VR, AR, etc.

Photos

Photos

- What is a well composed photo(s)?
- Should it be clear?
- Should it be sharp?
- Should it be creative shot(s)?
- Self explanatory?
- **It should be supporting or relevant to the text content, title, caption or the website.**

Tips on uploading photo(s)

- Resize the image to exact fit or according to the websites maximum requirements.

- Why?

- Upload faster, save time & internet resources

Handy Tools

- VSO Image Resizer
  - Save time & effort resizing photos
  - Embed text/captions/image/ copyrights/watermarks
  - Batch processing
- Diet Jpeg
  - Even more optimize/compress the file size
  - Batch processing

Videos

Tips on uploading videos(s)

- Convert/Render to FLV or Mp4 format
- Lightweight file size
- Compliant to most web video players

Tips on downloading videos(s)

- Go to KEEPVID.com
- Multiple formats and resolutions/dimensions
- Supports most video hosting website
- If the video is way too secured…
- Try…
- Type-in: "About:cache" on your web browser
- Search (ctrl+f) for the website or link

Text Contents

- News, Articles, Blogs, etc.

Notes

- MSWord to Web Browser Text Editor
  - Copy from MS Word
  - Paste to NOTEPAD (or any simple text editor)
  - Copy from NOTEPAD
  - Paste to Web Text Editor
- For way too many text try exporting to PDF & upload it to website

Handy tools

- TinyMCE – web based text editor
- Primo PDF
  - Will serve as a virtual printer on computer that will output Portable Document Format (PDF)
  - Easy format setup for document distribution, publishing formats & security.

Linear Animations / Comics

– Want to make animations? Web banners?

- Dvolver.com
- Toondoo.com
- Stripgenerator.com
- Voki.com
- Pencil-animation.org
- Ulead Cool 3D
- Corel Rave (version 12)

Multimedia

- – Interactive contents
- Games
- Visualizations
- Virtual Reality
- Augmented Reality
- MetaOI / Google glass
- Web IO

Content Creation

- Brainstorming
- Researching
- Refining
- Repurposing

It is not what you say;
it is how you say that matters.

The power of words is simply unsurpassed in the online world. No matter how beautiful or aesthetically appealing your website is, it will lose its sheen if the content is poorly written, unnecessarily incorporated or irrelevantly placed.

Thanks

Kuya Art ☺

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