

LAS WordPress Red Recommendations for Research (Lab) Websites

Looking into the future, WordPress Red offers the broadest support for putting together UIC branded websites. LAS would like to recommend that Labs or Research Groups also look toward this service for their public facing web presence. Learn more about the Red platform at <https://red.uic.edu>

Here are steps to get started:

For example, we will provide the sample of Professor Jane Doe from the Department of Physics who needs a research group website related to “doodad development”.

The faculty or staff member with primary responsibility for “owning” the site should make the request.

- 1) Request a private test site on their contact page – <https://red.uic.edu/contact>
- 2) Site is for a “Lab”
- 3) Site name may be something like:
 - a. “Doe Group”
 - b. “Doe Research Group”
 - c. “Doodad Development Lab”
- 4) Site type = Type B
- 5) Footer type = Simple footer
- 6) Logo – we recommend one of two scenarios
 - a. If department logo is desired the use the primary lockup - <https://logos.uic.edu/index.cgi?PREFIX=COL.LAS.PHSC.LOCKA&SUBSECTION=College>
 - b. Use the circle mark with the Site name - <https://logos.uic.edu/index.cgi?PREFIX=CAMP.CIRC&SUBSECTION=Campus>
- 7) Home Page Header -> Home Subtitle
 - a. If using the Logo (a) option, we suggest putting the Site name on the Home Page Header -> Home Subtitle. This would mean that the large text on the homepage would say “Doodad Development Lab” and when users scroll down or go to subpages, they would see the circle mark with site name combination.
 - b. If using the Logo (b) option, we suggest creating a tag line, “Building our future...”
- 8) Test Site URL – we recommend that in most cases the research site has a domain name which will include the home department, such as <http://doodad.phys.uic.edu> (on the live website). For this example, we would then request <http://doodad-phys.red.uic.edu> as a test site URL.