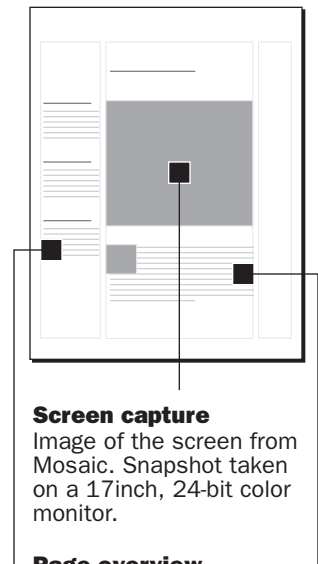

THREE

Implementation

0. Architecture overview

This University Daily Kansan Interactive information structure is loosely based on semantic network and schematic knowledge models.

How the chapter is designed
Each page of the chapter contains one or more example screens from the UDKi.



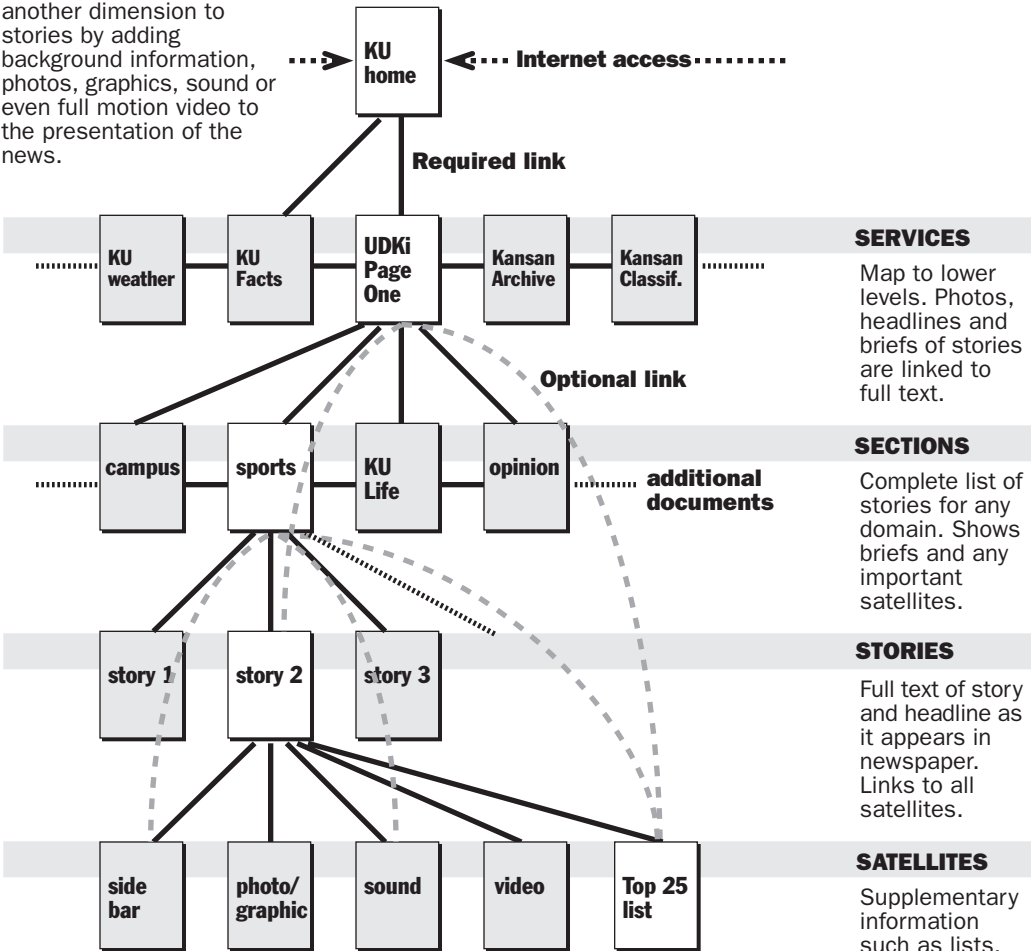
Screen capture
Image of the screen from Mosaic. Snapshot taken on a 17inch, 24-bit color monitor.

Page overview
Short description of the page with regard to the psychology, design and journalism elements.

Features
Highlights of relevant features or noteworthy points for a screen.

How the paper is organized

There are three main levels of information for the newspaper: services, sections, and stories. In addition, there are satellite files that provide another dimension to stories by adding background information, photos, graphics, sound or even full motion video to the presentation of the news.




Access to information

This information architecture is intended to provide a consistent structure to the newspaper for the user. However, access to information remains an editorial option. The designer/editor may allow users to "jump" levels.

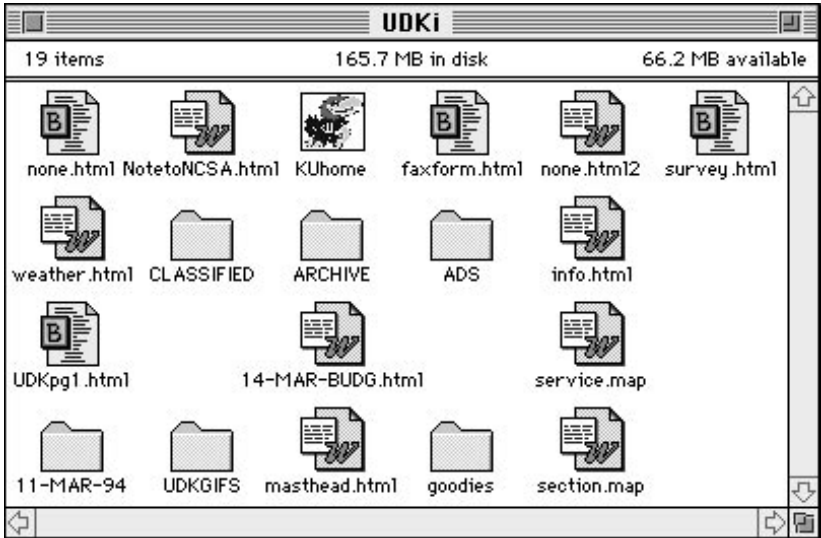
The editor decides what stories are available on Page One. Stories are represented with a one- or two- sentence summary or lead. The editor and designer may include an embedded photo with the brief as well as links to satellites from the brief.

The system architecture allows users to browse general information in a variety of different subject areas as well as quick, in-depth access to specific information when desired. Information is limited to three link-distance. Editors may allow direct access from the top level on important stories.

0a. System file structure

The root directory of the UDKi (Mac)

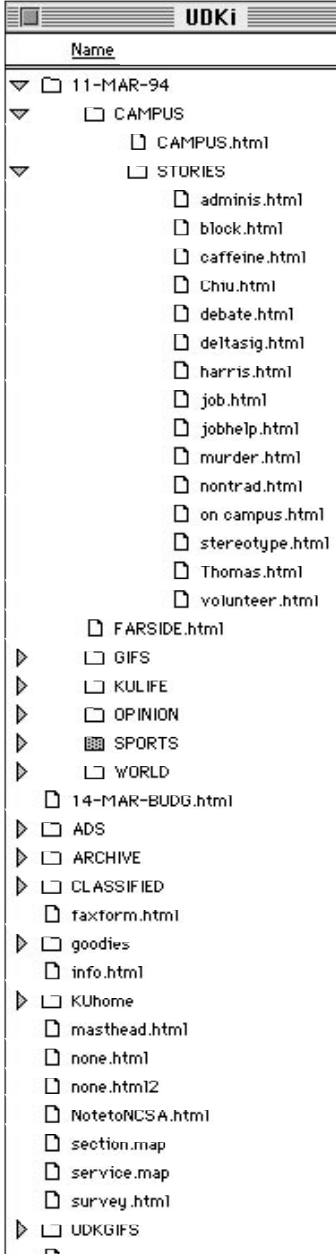
NOTE: Unix looks a lot different, but is structured identically.



Successful replication of this project requires an understanding of the underlying file structure. Directories and files reflect the surface structure to some degree. While there is some room for variation, the file/folder structure (shown at right) was developed so files would be logically organized and to expedite the production and archival processes.

The following sections of this chapter illustrate and describe the most important features of the UDKi. Details specific to the project are documented so that similar interactive information services could be set up and maintained by others. However, the documentation does assume the user already has a certain level of knowledge of computers.

- | | |
|---------------------------|----------------------------|
| Details covered: | Expected knowledge: |
| • specific file structure | • Macintosh GUI and system |
| • features | • HTML language |
| • design techniques | • Internet navigation |



Ob. NCSA Mosaic

NCSA is...
National Center for Supercomputing Applications, University of Illinois at Urbana-Champaign

Some relevant features
GUI, navigation menu bar emulates Macintosh standards

URL — address where current (viewed) document is located.

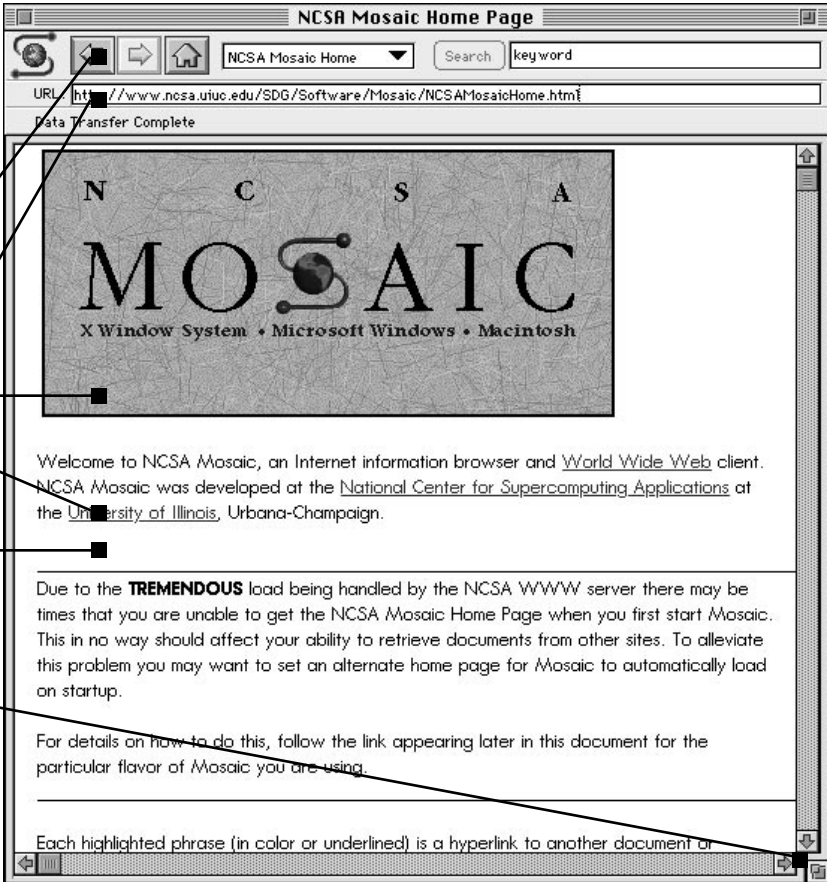
Embedded graphics

Hyperlinks to other documents

Designer controls typographic hierarchy and paragraph breaks (no control for leading or columns).

Text wraps to the size of the window, as adjusted by user.

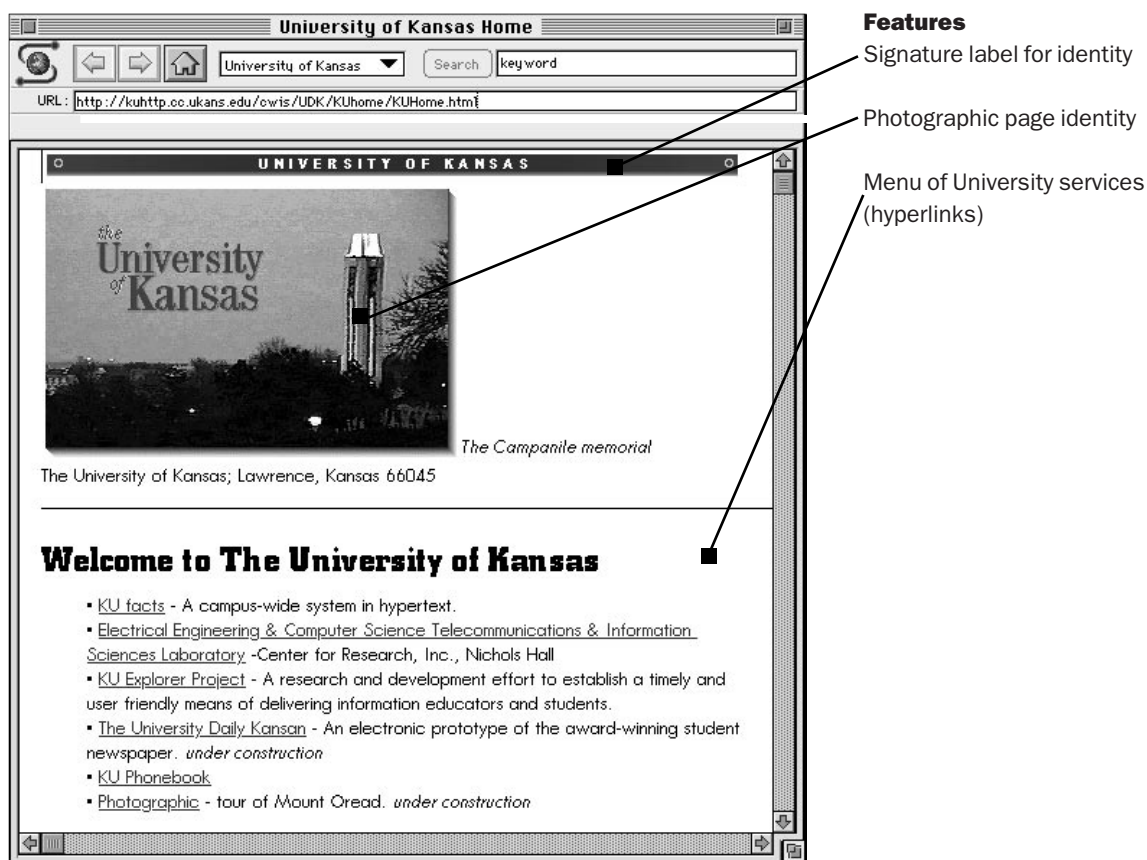
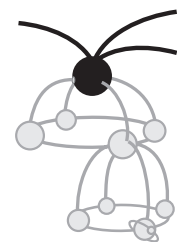
User defines typography (font and point size), color.



Mosaic online documentation
<http://www.ncsa.uiuc.edu/SDG/Software/Mac-Mosaic/Docs/MosaicDocs-mac.html>

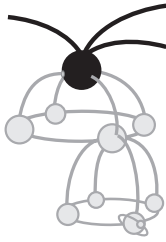
Mosaic is an Internet information browser developed to make information retrieval easier and more user-friendly. It is the engine of choice for this project because it allows text to be typographically formatted and images to be incorporated with the text unlike any other browsers. In addition, hyperlinks to documents or files (such as sound or video) on the same server, or on a server halfway around the world, are easy to include in document. For a document to be viewed by Mosaic, it must be written in HTML, a high-level document scripting language. Documents can be written in a simple text editor.

1. KU Home



The KU Home page may seem as though it is tacked onto the top of the overall structure because it was created after the newspaper structure was finished. However, it has become one of the most popular and noticed parts of the project. It plays a vital role as an easy and attractive entry point to the University system for Internet visitors.

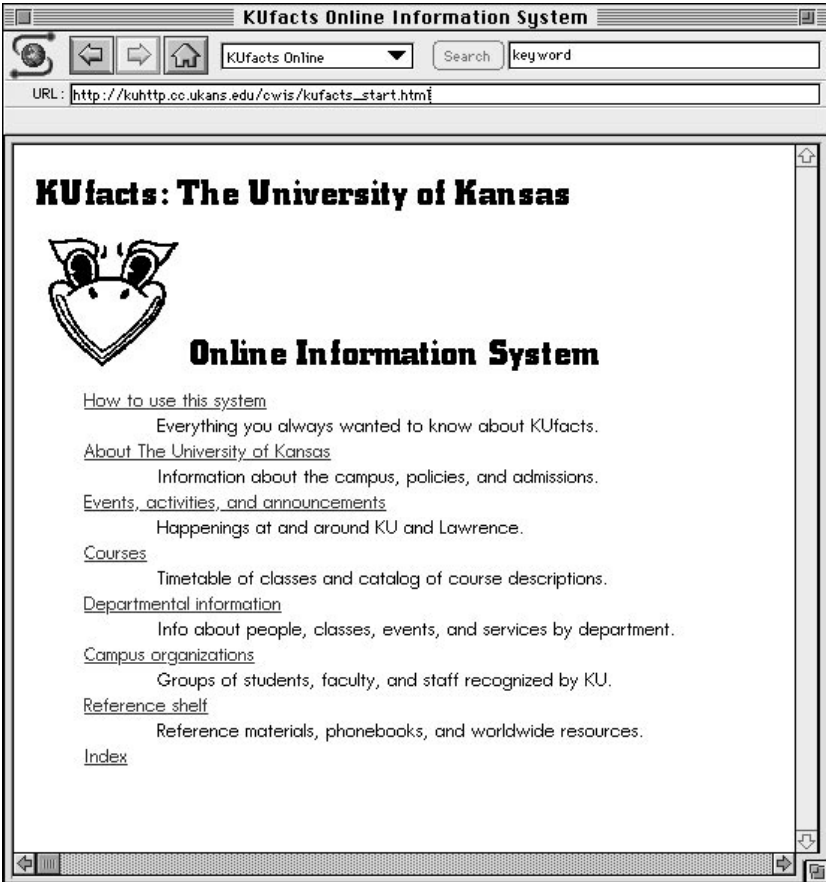
While there are other ways to get to the various services at KU, this page serves as an umbrella conveniently covering all known servers in one place, as well as servers at other Big Eight universities and three peer schools, Iowa University, University of North Carolina —Chapel Hill and University of Oregon.



Features
Simple hierarchy of material

Simple approach

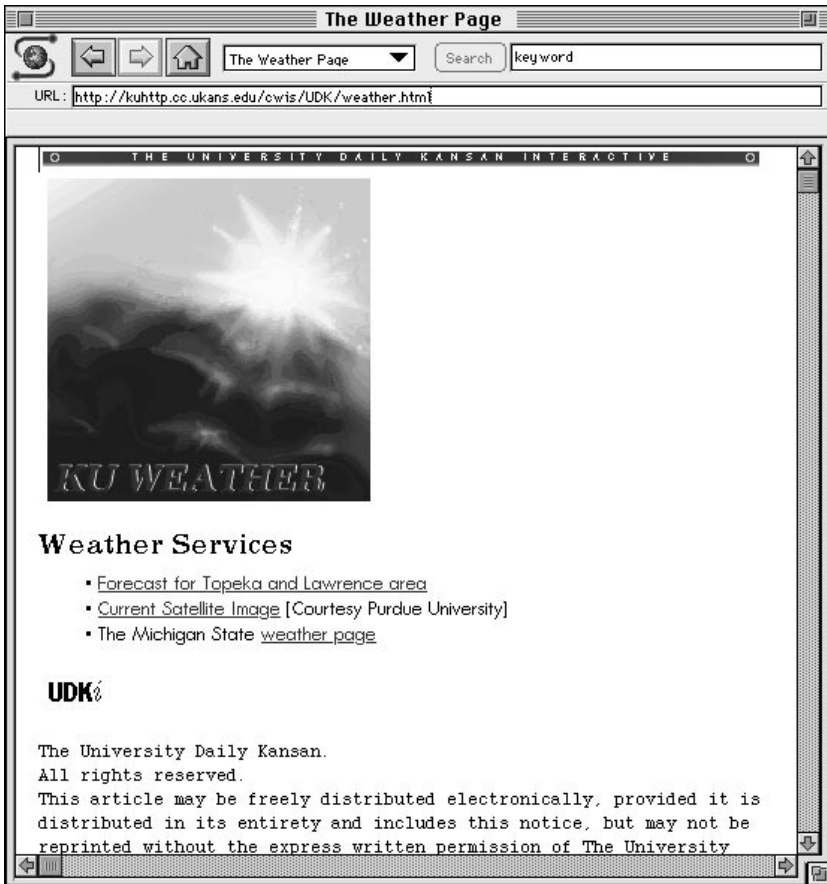
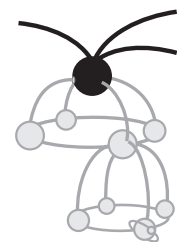
2a. Services — KU Facts



One of the services available from the KU home page as well as the UDKi Page One (page 37) is KU Facts, a campus-wide information system (CWIS) maintained by computing services. The service is particularly flexible because it has been built for Cello and Lynx users but can accommodate Mosaic users as well.

Mosaic is the more advanced program but still has fewer users because it is so new and requires a fairly fast machine (030-Mac and 386-PC preferred). The service is geared at the lowest-common denominator — slow machines with slow connections and no graphics.

2b. Services — KU Weather



Features

- Signature label
- Live link to National Weather Service forecast
- Relevant weather services at other universities may be added.

Editorial notes

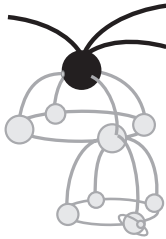
Attractive, consistent design identifies the page as part of the UDKi environment.

Design notes

Immediate information without maintenance — straight from the source.

Many university servers have weather services that allow users to browse the latest reports from the National Weather Service. One the best that I have found resides at Michigan State University and is accessible through the KU Weather Page.

Additional services could be added to the service as interest demanded. Currently, the local forecast and national weather map are available.



2c. Services — Classifieds, Archives, Ad Directory

Kansan Classified Services

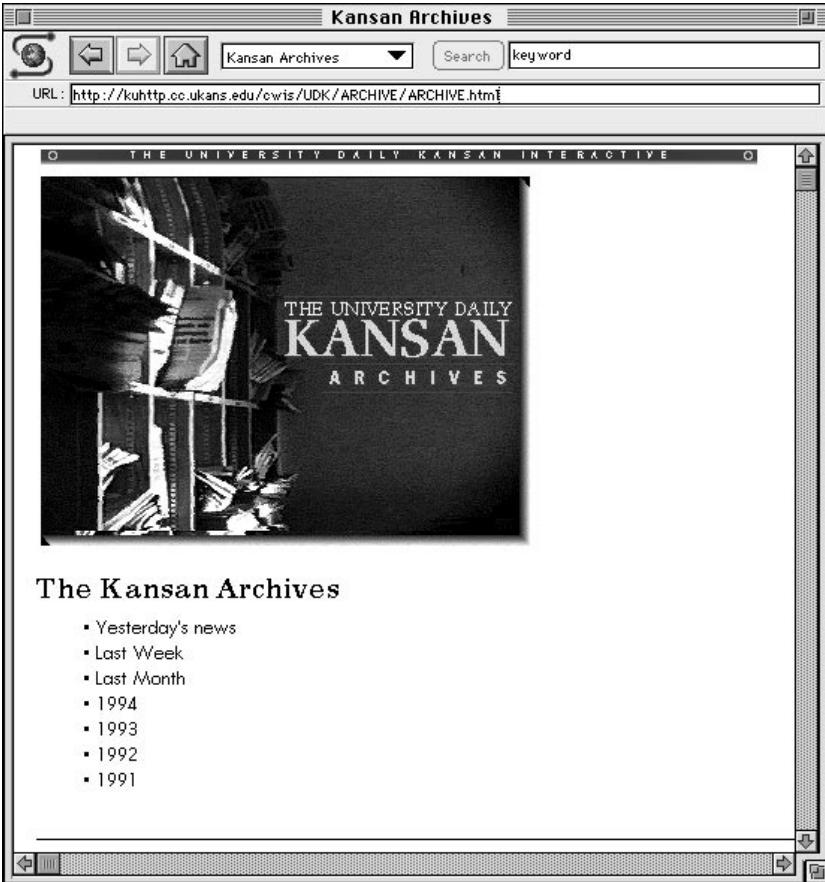


- Allows easy browsing of employment, real estate, merchandise and personals.
- Allows users to begin and terminate classifieds immediately.



Kansan Advertising Directory

- ELECTRONIC YELLOW PAGES: Search on index by advertiser or product.
- VIRTUAL SHOPPING MALL: Browse through retailers for bargains and place orders via fax from terminal.

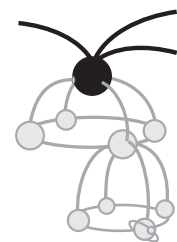


Additional services under construction include the Kansan Archives, Classifieds and Advertising Directory. These services also share visual identity traits such as the signature label and standard introductory “flag.” Each of these services shares a common information structure that minimizes the layers to three or fewer.

Noteworthy features:

- Minimized layering; most recent material is easiest to acquire (fewer links) and older links are all the same (year-month-day)
- Particularly useful for the *Kansan* since there is no archive presently available.

3. The University Daily Kansan Interactive Service



Features

- environment signature
- Service bar (clickable icons)
 - weather
 - KU Facts
 - classified
 - Information (online help)
- Advertising — entry to retailer's virtual store; fax button allows orders to be placed.
- Masthead — maintains identity for sections and stories.
- Sectionbar (like service)
 - campus
 - sports
 - KU Life
 - nation/world
 - opinion
 - Far Side
- Redundant link to campus page — as in verbal or visual communication, some redundancy is useful.
- Story/brief — the headline provides the link to the story. Small versions of photos may also serve as links to story.

Page One of the UDKi is the map to the news of the day. Users can navigate horizontally to other services (servicebar) or vertically by clicking on sections (sectionbar) or stories. Stories are accessed by clicking on the headline or, in some cases, the headline and a small version of a photo. Story descriptions would be written by an Electronic Editor to summarize the story as briefly as possible. This editor would also determine which graphics and other satellites would be directly available through the summary.

Editorial notes

Retains identity of the newspaper as well as structure and look.

Design notes

Consistent use of color, size and placement of graphics. Headlines given typographic dominance.

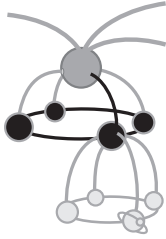
Human performance notes

Incorporates redundant access points/cues.

Bottom of Page 1.



Buttons and section bar allow users to continue to other sections or features easily.



Features

- environment signature
- Service bar (same as pg. 1)
- buttons for specific features
 - search (a word)
 - contribute (a tip or story)
 - On Campus
 - On The Record
- Headline and brief taken from story; brief description is same as Page One.

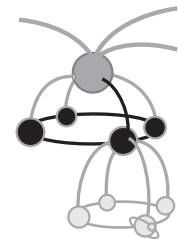
3a. Sections — Campus/Area



Campus and local stories appearing on Page One will reappear on the Campus Page because every campus or local story for the day is available here, listed in order of importance as determined by the editors. The brief description remains the same and users should be able to access the story from either page.

The Campus page represents a typical section document. Note the consistent size of the flag, placement of the standing graphic devices and strong visual identity link to other UDKi documents.

3a. Sections — Sports

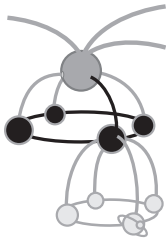


Full page view



The Sports Page tests the flexibility of the three-layer model. Unlike in the traditional newspaper, space is never lacking. However, a document can become so long that it becomes inconvenient to the user. The large number of sports threatens to overtax the Sports Page.

Every sports story for a given day is available as well as schedules, rankings, Big Eight standings, and other periodically changing or stable information. This information as well as box scores and coverage of less popular sports are available in the electronic newspaper because there are no space constraints and student stringers can supply scores to the newspaper through the “contribute” feature.



3a. Sections — *KU Life, World, Opinion, Far Side*

KU LIFE



Entertainment news,calendar of events columns and reviews.

NATION/WORLD



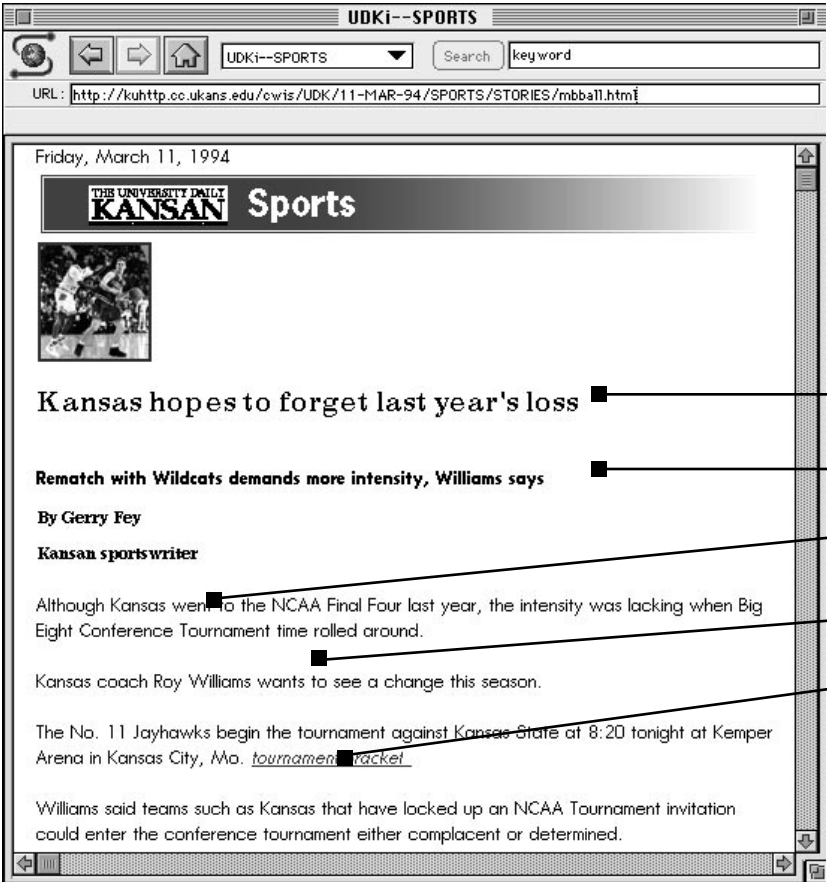
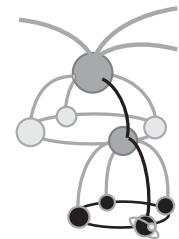
Usually five to 15 stories; occasional graphics and photos.



One of the pages that promises dramatic change is the Opinion Page. The powerful addition of interactivity to this page may revolutionize the way newspapers conduct public opinion polls, forums, chat sessions and even letters to the editor. These features may allow newspapers to reestablish their traditional role as a marketplace of ideas and a progressive instrument for discourse and change.

Every letter to the editor may be published; however, editors may edit and distill the best into a “best of letters” document.

3b. Stories



Features

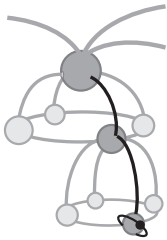
- Story/satellite label incorporates flag, style of headers with horizontal fade.
- Link to photo with outline (could be full-motion video)

Story typography

- Header 2 used for headlines
- Deck is bold, normal style
- Paragraphs are short, no indents
- Line space between paragraphs
- Links to graphics or other satellites.

Stories are the basis of the newspaper. The story documents are created by scripts that convert Quark XPress pages with stories into HTML documents. Editors then insert photos and links to satellite files as necessary. The headline and deck are converted from the page also.

Legibility of the story document could be greatly improved by columns of text. The user can manually adjust the screen size narrower for an optimal line length. However, this is not obvious to the casual user.



3c. Satellites

Types of satellites



Supporting documents (schedules, rankings, etc.)



Image files —can contain photos with cutlines...



... or graphics.

ALSO

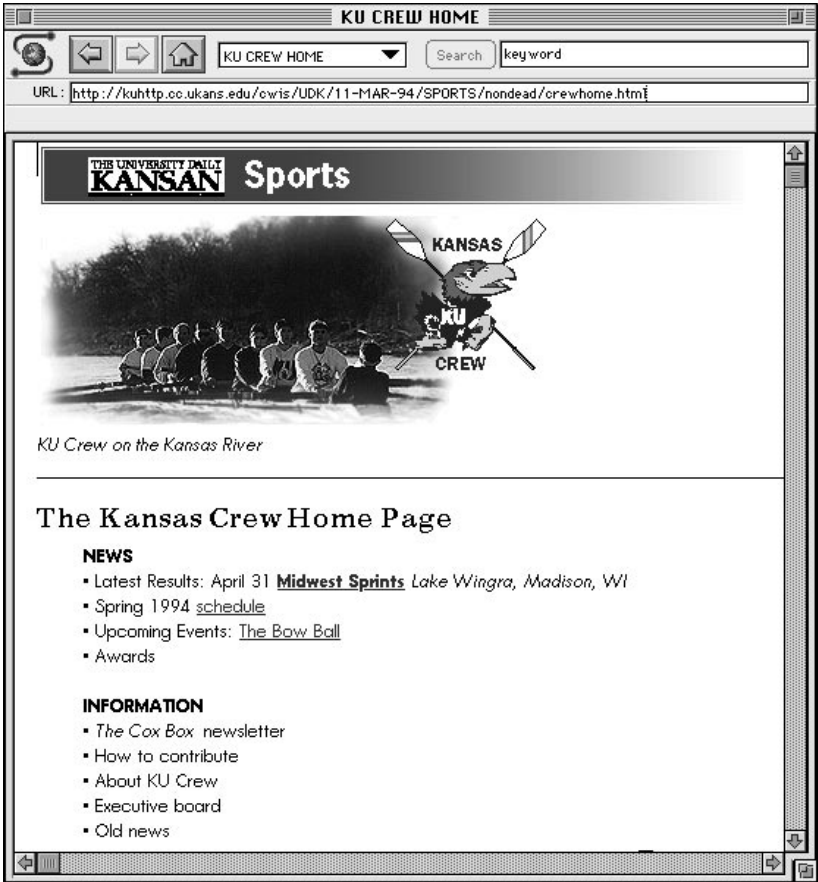


• sound files



• full motion video

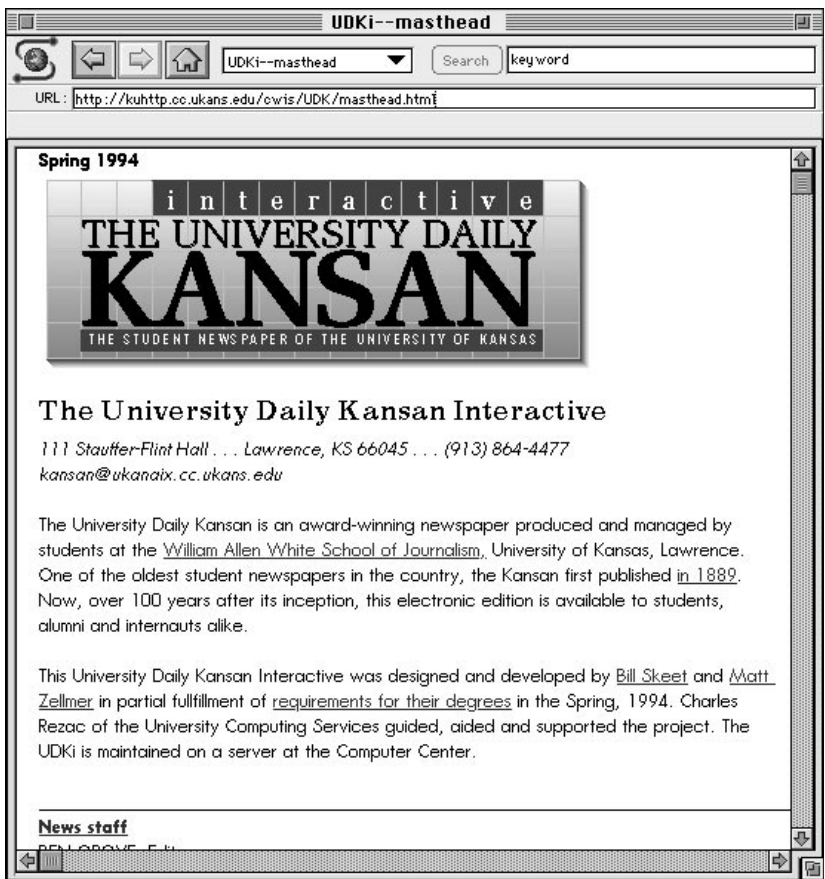
SKREET



Satellite files offer the greatest depth and media diversity in the newspaper. A satellite may be a schedule that is available, unchanged for months, or may be results for a tournament that could be updated every few hours. All satellites are available through a section, story or home page link.

Home pages are pseudo-satellites — somewhere between stories and satellites. They are repositories for a large number of standing items, particularly for topics that do not regularly have stories occurring. Club sports and administration news are good examples of benefactors of the home page. A home page could be maintained by a reporter as a sort of structured, edited beat memo.

3d. Other features — Masthead



As in the traditional newspaper, the masthead contains vital information about the staff, policy and other technical details. In the electronic versions, I have included a short description of the *University Daily Kansan Interactive* and included links to the School of Journalism home page and a personal home pages for Zellmer and myself.

The news and business staffs are listed by position. Information on how to reach us is also available here.

School of Journalism Home



- links to:
- The UDKi
 - William Allen White's essay
 - National award winners

Bill Skeet Home

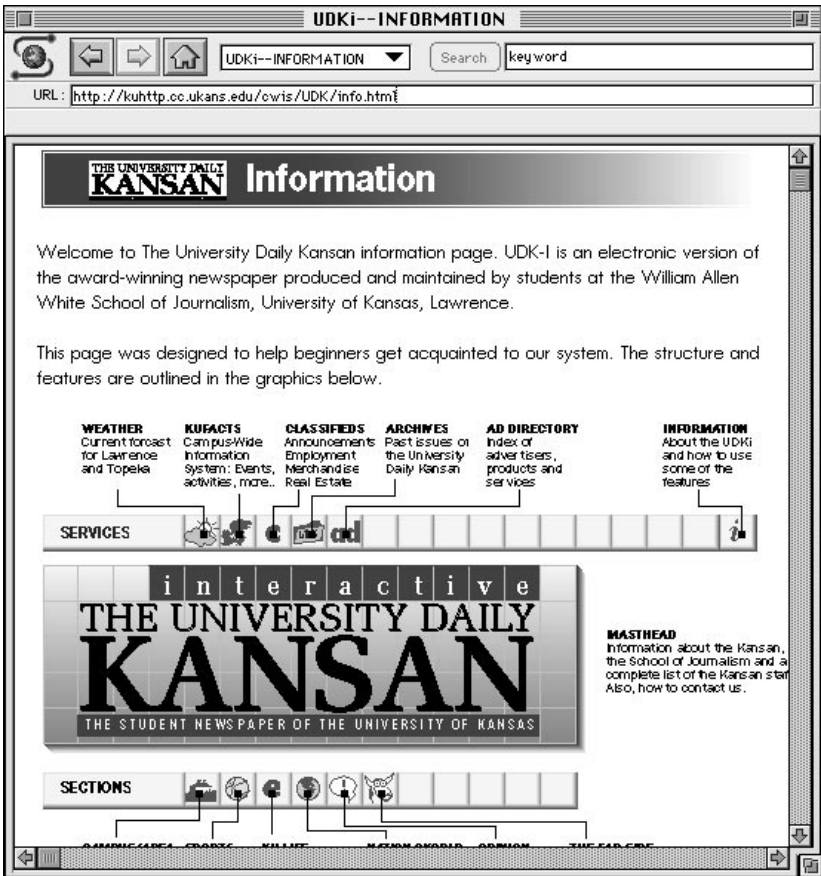


- links to:
- pictures of my dog,
 - an audio clip of Darth Vader
 - a video clip of Godzilla

3d. Other features — Online information

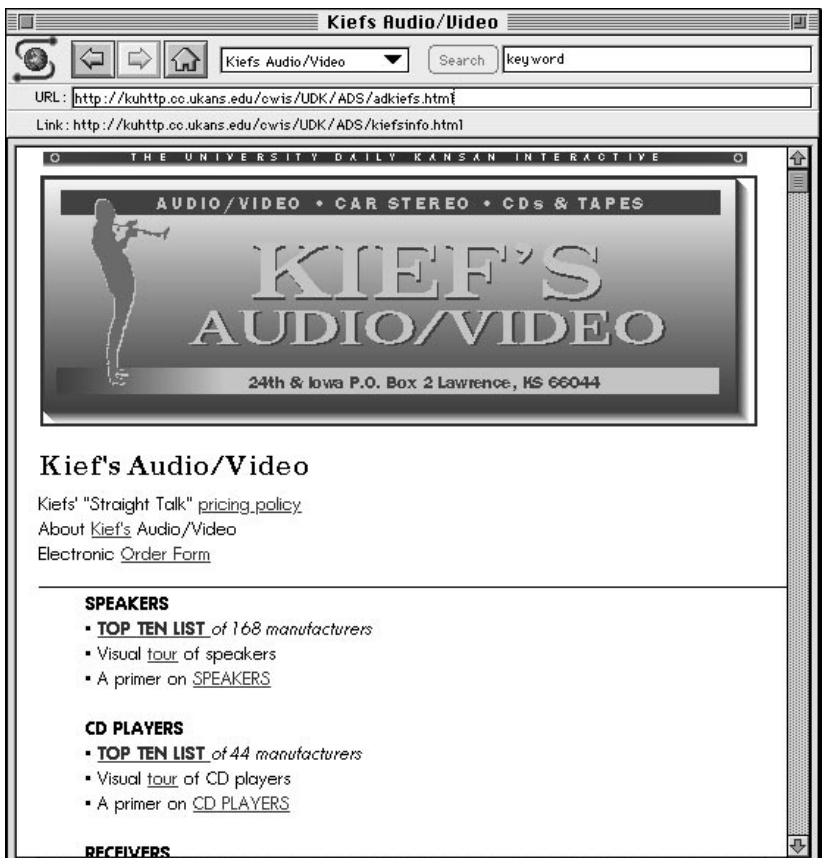
Features
Includes direct link to Mosaic online documentation

Contains contact information in case of problems.



Information is available online by selecting this link at the far right of the servicebar. The Information page is a simple service describing the unique features of the UDKi.

4. Advertising / Consumer Information



Online advertising is one of the most discussed and little understood aspects of electronic publishing. Most agree it is important; few agree how to do it. In this model, advertising is available in two places: 1) at the top right of services and sections as a sponsor, 2) presence in the advertising directory, the virtual shopping mall.

This model requires a more sophisticated interpretation of advertising. It is no longer an intrusive sell as in the traditional newspaper. Advertising in this medium is optional for the reader and must be considered valuable information. It should reward the user either with a discount, user-friendly shopping service or entertaining promotional material. The model promotes advertising as a service.

Accessibility



Advertising on Page One or section fronts allows users to navigate to the promotional information or virtual store.



Users can also access consumer information through the Advertising Directory Service.

The ad directory ensures the retailer of accessibility for shoppers and places the store name and related products in the database.

5. Marketing and distribution

Strategic information

Read me file describes how to set up software.

Software on disk is configured to default to KU Home page.

A campaign is launched in the (traditional) *Kansan* to promote the service as easy-to-use, free.

Disk costs \$1.

Mac and PC version available from *Kansan* or Computer Center.

Newspaper will refer to online services whenever practical.



Diskettes with all necessary software will be available at the *Kansan* Business Office or Computer Center for \$1 (covers the cost of disk). The software is free and also available on FTP servers at KU.

Questions about the service could be answered by the editor or manager in charge. Questions about software or hardware setup should be directed to the computer center.

