

# Muse Training for Webeditors

## 1. Install Muse through the Adobe Creative Cloud Suite

## 2. Saving/Sharing Processes

- Dropbox or T: Drive>(website name) Folder>(either) Assets or Documents
  - Muse file should be saved under main folder
  - All images should be saved under Assets, all PDF's and other files should be saved under Documents.
  - Make sure you decide where a file needs to be before you place it into Muse. (If you move the file to a different location after it has been placed in Muse, you will need to update the Asset link in the Assets tab in Muse) Name files as all lowercased, with no spaces or special characters.
  - Make sure only one person is editing the Muse file at a time, otherwise users will overwrite the other person's changes. Good practice is to only have the file open on one computer.

## 3. Muse Functions and Editing Capabilities

- Plan Mode: This is where you can see the whole sitemap/tree/structure of the site. Select the page you wish to edit from this view by double clicking, or using the File menu at the top.
  - The first page (on the far left of the Plan Mode) will always be your Home page. In other words, if you add another page to the left of the first page, Muse will recognize that as your home page the next time you publish and open in a browser.
  - Master Pages are located in the Plan Mode as well. These are pages that hold common elements throughout the site, or "templates" if you will. These should be left alone by webeditors and left to administrators to make any changes or updates.
  - The Plan Mode is also where you can add a new page by either using the + buttons on the left or right of an existing page to create a new, blank page, OR you can right click and duplicate an existing page to give you the basic layout. You will then simply update the content on that page instead of having to build out the page. Adding new pages will need to be approved by an administrator in the beginning of the launch process, or webeditors can request permission from the administrator to do so.
  - Please note: there is not a maximum number of pages for any given website, however websites will be most efficient if left to 40 pages or less. A good rule of thumb is that the more pages and content in a website, the slower Muse and the website will run.
- Design Mode: This is where you will add and edit content to each page.

- The first and most important factor is to always SAVE AS YOU GO! You'll notice an asterisk next to the name of the file in the first tab if you haven't saved since you made a change, so simply select File>Save Site, or use the keyboard shortcut (Ctrl+S)
- Tools are what you will use to edit the content on the page depending on which action is needed. You can either click on the tool icons in the edit bar, or many times you can double and triple click to toggle to the tool you need. Tools include:
  - Selection – select items, resize by dragging corners, double click over text to switch to the Text tool, and drag and drop items around the page
  - Hand – drag and drop the page view
  - Crop – crop both the frame of an item and the item itself by selecting the “image frame” or the “image” (these tooltips will appear when you've clicked into Crop mode and are hovering over the items)
  - Text – click within an existing text box to edit, or draw a new text box for new text
  - Magnify/Zoom – zoom in and out of the page view
  - Rectangle – draw square/rectangle shapes in which you can assign borders, background colors, etc. (this feature is primarily used when laying out the design of the site and should rarely be used by webeditors)
- Adding Images:
  - Webeditors can add images through Flickr
    - a. Visit [https://www.flickr.com/photos/bartoncc\\_pr/sets/](https://www.flickr.com/photos/bartoncc_pr/sets/) or click on the Flickr logo (two dots next to each other) to find the images you want to use. Once you have found the image, click on it to open it in its own screen. Click on the icon with 3 dots and select “Download/View All Sizes,” and then click on “View All Sizes” in the next pop up. You should see a page with multiple options for sizes of the image you want to use. Download the Small (320) image by right clicking on the image and selecting “Save Image As”
    - b. Save to the Dropbox or T:>(website name) Folder>Assets Folder
    - c. To place into Muse, navigate to the page you want the picture on and then do File>Place and drag the image to the location on the page you want it to be.
      - i. If you want to wrap an image in text, you will need Cut the image (Ctrl+X), double click into the text box and paste (Ctrl+P)
      - ii. Use the Wrap tab to select alignment and spacing

- d. Always add a Tooltip/Image Description by right clicking and selecting Image Properties (this will help with Search Engine Optimization as well as ADA requirements)
- Link to documents by opening docs.bartonccc.edu and navigating to the document you want to you in your browser. Once opened, simply copy the URL of the document and go back into Muse. Highlight the text you want to link and select the hyperlink dropdown option. Paste in the link. Click on the “Hyperlinks” menu to check the box to open in a new window, insert the Tooltip (name of the document), and make sure the link style is set to the same as the text.
  - Paragraph and Character styles have already been established for your content. If you create new text/content, just be sure to highlight all of your text and then select the appropriate Character style under the Character Styles tab (Body for regular page text), as well as selecting Paragraph Style Body under the Paragraph Styles tab
  - If you make a change that you would like to undo, you can either use Edit>Undo, or the keyboard shortcut (Ctrl+Z)
- Preview Mode is used to get a basic idea of what a page will look like before you publish. Please note that some features do not render correctly in the Preview mode and you may have to Publish in order to check that they function correctly.
  - Publish Mode is NOT TO BE USED BY WEBEDITORS! When we refer to “Publishing” we are actually using the File>Upload to FTP Host action. The credentials for each site will be sent to each webeditor.

# Content Guidelines for Web Editors

## Image Sizes and Placement

- Images placed in the text should be sized as closely to 300x200 (Horizontal) or 200x300 (Vertical) as possible. Any Large or Small header images must be sized and placed by the webmaster, and may be done by request.
- Images should be aligned aesthetically with text or bulleted lists

## Links: URLs, Phone Numbers and Emails

- There are two options when including links in the content of a page; the first is to link the text and the second is to provide the URL.
  - o To link the text, highlight the phrase that would like to link. You may use the format “Barton Athletics [website](#)” or “[click here](#) to visit the Barton Athletics website”
  - o When listing a URL in the text, use a short version of the URL and include the full link in the link manager, instead of pasting the full link into the text. This will keep the text looking clean, but will still allow a user to click to the specific page you are trying to link to.
    - For example: if you wanted to link to the Barton Athletics website, you would provide a link that looks like [www.bartonsports.com](#) instead of the actual URL, <http://www.bartonsports.com/landing/index>.
- All URLs that lead to an external website (a website that is not Barton-related), should open in a new tab or window. When linking to another Barton page, these links do not need to open in a new tab or window.
  - o Documents should always open in a new tab or window as well.
- Phone numbers should be listed with the area code in parenthesis followed by the three prefix numbers, a dash and the last four numbers
  - o Correct: (123) 456-7890
  - o Incorrect: 123-456-7890
- Additionally, phone numbers should be linked so that they may be utilized when a user is on a phone or tablet (using tel: ##### in the Hyperlink box)

## Link and Character Styles

- The link and character styles have been established in the code and are not to be changed. This includes text color and font style, link color and style, headers, etc.

## Tooltips

- Add a tooltip and description for any links or images added, including emails, internal and external URLs, phone numbers, graphics, etc.
  - o For emails and phone numbers, include the name of the person or department in the following format: “Email Public Relations” or “Call Admissions”

## Page Descriptions

- Make sure the page description at the bottom of each page has a sentence describing the page's content, similar to a Summary-type page

### **Saving Procedures**

- Webeditors must hit "Save" at the bottom of the page to save their work. Once you hit save, the page will open up with your saved changes. If you've embedded any code (i.e. video, etc.), you may have to refresh your page after saving. \*Always save a new revision with details and your name!

### **General Text Guidelines**

- Do not bold or underline any text within a paragraph to emphasize the text. Bolding has been reserved for headlines and sub-headers, and underline will indicate a link.

### **General Guidelines**

- Do not copy and paste content from another page or website, link to that page or website instead. Common content will not be used.

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