Header and footer principles

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This document describes the principles and key functionality of the header and footer which should appear on all public OU websites.

In providing a standard header and footer on every page we will:

1. provide a consistent way of navigating the OU website;
2. reinforce the OU brand through the consistent use of logo, typeface, colour and layout;
3. enable orientation within the website, regardless of the visitor’s start point;
4. embed standard functionality without the need to repeat or reinvent code, e.g. visitor tracking (tag management), cookie policy, accessibility.

Whilst there are approved variants which are documented within this document, they must adhere to the same principles. Including, but not exclusively, Nation sites, StudentHome and Intranet.

Key principles

1. The header and footer can be deployed on any OU web page, regardless of the technology used to build it. This means that only one instance of the code is required i.e. html, script, css, ensuring that code stays in step and reducing the maintenance overhead.
2. The processes for maintaining and managing the headers and footers are transparent, automated and auditable.
3. The behaviour of the header and footer is responsive to the visitor’s type of viewing device (mobile, tablet, desktop, etc).
4. All links use the actual url of the destination page, not a short url or redirect. URLs should also be relative where possible to ensure seamless movement of code between environments (dev/test, acct, live).
5. We use words for key action links like ‘Contact the OU’, not icons. This means that the visitor does not have to learn or interpret symbols.
6. All links open in the same window.
7. ‘Share’ (on social media) functionality is not included either in the header or footer. This is placed only on appropriate pages, e.g. product pages in the online prospectus.
8. In line with the OU Accessibility standard (ref 2.11), the header must specify the ‘default human language’ of the page. e.g. <html lang="cy" dir="ltr".../html>

Composition

Header Level 0
Also known as the ‘services line’.

The purpose of this level is to give access to the key ‘utilities’.

Although the OU logo is part of Level 0, its depth spans both levels of the header – Level 0 and Level 1. This ties the two levels into a coherent whole.

Header Level 1
Also known as the ‘global navigation’.
The purpose of this level is to reveal the public Information Architecture, in terms of the content areas, and to provide orientation.

A key principle of the global navigation is that the relevant link in the header is highlighted when the visitor is on a page which forms part of that content area, e.g. if the visitor is looking at About the OU or a site which belongs to About, the ‘About’ link in the header will be highlighted. When on OU Home, neither area is highlighted. This provides the orientation mentioned above.

The highlight (or no highlight) behaviour on navigation links in the header is a configuration option for all sites/pages in the public IA. This configuration option also connects the site/page to the corresponding search collection.

On clicking a navigation link, the visitor is taken direct to the corresponding home page. The ‘arrow’ functionality used in the current header to ‘pre-reveal’ lower levels of navigation is no longer used.

Footer
The purpose of the footer is to give access to key policy statements and visibility of other important links.

Standard header and footer
Public Header
Header Level 0
1. Level 0 content
   1.1. Skip to content
       1.1.1. The ‘Skip to content’ link is the first tabbable link in the header. It is invisible to sighted visitors, unless using the tab button, but is the first thing which a screenreader will land on.
       1.1.2. Clicking this link jumps the visitor to the ‘ContentBody’ anchor (or ‘ou-content’ in OUICE) at the top of the page body, bypassing the global and site navigation.
   1.2. OU logo
       1.2.1. Clicking the logo takes the visitor to the OU home page at www.open.ac.uk. The logo has an ‘alt’ tag = ‘The Open University’.
   1.3. Sign in/out
       1.3.1. If the visitor is not signed in, only the ‘Sign in’ link is displayed. Clicking the link takes the visitor to the SAMS sign-in page with the destination parameter set to ‘The page I was on’.
       1.3.2. If the visitor is signed in, the visitor’s name and a ‘Sign out’ link are displayed instead of ‘Sign in’.
       1.3.3. Also when signed in, a link corresponding to the ‘customer state’ appears next to the visitor’s name. Clicking this link takes the visitor to the relevant landing page, as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Link text</th>
<th>Link destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enquirer</td>
<td>My Account</td>
<td><a href="https://www.open.ac.uk/account/myaccount">https://www.open.ac.uk/account/myaccount</a></td>
</tr>
<tr>
<td>Student</td>
<td>Student Home</td>
<td><a href="https://msds.open.ac.uk/students/index.aspx">https://msds.open.ac.uk/students/index.aspx</a></td>
</tr>
<tr>
<td>Tutor</td>
<td>Tutor Home</td>
<td><a href="https://msds.open.ac.uk/tutorhome/">https://msds.open.ac.uk/tutorhome/</a></td>
</tr>
<tr>
<td>Other staff</td>
<td>Intranet Home</td>
<td><a href="https://openuniv.sharepoint.com/sites/oulife/">https://openuniv.sharepoint.com/sites/oulife/</a></td>
</tr>
</tbody>
</table>

       1.3.4. Clicking ‘Sign out’ takes the visitor to the SAMS sign in page, with a message confirming that the visitor has signed out.
1.4. Contact the OU
   1.4.1. Clicking this link takes the visitor to the contact site appropriate to their status (visitor: https://www.open.ac.uk/contact/, staff/student: https://help.open.ac.uk/contact tutor: http://www2.open.ac.uk/tutors/help/who-to-contact/).

1.5. Accessibility
   1.5.1. Clicking this link takes the visitor to the Accessibility policy page at http://www.open.ac.uk/about/main/admin-and-governance/policies-and-statements/website-accessibility-the-open-university.

1.6. Search the OU
   1.6.1. An input box with a submit button is displayed. Default text in the input box is ‘Search the OU’.

Header Level 1
1. Level 1 content
   1.1. Courses
       1.1.1. Clicking this link takes the visitor to the Courses (Undergraduate) home page at www.open.ac.uk/courses/.
   1.2. Postgraduate
       1.2.1. Clicking this link takes the visitor to the Postgraduate home page at www.open.ac.uk/postgraduate/.
   1.3. Research
       1.3.1. Clicking this link takes the visitor to the Research home page at http://www.open.ac.uk/research/main/.
   1.4. About
       1.4.1. Clicking this link takes the visitor to the About home page at http://www.open.ac.uk/about/main/.
   1.5. News and media
       1.5.1. Clicking this link takes the visitor to the News and media home page at https://ounews.co/.
   1.6. Business & apprenticeships
       1.6.1. Clicking this link takes the visitor to the Business home page at http://www.open.ac.uk/business/.

Footer
1. Footer content
   1.1. The OU crest is displayed to the left-hand side.
   1.2. Contact the OU**
       1.2.1. Clicking this link takes the visitor to the contact site appropriate to their status (visitor: https://www.open.ac.uk/contact/, staff/student: https://help.open.ac.uk/contact tutor: http://www2.open.ac.uk/tutors/help/who-to-contact/).
   1.3. Jobs
       1.3.1. Clicking this link takes the visitor to the Jobs home page at http://www3.open.ac.uk/employment/.
   1.4. Accessibility**
1.4.1. Clicking this link takes the visitor to the Accessibility policy page at http://www.open.ac.uk/about/main/admin-and-governance/policies-and-statements/website-accessibility-the-open-university.

1.5. Cymraeg
1.5.1. Clicking this link takes the visitor to the Welsh language scheme page on the Wales nation website at http://www.open.ac.uk/wales/about-us/welsh-language-scheme.

1.6. Conditions of use
1.6.1. Clicking this link takes the visitor to the Conditions of use policy page at http://www.open.ac.uk/about/main/admin-and-governance/policies-and-statements/conditions-use-open-university-websites.

1.7. Privacy and cookies
1.7.1. Clicking this link takes the visitor to the Privacy and cookies policy page at http://www.open.ac.uk/about/main/admin-and-governance/policies-and-statements/website-privacy-the-ou.

1.8. Modern slavery act pdf
1.8.1. Clicking on this link takes the visitor to statement on modern slavery in supply chains. This is a mandatory document and is updated annually. http://www.open.ac.uk/about/main/sites/www.open.ac.uk.about.main/files/files/ecms/web-content/modern-slavery-act-statement.pdf

1.9. Copyright
1.9.1. A link on the word ‘Copyright’ takes the visitor to the Copyright policy page at http://www.open.ac.uk/about/main/admin-and-governance/policies-and-statements/copyright-ou-websites.

1.9.2. Beneath the set of links, the copyright symbol ©, the current year and the words ‘All rights reserved.’ are displayed.

1.10. Royal Charter and FCA statements
1.10.1. The following standard text follows immediately after the copyright statement:

The Open University is incorporated by Royal Charter (RC 000391), an exempt charity in England & Wales and a charity registered in Scotland (SC 038302). The Open University is authorised and regulated by the Financial Conduct Authority in relation to its secondary activity of credit broking.

** The ‘Accessibility’ and ‘Contact the OU’ links are placed in the header as well as in the footer for maximum visibility.

**Header key functionality**
The following functionality is included and delivered as part of the header and footer ‘package’ of files:

- Visitor tracking
  The basic measurement code is invoked on all pages carrying the standard header and footer and can be broken down into 3 types,
  - Dynamic Tag Manager (DTM), contains Adobe tracking, Qualtrics etc.
  - Google Tag Manager (GTM), contains mainly media tracking
  - Optimizely, a snippet of code that enables split testing.
• Cookie policy
  If the visitor first lands on a prospectus page (Courses or Postgraduate), the cookie policy statement appears as part of the country chooser overlay. Otherwise, the cookie policy statement is displayed above the header. On clicking ‘Continue’, the cookie policy statement is hidden.

• Other functionality
  Other code controls the header functions – Sign in/out, display of the visitor’s name and ‘customer state’ link.

**Footer key functionality**
In the footer, additional code controls display of the current year next to the copyright symbol.

**Exemptions**
If your project requires a unique variant header you must ensure that you request an exemption before commencing any development work. Sites with approved exemption will be published.

**References**
Graphical representation of variant headers

- OU Standard Header
- Intranet
- Nations
- OpenLearn
- Studenthome
Appendix 1: Header and footer variants

Student Variant

Header level 0

Customised standard level 0 to include Student Name and PI

1.1. Skip to content
   1.1.1. The ‘Skip to content’ link is the first tabbable link in the header. It is invisible to sighted visitors, unless using the tab button, but is the first thing which a screenreader will land on.
   1.1.2. Clicking this link jumps the visitor to the ‘ContentBody anchor (or ‘ou-content’ in OUICE) at the top of the page body, bypassing the global and site navigation.

1.2. OU logo
   1.2.1. Clicking the logo takes the visitor to the OU home page at www.open.ac.uk. The logo has an ‘alt’ tag = ‘The Open University’.

1.3. Student’s Name (forename and surname) and Personal Identifier

1.4. Sign in/out
   1.4.1. If the visitor is not signed in, only the ‘Sign in’ link is displayed. Clicking the link takes the visitor to the SAMS sign-in page with the destination parameter set to ‘The page I was on’.
   1.4.2. If the visitor is signed in, the visitor’s name and a ‘Sign out’ link are displayed instead of ‘Sign in’.
   1.4.3. Also when signed in, a link corresponding to the ‘customer state’ appears next to the visitor’s name. Clicking this link takes the visitor to the relevant landing page*, as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Link text</th>
<th>Link destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tutor</td>
<td>Tutor Home</td>
<td><a href="https://msds.open.ac.uk/tutorhome/">https://msds.open.ac.uk/tutorhome/</a></td>
</tr>
<tr>
<td>Other staff</td>
<td>Intranet Home</td>
<td><a href="http://intranet.open.ac.uk/oulife-home/">http://intranet.open.ac.uk/oulife-home/</a></td>
</tr>
</tbody>
</table>

   1.4.4. Clicking ‘Sign out’ takes the visitor to the SAMS sign in page, with a message confirming that the visitor has signed out.

1.5. Contact the OU
   1.5.1. Clicking this link takes the visitor to the contact site appropriate to their status (visitor: https://www.open.ac.uk/contact/, staff/student: https://help.open.ac.uk/contact tutor: http://www2.open.ac.uk/tutors/help/who-to-contact/).

1.6. Search the OU
   1.6.1. An input box with a ‘Search’ submit button is displayed. Default text in the input box is ‘Search the OU’.

1.7. Accessibility
   1.7.1. Clicking this link takes the visitor to the Accessibility information on the Help Centre http://www.open.ac.uk/about/main/strategy-and-policies/policies-and-statements/website-accessibility-open-university/

Level 1 content

1.1. StudentHome
1.2. Clicking this link takes the visitor to the StudentHome home page at https://msds.open.ac.uk/students/index.aspx

1.3. Profile
   1.3.1. Clicking this link takes the visitor to the Profile home page at https://msds.open.ac.uk/students/profile.aspx

1.4. Study
   1.4.1. Clicking this link takes the visitor to a redirect on learn2 which displays content based on a user’s state https://learn2.open.ac.uk/course/format/ousubject/redirect.php
   1.4.2. **Students**: The redirect script will take students registered on qualifications to the associated Study Home (subject) website. Other students are currently directed to the Student Dashboard *(The decommissioning of the Student Dashboard is being discussed but there is not expected to be change to the Header link as the redirect script can be updated 15/8/19).*
   1.4.3. **Staff/Tutors**: The redirect script will take staff/tutors to the Staff Dashboard

1.5. Library
   1.5.1. Clicking this link takes the visitor to the Study Record home page at http://www.open.ac.uk/library/

1.6. Careers
   1.6.1. Clicking this link takes the visitor to the Careers Advisory home page at http://www.open.ac.uk/careers/

1.7. Community
   1.7.1. Clicking this link takes the visitor to the Students community home page at https://msds.open.ac.uk/students/oulife.aspx

1.8. Help Centre
   1.8.1. Clicking this link takes the visitor to the Help Centre home page at http://www2.open.ac.uk/students/help/

Footer
Using customised footer which includes student specific links.

1.1. The OU crest is displayed to the left-hand side.

1.2. OU Community
   1.2.1. Clicking on social media icons takes the visitor to the following university social media accounts:
      1.2.1.1. Facebook: https://www.facebook.com/theopenuniversity
      1.2.1.2. Twitter: https://twitter.com/OpenUniversity
      1.2.1.3. YouTube: https://www.youtube.com/ou
      1.2.1.4. LinkedIn: https://www.linkedin.com/edu/school?id=12659&trk=edu-cp-title
   1.2.2. OpenLearn: free learning
      1.2.2.1. Clicking on this link takes a visitor to OpenLearn at http://www.open.edu/openlearn/
   1.2.3. OU on TV and radio
      1.2.3.1. Clicking on this link takes a visitor to the OU on TV and radio page on OpenLearn at http://www.open.edu/openlearn/whats-on/ou-on-the-bbc-week

1.3. OU Students Community
1.3.1. OU Students Association

1.3.1.1. Clicking on this link takes a visitor to the OU Students Association website at http://www.open.ac.uk/ousa/

1.3.2. OU Students Shop (including exam papers)

1.3.2.1. Clicking on this link takes a visitor to the Shop & discounts page on the OU Students Association website at https://www.oustudents.com/shop-discounts

1.3.3. OU Students Forums

1.3.3.1. Clicking on this link takes a visitor to the OU Students Association Forums website at http://learn1.open.ac.uk/course/view.php?id=100061

1.3.4. OU Students on Facebook

1.3.4.1. Clicking on this link takes a visitor to the OU Students Association Facebook page at https://www.facebook.com/OUstudents

1.3.5. OU Students on Twitter

1.3.5.1. Clicking on this link takes a visitor to the OU Students Association Twitter page at https://twitter.com/OUstudents

1.3.6. OU Students Freshers

1.3.6.1. Clicking on this link takes a visitor to the Welcome to Freshers page on the OU Students Association website at https://www.oustudents.com/freshers

1.4. Support

Find your personal contacts including your tutor and student support team:

1.4.1. Contact the OU**

1.4.2. Clicking this link takes the visitor to the contact site appropriate to their status (visitor: https://www.open.ac.uk/contact/, staff/student: https://help.open.ac.uk/contact tutor: http://www2.open.ac.uk/tutors/help/who-to-contact/).

Help with the University’s computing systems:

1.4.3. Computing Guide

1.4.3.1. Clicking this link takes the visitor to the Computing Guide website at http://www.open.ac.uk/computingguide

1.4.4. Computing Helpdesk

1.4.4.1. Clicking this link takes the visitor to the Computing Helpdesk page on the Computing Guide website at http://learn1.open.ac.uk/admin/tool/redirector/redirect.php/chd

1.4.5. System Status

1.4.5.1. Clicking this link takes the visitor to the Open University system status page at https://status.open.ac.uk/

Help with accessing the online library, referencing and using libraries near you:

1.4.6. Library help and Support

1.4.6.1. Clicking this link takes the visitor to Help and Support page on the Library Services website at http://www.open.ac.uk/library/help-and-support

1.5. Study

1.5.1. Careers

1.5.1.1. Clicking this link takes the visitor to the Careers and employability page on the Help Centre website http://www2.open.ac.uk/students/careers/

1.5.2. Help Centre
1.5.2.1. Clicking this link takes the visitor to the Help Centre website
http://www2.open.ac.uk/students/help

1.5.3. Library
1.5.3.1. Clicking this link takes the visitor to the Library Services website
http://www.open.ac.uk/library/

1.5.4. Library
1.5.4.1. Clicking this link takes the visitor to the Library Services website
http://www.open.ac.uk/library/

1.5.5. Study planning and funding
1.5.6. Clicking this link takes visitor to the Study record page on the StudentHome website
https://msds.open.ac.uk/students/study-record.aspx

1.6. Policy
1.6.1. Accessibility**
1.6.2. Clicking this link takes the visitor to the Accessibility information on the Help Centre
http://www.open.ac.uk/about/main/strategy-and-policies/policies-and-statements/website-accessibility-open-university/

1.7. Conditions of use
1.7.1. Clicking this link takes the visitor to the Conditions of use policy page at

1.8. Copyright
1.8.1. A link on the word ‘Copyright’ takes the visitor to the Copyright policy page at

1.9. Cymraeg

1.10. Privacy and cookies
1.10.1. Clicking this link takes the visitor to the Privacy and cookies policy page at
http://www.open.ac.uk/about/main/admin-and-governance/policies-and-statements/website-privacy-the-ou

1.11. Student Charter and policies
1.11.1. Clicking this link takes the visitor to the OU Student Charter website at
http://www.open.ac.uk/students/charter/

** The ‘Accessibility’ and ‘Contact the OU’ links are placed in the header as well as in the footer for maximum visibility.

Intranet
Header level 0
1. OULife logo instead of the OU logo
2. Units: links to list of units https://openuniv.sharepoint.com/sites/oulife/Pages/Units.aspx
3. A-Z: links to A-Z of intranet sites and key public sites
   https://openuniv.sharepoint.com/sites/oulife/Pages/A-Z.aspx
4. People: links to the staff directory http://msds.open.ac.uk/staffdirectory/
5. TutorHome: links to tutor home https://msds.open.ac.uk/tutorhome/
6. StudentHome: links to student home https://msds.open.ac.uk/students/
7. OU Home: links to The Open University home page http://www.open.ac.uk/
8. Search: links to the SharePoint search facility, searching SharePoint, and Drupal intranet and key public sites.

Footer
To be defined.

Nations

Header level 0
Use the standard version, but the OU logo is replaced by the nation logo. Clicking the nation logo returns the visitor to the nation home page.
The Wales site has an additional instance of the standard header level 0 which is translated into Welsh.

Header level 1
Not required as these sites stand separate from the main IA

Footer
Standard version.
The Wales site has an additional instance of the standard footer which is translated into Welsh.