DREXEL UNIVERSITY
College of
Medicine

Laboratory Section Guidelines for the Drexel.edu/medicine Website

About These Guidelines

The web team works directly with faculty to convey an accurate and professional representation of laboratory activities. Our goal is to adhere to Drexel's branding guidelines while creating customized pages for individual needs. Standardization and consistency in the presentation of the laboratory content is outlined in these guidelines.

These guidelines present information about initiating the laboratory section creation process, content needs and submission, followed by an outline of sample pages within a laboratory section.

Submission Process and Content Format

To create a laboratory section, please submit your request to Suzanne Dreitlein, web manager, at suzanne.dreitlein@drexelmed.edu.

Text may be submitted via email or an MSWord document. Text should be clearly labeled and presented in separate sections for each page. Please include any URLs for links. Be sure to indicate symbols, such as Alpha/alpha (A/α) so we can assign the appropriate web equivalent.

Images, photography and video may be submitted separately due to size limitations. Please note that all content submitted, including images, needs to be permissible to publish on the drexel.edu/medicine website. Additional approval and clearance may be required if the laboratory does not own rights to the images.

Getting Started

Review Your Profile

Before starting work on a laboratory section, take a moment to review your profile and ensure that all of the information presented is current. The laboratory section is an extension of your faculty profile and both sections must be accurate. The web team will ask you to confirm your profile accuracy before starting the laboratory creation process.

You may want to streamline the information presented on your profile to avoid duplicative information in your profile and laboratory pages. We add reciprocal links that connect your profile to your laboratory section so visitors can easily navigation from one to the other.

Minimum Content Requirements

A laboratory section generally consists of an overview page and several subpages. The pages to be included in the laboratory section will depend on the content provided. There is no need to build an extensive section from the onset, however the minimum required information is:

- An introductory paragraph or two about the lab, directed toward a very general audience. Such text should explain who you are and what you do in language that most visitors would understand.
- Contact information for the lab, including physical address, phone numbers, and emails.

- A banner image. This is an image that works well in a wide, landscape orientation. You may provide an image from your laboratory that you retain rights to, or you may choose from our stock photography service at thinkstock.com.

Please note: the above requirements are not limitations to the content you may provide. If you have additional content available during the creation process, the web team will incorporate your submissions into your section before publishing.

Additional content may include:

- publications
- details about research projects
- lab member photos and profiles
- collaborators
- presentations
- news and events
- and more

Layout

Most pages on the drexel.edu/medicine website utilize a three-column display with a universal background, navigation and footer. Overview pages feature a two-column banner with a featured image.

Banner Image

The featured image has prominent placement on the overview page in the banner and placement on subpages in the sidebar. Images may be supplied by the laboratory or may be obtained from thinkstock.com via the Marketing and Communications Department. Quality should be considered when choosing an image for the overview page banner. Proposed images should be crisp, contemporary and sensitive to the dimensions of the space. It is recommended that images are high resolution.

Laboratory Name

By default, the laboratory name schema is "The Last Name Lab." Please note in your submitted content what name you would like if different.

Overview Page Content

The web team recommends that you use the overview page to introduce your laboratory to a wide audience. The tone should be welcoming and the language should be general and basic. Both words and photos may be used in the center column of the overview page. If there isn't enough information to create a lab members page, the names of the lab members may be displayed on the overview page. Any news about the lab can be displayed on the overview page as well. Laboratories may share the activities of their members, such as speaking engagements, grants received, or other notable accomplishments.

Overview Page Sidebars

Page sidebars are located in the right column.

1. The related faculty call-out features a photo of the faculty member, a link to their profile and their title. By default, we will use the same headshot from the profile. However, faculty may submit a unique photo to use on this page.
2. The contact information sidebar includes the physical location of the lab along with preferred phone, fax and email information.
3. The quick/related links sidebar connects the laboratory to a related department, program, or other area of the website. Additional links can be added by request of the laboratory. Both the contact information and the quick/related links sidebars appear on every page in the laboratory section.

Research/Research Projects Page

Layout

All laboratory section subpages utilize the three-column standard display.

Research Page Content

The research page should feature in-depth information that is focused toward a graduate/medical student or peer visitor. Language should be technical and specific. We encourage the use of images to create a captivating page. Please note, images are subject to copyright and the laboratory must have ownership of any images used throughout the section.

Research Page Sidebars

Page sidebars are located in the right column. First, the featured image visually connects the section subpages to the overview page. Next are the contact information and quick/related links sidebars. This is the subpage sidebar display for all laboratory sections.

Sample Research Pages

- http://drexel.edu/medicine/About/Departments/Pharmacology-Physiology/Research/Van-Bockstaele-Lab/Research/
- http://drexel.edu/medicine/About/Departments/Pharmacology-Physiology/Research/Campbell-Lab/Research/

Lab Members/Staff Page

Layout
All laboratory section subpages utilize the three-column standard display.

Lab Members Page Content
There are a few options for sharing information about the members of your lab. Ideally, a headshot, the lab member's name and role are recommended for this page. Some laboratories elaborate and provide biographical information. Laboratories may provide information about former lab members. Depending on the information provided, the presentation of the content will be adapted.
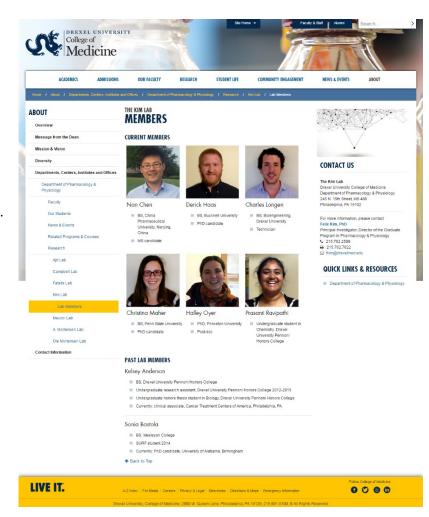
When submitting photos of lab members, we prefer non-edited, high resolution photos. For photos in a lab setting, it's important to ensure the member is wearing the appropriate safety equipment, e.g., gloves and goggles.

Lab Members Page Sidebars
All laboratory section subpages utilize the same sidebars as the research page.

Sample Lab Members Pages
- http://drexel.edu/medicine/About/Departments/Pharmacology-Physiology/Research/Kim-Lab/Lab-Members/
- http://drexel.edu/medicine/About/Departments/Pharmacology-Physiology/Research/Van-Bockstaele-Lab/Lab-Members/

Publications Listing Page

Layout

All laboratory section subpages utilize the three-column standard display.

Publications Page Content

The publications page features a list of related publications. Laboratories are encouraged to include a link to search results on PubMed if the number of publications is high. Sample reference text is:

> For a complete list of publications, please visit ncbi.nlm.nih.gov/sites/myncbi/elisabeth.vanbockstaele.

The recommended format for publication display is:

> "Title of Article"
> Fontana AC, Fox DP, Zoubroulis A, Raghupathi R
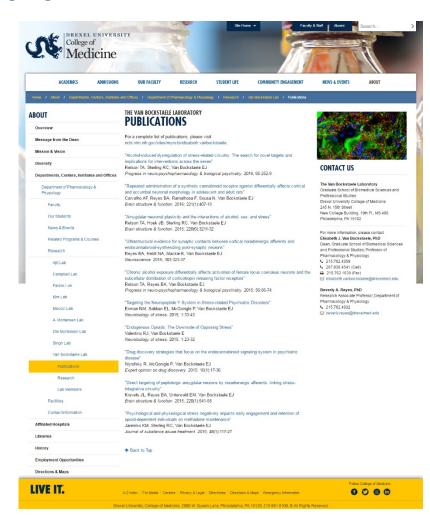> *Journal of Neurotrauma*, 10:3. Pgs. 140-157 (July 22, 2015)

When provided, we can link to the publication page on PubMed.

Publications Page Sidebars

All laboratory section subpages utilize the same sidebars as the research page.

Sample Publications Pages

- http://drexel.edu/medicine/About/Departments/Pharmacology-Physiology/Research/Van-Bockstaele-Lab/Publications/
- http://drexel.edu/medicine/About/Departments/Pharmacology-Physiology/Research/Fatatis-Lab/Publications/

Additional Pages

Laboratory sections are not limited to those listed above. Current laboratory sections include pages such as employment opportunities, collaborators, news and announcements, resources and others. If the content is available, the web team will work with you to display the information within the laboratory section.

News & Recent Presentations

Resources

Staff Profile

Employment Opportunities

Questions?

For more information, or to initiate the laboratory creation process, please reach out to Suzanne Dreitlein, web manager, at suzanne.dreitlein@drexelmed.edu.