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University Website: Development and Uses

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ABSTRACT

This paper is part of the final report for a 2-year joint research project funded by Hokkai Gakuen University (HGU) to develop a website for the Faculty of Humanities (the Faculty). The purpose of the website was multifold, mainly focussed on presenting an overview of the Faculty: mission, organization, members, and significant activities. The website was targeted at an audience that ranged from those within the HGU community to prospective students as well as anyone who has a general interest in Japanese university education. It was also considered important to develop a database in order to present the Faculty achievements in historical perspective. Besides descriptions of the content and development of the website, this paper presents an example of how the website can be used by instructors to communicate with students and publish their work.

Keywords: Humanities, Japanese universities, webpage design, website design

Description: Faculty of Humanities website

Website content

The Faculty of Humanities (the Faculty) website contains over 1000 individual webpages, mainly containing information, and over 550 graphic resources, e.g., photographs and drawings plus graphic images

for titling and navigation.

Although most of the content for this project concerning Hokkai Gakuen University (HGU) and the Faculty of Humanities is only available in Japanese, it was decided to develop a bilingual, Japanese and English, website by translating some of this material when appropriate. An effort, therefore, was made to provide an English version of information that would be of interest to the non-Japanese speaking population outside HGU: general information about HGU, the Faculty of Humanities, and its faculty (instructors). This would also have educational value by providing motivation for students to produce English or bilingual material because it would ultimately be *published* on the Internet. This is further discussed in a later section detailing a possible method of communicating with students and publishing their work.

Resources

In order to provide authoritative sources as well lessen the effort of gathering information, the following HGU publications were used:

- Hokkai Gakuen website (www.hokkai-s-u.ac.jp)
- Hokkai Gakuen University Profile and Information
- ●北海学園大学 (annual HGU publication)
- ●北海学園大学 学報 (HGU newspaper, 5 times a year)
- ●講議概要 人文学部 (Faculty of Humanities curricula and course descriptions)
- ●北海学園大学 現状と課題―自己点検・評価報告書1― (general HGU and faculty information)
- ●人文フォーラム (Jinbun Forum, Faculty of Humanities, semiannually)

In addition, the students in Suenaga's English Composition courses from 2000 to 2002 interviewed all the faculty members of the Faculty of Humanities and wrote the English and Japanese synopses that are included on each instructor's webpage.

Site Map

A schematic diagram of the Faculty of Humanities website, Site Map, is shown connected to the HGU website (www.hokkai-s-u.ac.jp) in Fig. 1. The Faculty website consists of four primary sections: Graduate School of Literature-Japanese Culture (Grad. School webpage); Faculty of Humanities-evening (Faculty-evening); and two for Faculty of Humanities-day (Faculty-day) (Japanese and English versions). Japanese and English versions of the Faculty of Humanities-day webpages hierarchically lead to Japanese and English versions, respectively, of the webpages for the two Departments: Japanese Culture (JC) and English and Cultures (E & C) (American/British/Canadian Studies). The two Faculty webpages (list of instructors), i.e., English and Japanese versions, at the bottom of Fig. 1 are accessed from the Grad. School, the Faculty-evening, the JC, and the E & C webpages. The list in the right half of each rectangular enclosure enumerates the information available on that webpage. More details are available under the individual webpage descriptions that follow.

Webpage Design

The Faculty website (encompassing all the Faculty webpages) presents an overview of the Faculty of Humanities, including mission, organization, members, significant activities, and historical perspective, to an audience ranging from the HGU community to anyone who has an interest in HGU or Japanese university education in general. The

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broad scope of the purpose and intended audience led to the design parameter choices summarized in Table 1. It was decided that simplicity and continuity among all the webpages within the website were important goals; the color scheme and type fonts were unified, and layout variations were minimized. Although it was not necessary, the campus photographs displayed in the upper right corner of all but the individual instructor webpages have been randomized with a Java-Script program (Heinle, 1997); every time the webpage is opened, the displayed photograph is randomly chosen from a list.

Table 1. Webpage design parameters.

| webpage style | basic frames with various links |
|--|--|
| web-browser required | Netscape and MS Internet Explorer version 3 or later (circa 1996) |
| browser plug-in requirement | default installation only |
| computer monitor size (browser window size) | typical: 800×600 pixels - 15 inch (755 \times 515) pixels minimum: 640×480 (595 \times 295) pixels |
| assumed Internet connection method | dial-up modem at 28Kb/sec |

Website Navigation

Navigation within the Faculty website was an important consideration because of the large amount of information presented, some of which is shared among various webpages, as well as the multiple entry points from the HGU website.

Links

The links on a webpage retrieve information contained either within the Faculty website or in an external website: site link or hyperlink, respectively. These links take one of three forms: plain,

rollover (button), or radio-button bar. A plain link is seen as an underlined word or phrase in a contrasting color that changes color when it is "clicked on," or selected. Rollover links change state, color in this case, when a visitor moves the mouse cursor over it as well as when it is "clicked on" (a third color). A radio-button bar, each button on the bar activating a link, is named for the electro-mechanical station selector in old-style radios. Only one button can be selected at a time; i.e., the selection of a button resets all others to their default position. As with the rollover links, the radio buttons have three states, or colors in this case: default, rollover, and clicked. Rollover and radio-button links are used to improve the visitor experience by providing some virtual-tactile interactivity to the webpage. Because all the resources necessary to activate the state changes are loaded automatically into the visitor's computer along with the webpage being viewed, the interactivity takes place instantaneously.

Browser Frames

The basic structural feature of all the Faculty webpages is browser frames, illustrated in Figs. 2(a), (b), and (c). Visitors to the website will mainly view webpages based on Figs. 2(a) and (b); Fig. 2(c) is used for only one page to be described later. A webpage featuring browser frames, while seemingly a single webpage in a browser window, is, in fact, capable of displaying an independent, different webpage in each of its frames.

The Top Frame shown in Figs. 2(a) and (b) identifies the webpage as well as contains a number of rollover and radio-button links to webpages. The rollover links retrieve a webpage and are of two types: site link (webpage contained within the Faculty website) or hyperlink (webpage existing outside the Faculty website). All rollover site links

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replace the entire webpage being displayed in the browser window with a new one. On the other hand, rollover hyperlinks open the new webpage in an additional browser window. The radio-button bar links also retrieve webpages, but the new webpages are displayed in the Main Frame of Fig. 2(a); the Top Frame remains in place during these operations. The webpage configuration shown in Fig. 2(b) occurs when one of radio-button links in the Top Frame opens, in the Main Frame, a webpage that itself contains a radio-button bar. Thus, the (former) Main Frame now contains two frames: Left Frame and (new) Main The Left Frame holds the new radio-button bar; and the (new) Main Frame displays the webpage selected by a radio button in the Left The Bottom Frame, like the Top Frame, remains in view as the Main Frame content changes, displaying either the author of the information in the case of an instructor webpage or an email link to the Webmaster (person in charge of the Faculty webpage). The webpage shown in Fig. 2(c) contains two frames: Main and Left. The site links in the Left Frame are plain links that open webpages in the Main Frame when selected.

In order to maintain an illusion of unity even when the viewed webpage consists of up to four frames, each containing a different webpage, only the Main Frame is allowed to have *scroll bars*. These bars are located at the right and bottom edges (appearing automatically when needed) of the Main Frame and manipulated by the viewer to access all of the content (of the Main Frame). The links in the Top and Left Frames are located so they are accessible to viewers with the smallest computer monitors, 640×480 pixels (595×295 pixels for browser window), even without the use of scroll bars. In addition, all frame borders have been disabled.

Description: Webpages

The details of the website construction are best described using Figs. 3 to 12: Figs. 3-4, HGU website; Figs. 5-12, Faculty of Humanities website.

HGU website

The HGU website *home* page is show in Fig. 3. Access to the Faculty of Humanities webpages is through one of three HGU site links: 人文学部 (Faculty of Humanities-day), 二部 (夜間部) (HGU evening programs), or 北海学園大学大学院(HGU Graduate School). After one of the links is selected, a webpage similar to Fig. 4 opens in the browser window. The visitor remains in the HGU website by selecting the upper, HGU website links. However, selection of either the Japanese or the English version of the Faculty-day webpage causes a hyperlink *jump* from the HGU website to the Faculty of Humanities website.

Faculty of Humanities website

The Faculty of Humanities website consists of a relatively large number of webpages that, fortunately, can be classified simply as shown in Table 2.

Faculty of Humanities-day webpage (Japanese version)

The environment of the Faculty website is entirely different from that of the HGU website: most notably, the use of frames, radio-button bars, and a different color scheme - dark blue page with light blue text. Figure 5(a) shows the Japanese version of the Faculty-day *home* webpage; Fig. 5(b) shows the same basic webpage, i.e., the Faculty-day

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Table 2. Faculty of Humanities website: webpage versions.

| Content of webpage | Jap. version | Eng. version |
|-------------------------------------|--------------|--------------|
| Faculty of Humanities-day | yes | yes |
| Dept. of Jap. Culture-day | yes | yes |
| Dept. of English & Cultures-day | yes | yes |
| Instructor (individual) information | yes | yes |
| Grad. School of Lit. Jap. Culture | yes | no |
| Faculty of Humanities-evening | yes | no |

webpage, with a different webpage loaded into the Main Frame. Since the Top Frame remains in place when the Main Frame is changed, the webpages in both Figs. 5(a) and (b) contain the links described in Table 3a.

When the HGU general information webpage is being displayed in the Main Frame, a *9 radio-button bar* is available (see Figs. 2(b) and 5(b)) in the Left Frame. With the exception of the HGU library radio-button link that causes this webpage to be loaded into an additional browser window, the selected webpage loads into the Main Frame, on the right. A summary of the radio-button site links is in Table 3b.

Faculty of Humanities-day webpage (English version)

The English version of the Faculty webpage is shown in Fig. 6. The Top Frame only contains four rollover links and a *3 radio-button bar* that are described in Table 4. As usual, the rollover links open the new webpage in either the original browser window or an additional one. In addition, the first two radio-button bar links open the selected webpage in the Main Frame of the original browser window as usual. The Hokkai Gakuen (HG) information radio-button link, however,

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Table 3a. Faculty-day webpage (Jap. ver.) (Top Frame links).

Rollover links

| Type | to webpage | action |
|-----------|--|---|
| hyperlink | 北海学園大学ホームページ (HGU website) | opens in an additional browser window |
| site link | 英米文化学科 (Dept. of E & C-day Jap. ver.) | opens in the original browser window |
| site link | 日本文化学科 (Dept. of JC-day Jap. ver.) | same as above |
| site link | 二部(夜間部)ホームページ (Faculty-evening) | same as above |
| site link | 大学院 ホームページ (Graduate School) | opens list of graduate programs in Main Frame |
| site link | English page (Eng. ver. of webpage) | opens in the original browser window |

7 radio-button bar

| action |
|-------------------------|
| opens in the Main Frame |
| same as above |
| |

opens the webpage in a special browser window shown in Figs. 2(c) and 7; it should be noted that the original browser window, containing the Faculty website, remains under this new browser window. The frame configuration of the HG information webpage is different, and the familiar browser navigation and information bars are missing; therefore, the visitor can only resize, scroll, and close this browser window. Navigation is permitted within this webpage via the plain links listed in the Left Frame; the selected webpages all load into this window's Main Frame, on the right. The site links are listed in Fig. 7.

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Table 3b. Faculty-day. webpage (Jap. ver.) (Left Frame radio-button bar links).

| to webpage | action |
|---------------------------------------|--|
| 学長あいさつ(HGU president's greeting) | opens in the Main Frame (to the right) |
| 概要(general HGU information) | same as above |
| 学部の紹介(all HGU Faculties) | same as above |
| 各種資格取得(special certification info.) | same as above |
| 研究所(development research center) | same as above |
| 国際交流(international exchange programs) | same as above |
| 就職情報(graduate employment info.) | same as above |
| 図書館(HGU library website hyperlink) | opens in an additional browser window |
| 学生生活(student life) | opens in the Main Frame |

Table 4. Faculty-day webpage (Eng. ver.) links.

| Type | to webpage | action |
|--------------------|-----------------------------------|---------------------------------------|
| rollover hyperlink | HGU website | opens in an additional browser window |
| rollover site link | Dept. of E & C-day (Eng. Ver.) | opens in the original browser window |
| rollover site link | Dept. of JC-day (Eng. Ver.) | same as above |
| rollover site link | 日本語ページ (Jap. ver. of webpage) | same as above |
| radio button | HGU president's message | opens in the Main Frame |
| radio button | Student Voice | same as above |
| radio button | Hokkai Gakuen information | opens in a special browser window |

Department of Japanese Culture-day webpage (English version)

When the Department of Japanese Culture rollover site link is selected in the Top Frame of the Faculty of Humanities (English version) webpage shown in Fig. 6, this entire webpage is replaced by the Dept. of JC webpage shown in Fig. 8(a). The Top Frame of the JC

webpage (Eng. ver.) contains the links listed in Table 5. The same Depart. of JC webpage is show in Fig. 8(b) with a different webpage in the Main Frame: Faculty. The Faculty webpage lists the instructors in the Department along with their position, research theme, and email address. The names and email addresses are plain links that open a new webpage in the original browser window and the visitor's email program, respectively. For example, after selecting the instructor Eiji L. Suenaga, an instructor webpage containing his information opens in the original browser window, completely replacing the Depart. of JC webpage, as shown in Fig. 9(a).

Table 5. Depart. of JC-day webpage (Eng. ver.) links.

| Type | to webpage | action |
|--------------------|-----------------------------------|---------------------------------------|
| rollover hyperlink | HGU website | opens in an additional browser window |
| rollover site link | Faculty -day (Eng. ver.) | opens in the original browser window |
| rollover site link | Dept. of E & C-day (Eng. ver.) | same as above |
| rollover site link | 日本語ページ (Jap. ver. of webpage) | same as above |
| radio button | Dept. mission statement | opens in the Main Frame |
| radio button | list of Dept. instructors | same as above |
| radio button | Curriculum outline | same as above |
| radio button | summary of Core Courses | same as above |

Instructor webpages (individual) (Eng. ver.)

The instructor webpages shown in Figs. 9(a) to (e) feature the basic browser window frame configuration shown in Fig. 2(a). The Top Frame links are summarized in Table 6. The instructor's courses are listed as plain site links on the Course webpage in the Main Frame shown in Fig. 9(a); selection of any of the site links results in the chosen

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webpage replacing the Course webpage in the Main Frame as shown in Fig. 9(b). This new, specific course webpage in the Main Frame is then replaced by selecting either the course syllabus or student work plain site link as shown in Figs. 9(c) and (d), respectively. The class webpage shown in Fig. 9(d) is replaced by selecting any of the student plain site links. An example of an instructor's Activities webpage is shown in Fig. 9(e). It should be noted that the Japanese versions of the instructor webpages contain essentially the same information and format.

Table 6. Instructor webpage (Eng. ver.) Top Frame links.

| | 1 | action |
|---------------------|-------------------------|--------------------------|
| Туре | to webpage | |
| rollover hyperlink | HGU website | opens in an additional |
| | | browser window |
| rollover site link | Faculty-day | opens in the original |
| | (Eng. ver.) | browser window |
| rollover site link | Dept. of JS-day | same as above |
| | (Eng. ver.) | |
| rollover site link | Dept. of E & C-day | same as above |
| | (Eng. ver.) | |
| rollover email link | visitor's email program | send email to instructor |
| rollover site link | 日本語ページ | opens in the original |
| | (Jap. ver. of webpage) | browser window |
| radio button | education record | opens in Main Frame |
| radio button | career record | same as above |
| radio button | research list | same as above |
| radio button | list of courses | same as above |
| radio button | summary of activities | same as above |

Depart. of Japanese Culture-day webpage (Jap. ver.)

The Japanese version of the Depart. of JC webpage (see Fig. 10) has the same features as the English version (see Fig. 8(a)) but with more rollover site links. The links are summarized in Table 7.

Table 7. Dept. of JC-day (Jap. ver.) Top Frame links.

| Туре | to webpage | action |
|--------------------|---|---|
| rollover hyperlink | 北海学園大学ホームページ (HGU website) | opens in an additional browser window |
| rollover site link | 人文学部ホームページ (Faculty-day Jap. ver.) | opens in the original browser window |
| rollover site link | 英米文化学科ホームページ (Dept. of E & C-day Jap. ver) | same as above |
| rollover site link | 二部(夜間部)ホームページ (Faculty-evening) | same as above |
| rollover site link | 大学院ホームページ (Graduate School) | opens list of graduate programs in Main Frame |
| rollover site link | English page (Eng. ver. of webpage) | opens in the original browser window |
| radio button | 学科紹介 (Dept. mission statement) | opens in Main Frame |
| radio button | 専任教員 (list of instructors) | same as above |
| radio button | カリキュラム (outline of curriculum) | same as above |
| radio button | 講義内容 (summary of core courses) | same as above |

Faculty of Humanities-evening webpage (Jap.)

The information contained in the Faculty of Humanities-evening webpage is somewhat different from that in the day program webpage; following the format set in the HGU website, the information for the evening programs of the Japanese Culture and the English and Cultures Departments is combined into one webpage. Table 8 lists the links shown in Fig. 11. The *9 radio-button bar* links in the Left Frame are the same as those listed in Table 3 and shown in Fig. 5(b) for the Faculty of Humanities-day program webpage (Jap. ver.).

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Table 8. Faculty-evening webpage Top Frame links.

| Type | to webpage | action |
|--------------------|---------------------------------------|---|
| rollover hyperlink | 北海学園大学ホームページ (HGU website) | opens in an additional browser window |
| rollover site link | 人文学部ホームページ (Faculty-day Jap. ver.) | opens in the original browser window |
| rollover site link | 大学院ホームページ (Graduate School) | opens list of graduate programs in Main Frame |
| radio button | 二部紹介 (Eve. Prog. Mission state.) | opens in Main Frame |
| radio button | 専任教員 (list of instructors) | same as above |
| radio button | カリキュラム (outline of curriculum) | same as above |
| radio button | HGU 情報 (HGU general information) | same as above |

Graduate School of Literature - Japanese Culture webpage (Jap.)

The Graduate School of Literature webpage, shown in Fig. 12, has the same kind of information as the Faculty and Department webpages. This webpage could be expanded in the future to include additional courses of study as they are created. The Top Frame links are summarized in Table 9.

Acknowledgments

The authors wish to express their gratitude to the students in Suenaga's composition courses without whose considerable efforts the instructor information would not have been available in English.

Table 9. Grad. School of Lit. - Jap. Culture webpage links.

| Туре | to webpage | action |
|--------------------|--|---------------------------------------|
| rollover hyperlink | 北海学園大学ホームページ (HGU website) | opens in an additional browser window |
| rollover site link | 人文学部ホームページ (Faculty-day Jap. ver.) | opens in the original browser window |
| rollover site link | 二部(夜間部)ホームページ (Faculty-evening) | same as above |
| radio button | 大学院紹介 (Grad. School mission state.) | opens in Main Frame |
| radio button | 文学研究科長のメッセージ (Grad. Dean's message) | same as above |
| radio button | 専任教員 (list of instructors) | same as above |
| radio button | カリキュラム (outline of curriculum) | same as above |
| radio button | HGU 情報 (HGU general information) | same as above |

| English Composition Enshu 3-day 2000-2001 | English Composition 2-evening 2001-2002 |
|--|--|
| Jun Matano Toshihiro Nozu Shigeru Sasaki Akiko Terai English Composition Enshu 3-evening 2000-2001 Hisayo Bunaka Ikuko Hatae Noriko Kozaki Mizuki Shimada Satoru Yamaguchi Rie Yamamoto English Composition Enshu 1-day 2001-2002 Chikako Inoue Yuta Itano Miyabi Kikuchi Yuuki Niina Yuki Takaku Masae Yamamoto | Ayumi Daichyo Tomomi Fujita Taku Hatakeyama Mina Kato Natsuko Kitahashi Kenichi Kobayashi Yuta Komatsu Masaki Morimoto Toshiya Nakamura Satoka Ohashi Motoki Ohta Keiko Suzuki Motoko Takami Itsuko Takano Teruhito Watanabe Tohru Yamashita |

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※人文学部の教員による本共同論文「人文学部のインターネット・ホーム・ページとビデオ・マガジン」は、2000年度北海学園学術研究助成による研究成果である。

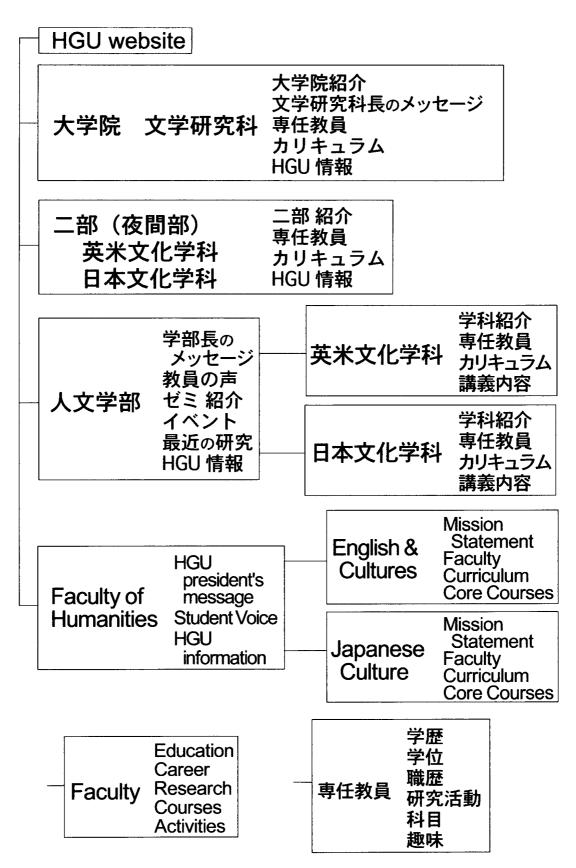
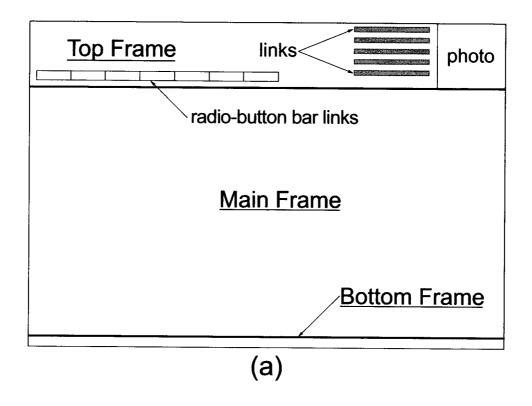
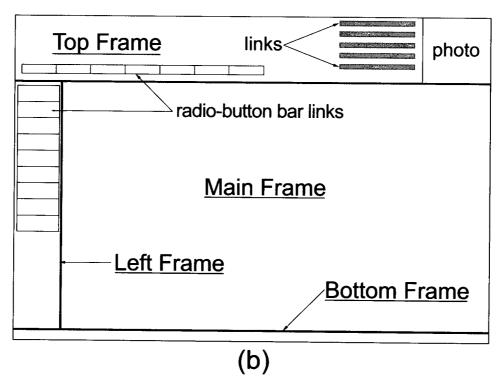


Fig. 1 Site Map.





Figs. 2a, b Basic browser window frame configurations.

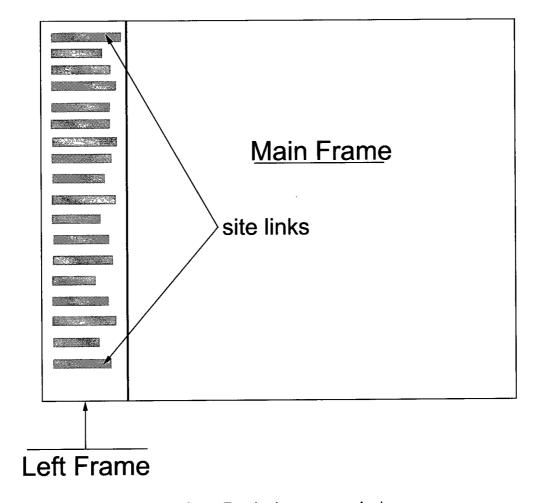


Fig. 2c Basic browser window frame configurations.



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Site links:

Faculty of Humanities, day , evening Graduate School of Literature, Japanese Culture

Fig. 3 HGU "home" page.

● 日本文化学科 ● 英米文化学科 Faculty of Humanities Official website

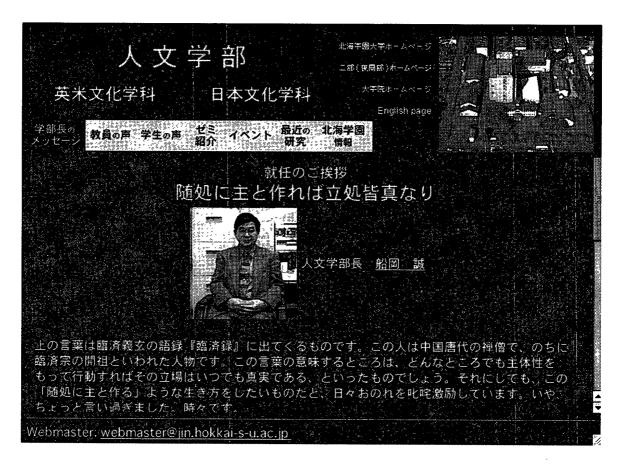
Faculty of Humanities website

- 人文学部ホームページ
- Faculty of Humanities webpage

Official website: author, HGU (Japanese)

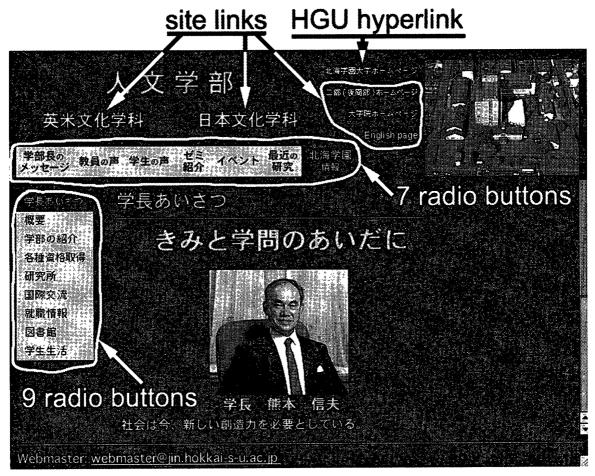
Faculty of Humanities website: author, self (Japanese and English)

Fig. 4 HGU website links: Faculty of Humanities (day).



Note: Main frame contains the Dean's message but no radio button bar.

Fig. 5a Faculty of Humanities-day (Jap.) (Dean's message).



Site links: 英米文化学科 日本文化学科

二部 (夜間部)ホームページ

大学院 ホームページ

English page

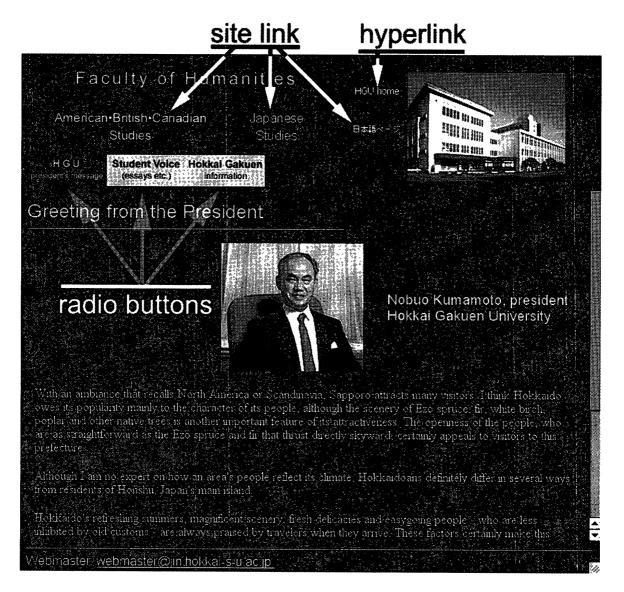
7 radio-button bar

学部長のメッセージ 教員の声 学生の声 ゼミ紹介 イベント 最近の研究

HGU情報

9 radio-button bar

Fig. 5b Faculty of Humanities-day (Jap.).



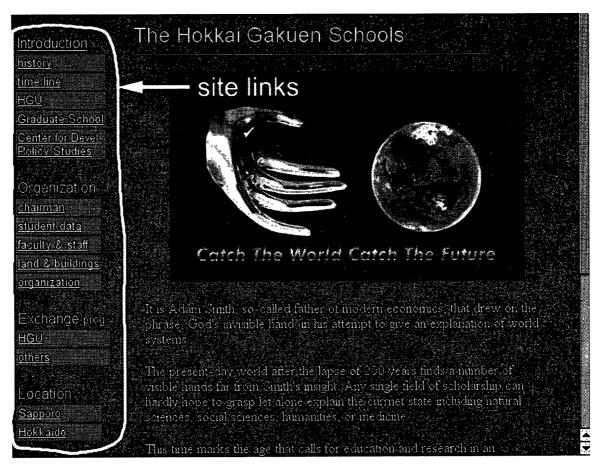
Site links: Dept. of English and Cultures (Amer./Brit./Can. Studies)

Dept. of Japanese Studies

日本語ページ (Jap. ver. of webpage)

radio-button bar: HGU — president's message
Student Voice
Hokkai Gakuen information

Fig. 6 Faculty of Humanities-day (Eng.).



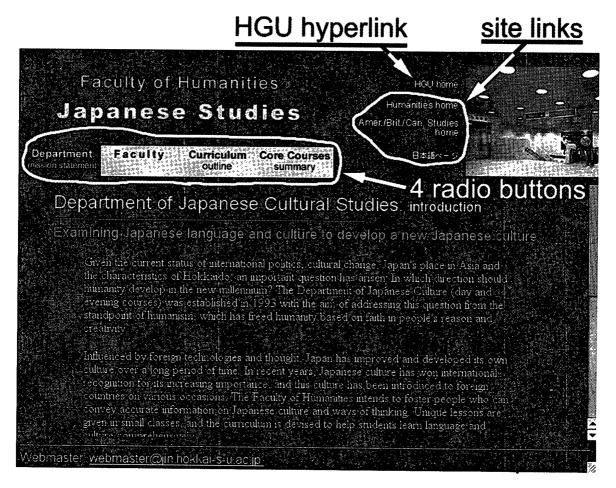
Site links

introduction
history
timeline
HGU
Graduate School
Center for Devel.
Policy Studies

Organization
chairman
student data
faculty & staff
land & buildings
organization

Exchange programs
HGU
others
Location
Sapporo
Hokkaido

Fig. 7 Hokkai Gakuen information webpage.

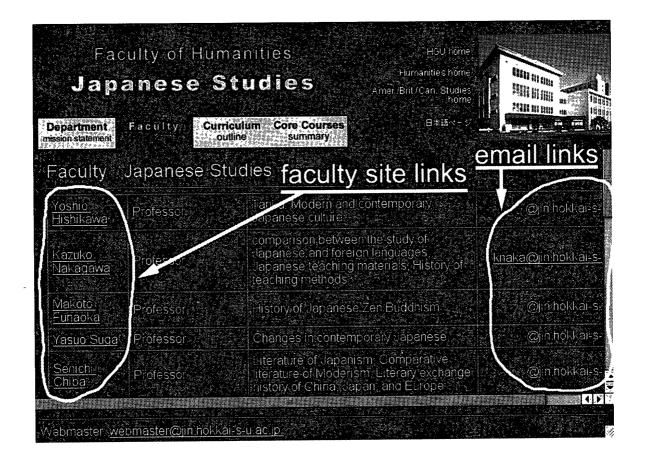


Site links: Faculty of Humanities home Depart. of English & Cultures (Amer./Brit./Can. Studies) home 日本語ページ (Jap. ver. of webpage)

4 radio-button bar:

Department mission statement Faculty (list of instructors) Curriculum outline Core Courses summary

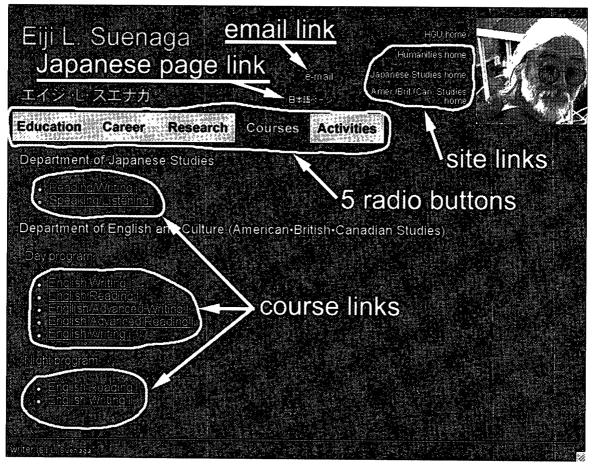
Fig. 8a Department of Japanese Culture-day webpage (default) (Eng.).



faculty site links:

name link | position | research theme | email link

Fig. 8b Department of Japanese Culuture-day webpage (instructor list) (Eng.).



Site links: Faculty of Humanities home
Department of Japanese Studies home
Department of English & Cultures home
(Amer./Brit./Can. Studies)

email link: send email to instructor

Japanese page link: instructor page in Japanese

5 radio-button bar: Education

Career Research Courses Activities

course links: various

Fig. 9a Instructor webpage (Eng.) (Courses).



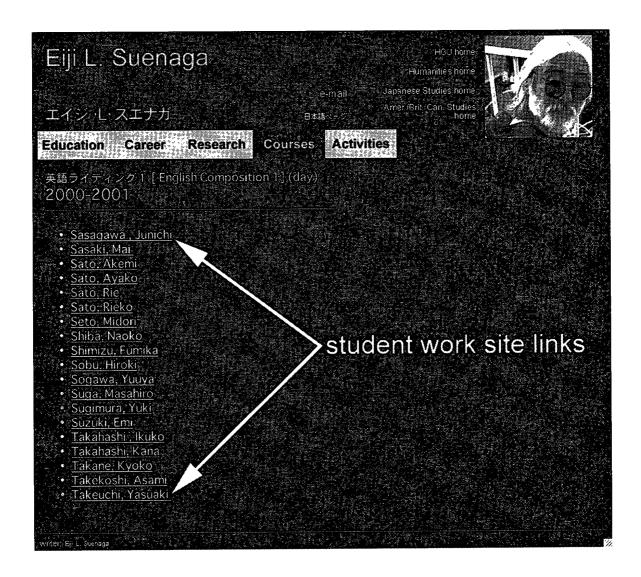
Course description Main Frame site links:

course syllabus student work by year or class

Fig. 9b Instructor webpage (Eng.) (Course description).



Fig. 9c Instructor webpage (Eng.) (Course syllabus).



Site links: student work pages

Fig. 9d Instructor webpage (Eng.) (class page — student work links).

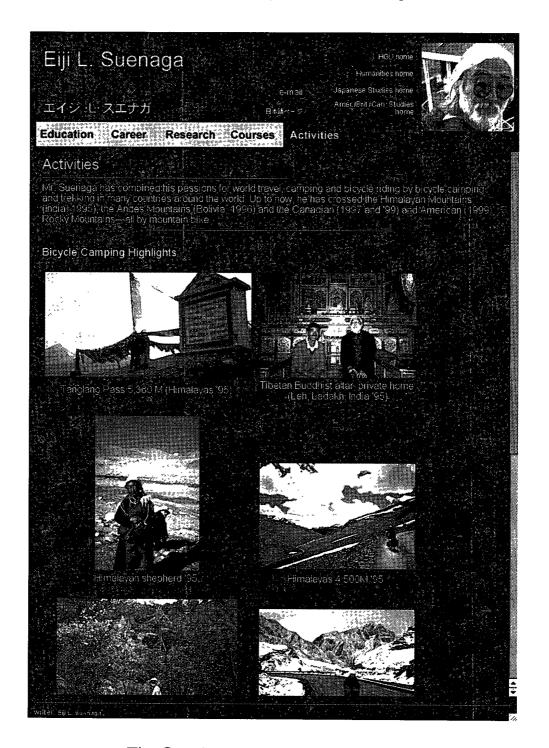
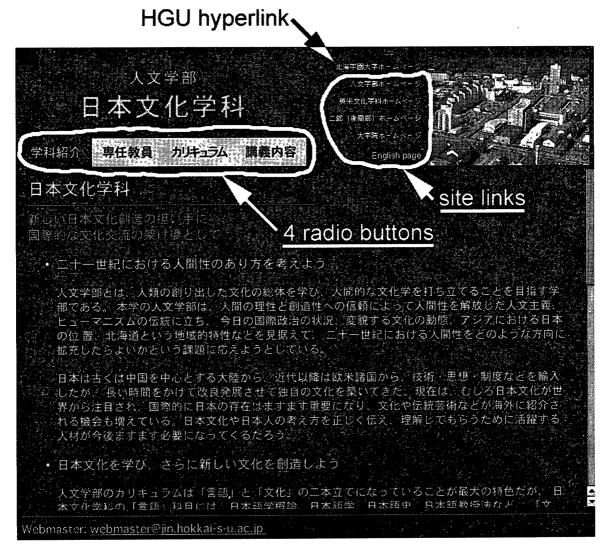


Fig. 9e Instructor webpage (Eng.) (Activities page).



Site links: 人文学部ホームページ

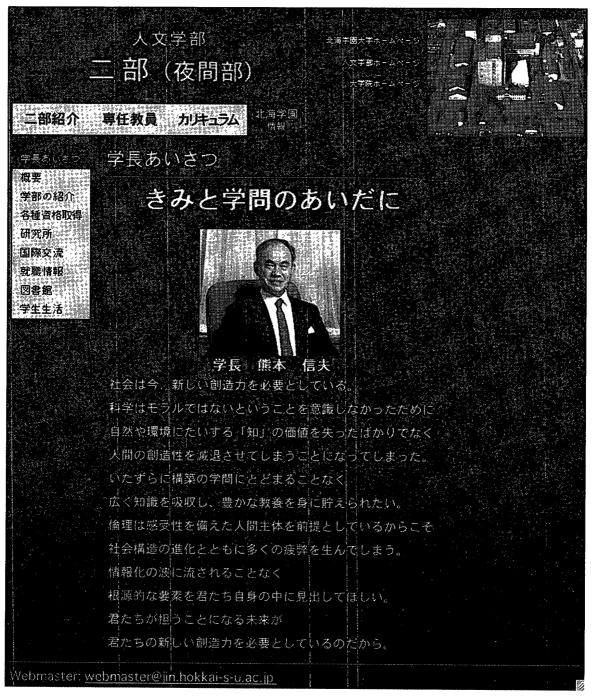
英米文化学科ホームページ 二部(夜間部)ホームページ

大学院ホームページ English page

4 radio-button bar: 学科紹介

専任教員 カリキュラム 講義内容

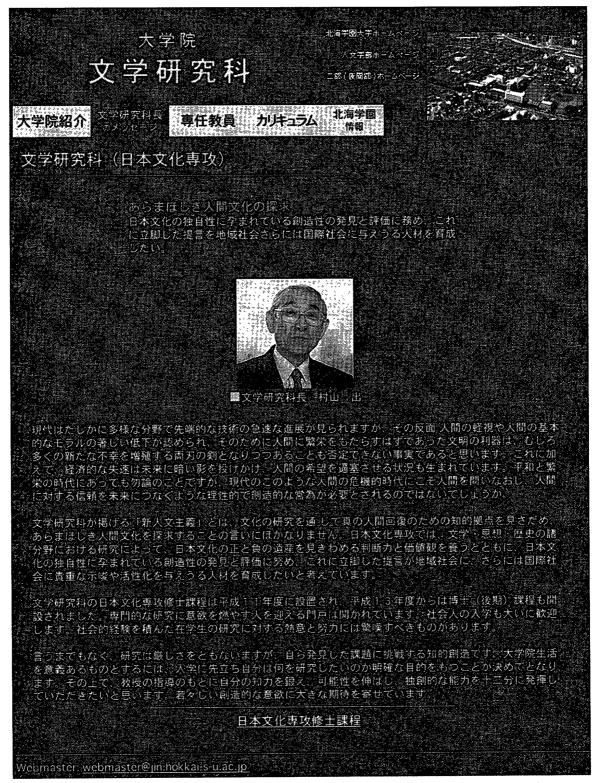
Fig. 10 Depart. of Japanese Culuture-day webpage (Jap. ver.).



Links: HGU ホームページ (hyperlink) 人文学部ホームページ (site link) 大学院ホームページ (site link)

4 radio-button bar (Top Frame) 9 radio-button bar (Left Frame)

Fig. 11 Faculty of Humanities-evening webpage.



Site links: 人文学部ホームページ、大学院ホームーページ 5 radio-button bar (Top Frame)

Fig. 12 大学院文学研究科 (Grad. School of Lit.).