

Editorial Team

An editorial team has managed and further developed the University's website since it was relaunched in 2012.

The new design touches on four basic principles:

- Clear structure
- Unified layout
- Unified navigation
- Multilingual website (German/English)

The editorial team is responsible for executing the concept and is available to help you:

- Create webpages with a unified look that easily conform to RWTH's design standards
- Prepare web-appropriate content
- Use the institute website templates with our guidance
- Translate texts into English/German with the help of native speakers
- Conduct quality control checks of the webpages

To maintain optimal usability and design, the following rules particularly apply to the RWTH webpages. The most important aspects of editorial work online are:

1. Writing for the target audience
2. Handicap accessibility
3. Gender-neutral language
4. Uniform imagery

Point 1. All texts should be written in both a format and language appropriate for the target audience. All wording should be clear and simple.

Point 2. Foreign words and technical language should be explained and used sparingly. This also applies to abbreviations and acronyms (examples: JARA, AStA). These should be explained the first time they occur in the text.

Point 3. Language should be gender neutral. In German, this means the plural masculine form should not be used as a catchall and that word formats such as "MitarbeiterInnen" and "Mitarbeiter/-innen" cannot be used. Instead, both the masculine and female plural forms are to be written together, such as "Mitarbeiterinnen und Mitarbeiter." Where possible, gender neutral nouns are preferred such as "Person," "Elternteil," and "Lehr-oder Fachkraft." In English, use of "they" as a singular pronoun is encouraged.

Point 4. Images should also be gender neutral and should not portray any stereotypical gender roles. Expressive, authentic pictures with large-scale motifs and a direct relation to the text are preferred. Stock photos and photos purchased from agencies are not permitted. Infographics, which may only be used in some exceptions, can be used to accentuate the text they accompany. However due to handi-

cap accessibility, they may not replace the text. Each picture must be accompanied by an informative alternative text that can be interpreted by a screen reader for the visually impaired.

The editorial team has been trained to optimally implement the special requirements for online texts with regard to structure and readability, and additionally, to adapt existing texts in accordance with these requirements.

When editing pages on institute websites within the University's content management system (CMS), the editorial team recommends using the following tools available in the system:

- Modules such as post-its, warnings, and contact boxes (Post-It, Hinweis, Kontaktbox), to structure the page and present information in a uniform manner across all university webpages
- Text formatting - different headings, designated links as internal, external, or email, and the use of bullet points, paragraphs, or separator modules (Trennlinien)
- Tool menu in the CMS to achieve desired technical features and layout

Correct use of these tools ensures the website is tailored to its users, is handicap accessible, and fulfills search engine optimization requirements.

Contact

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