Client Styling Guide

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This document gives step-by-step instructions on what we need from you before your file is submitted for implementation. We will be using the "Catalog Starter Document" to paste your content into and provide you with the styles you need.

Note: The following steps must be completed before we can begin implementing your content into the system. Because the courses will be imported using a csv file, the course description section of the catalog can be removed.

## Step 1: "Catalog Starter Document"

The first thing we need you to do is to convert your file into a Word document and copy and paste it into the "Catalog Starter Document." The starter document will provide the styles needed for implementation.

This is your chance to ensure all content is present and in the correct order. The file you provide us will be used as the source of truth when checking and implementing your catalog.

Step 2: Attach Headings to your text

Using the styles in the "Catalog Starter Document" we can begin shaping the Table of Contents (TOC)/navigation of the document. We want to make sure we are accurately portraying how your catalog should be structured. To do this you will be attaching the styles Headings 1-4 to your file. Your programs will have a couple of additional styles to provide us better clarification.

A. Open the navigation pane and style bar.
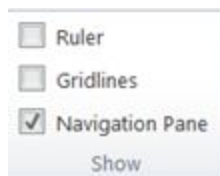
In the "View" tab of the ribbon, check the box for "Navigation Pane." The Navigation Pane displays the hierarchy of the items in your catalog as the heading styles are applied. Sections can expand, collapse, and be navigated to by selecting a heading. These functions are very similar to how your catalog will appear on the web and provides you with a preview of the catalog's web navigation.

In the "Home" tab of the ribbon, open the styles bar using the arrow in the lower right corner of the "Change Styles" button. This will open a pop-up with all of the style options.
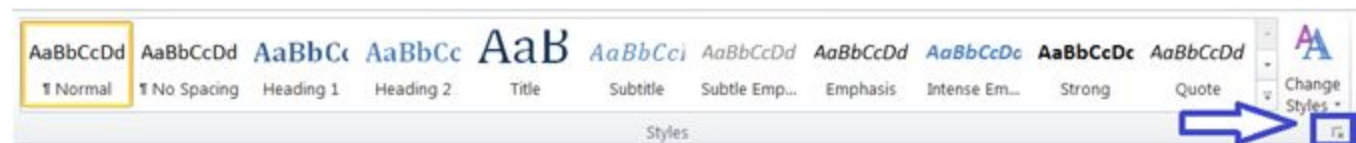
B. Attach styles Headings 1-4

Heading Styles
Find Heading 1, Heading 2, Heading 3, and Heading 4 in the styles bar. The first heading of the document has to be a Heading 1. Heading 1's are the first level of your navigation. Note how it appears in the navigation pane on the left.
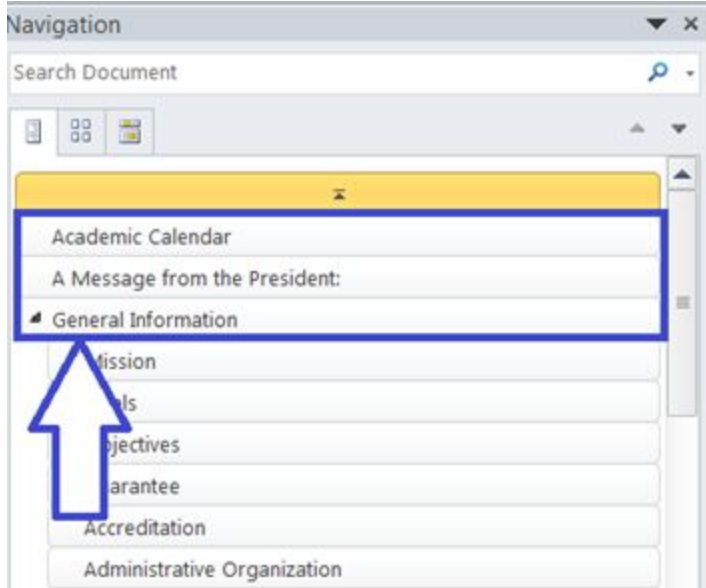
If a section should be nested within another section and belongs on its own page on the web, apply the next level heading. Since we started with Heading 1 the next heading we should use is a Heading 2. Notice how the Heading 2's indent in the navigation pane.
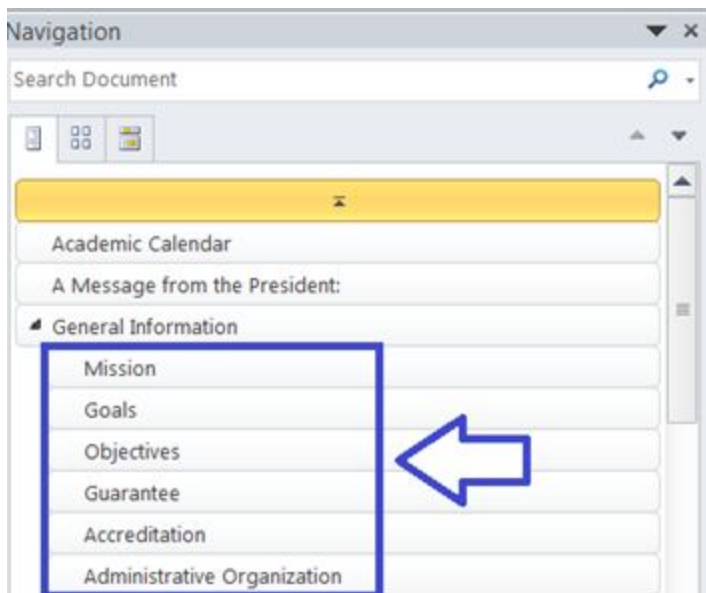

Note: Headings have to go in order, you CANNOT skip a level. This means that you cannot have a Heading 1 and then a Heading 3, you have to use a Heading 2 instead. Think of it as the navigation on the web, items have to live within each other.

As you go through your document you can expand and collapse sections of the navigation, just like navigating the web.

Adding Emphasis to a Section

If you wish to provide more emphasis to a section, but not place it on its own page, please **"Bold"** the text.

Note: Don't worry about how the headings may look as you apply the styles. The headings are there to tell the system that these represent a new item/page and provides the correct organization. Any font, size, or color changes will be made directly to the web template.

C. Program Styles and Required Subheadings

The way content is organized in a paper document is much more fluid than a structured database like the SmartCatalog system. Two separate subheadings are required in a program before courses can be listed, the styles related to these are the "Requirements Subheading" and "Courses Subheading (1-3)". If you already have two subheadings listed before your courses, you do not need to add additional text to accommodate this structure.

Example Headings: Program Requirements, Curriculum, (120 Credits), Required Courses, Complete the following, etc.

The "Requirements Subheading" is the first subheading in the program that must be present before courses are listed. A "Course Subheading" can only be listed after a Requirements Subheading has been added and must be present before courses are listed. 3 course subheading styles have been provided to create structure and levels for your program. Please see the below structure of how this might appear.

Step 3: Making Edits to your Catalog

Below are the edits you are required to make to your catalog if present.

Change Capitalization (required)

Many catalogs and handbooks capitalize all or some of their headings. Any headings that are fully capitalized need to be changed to regular first letter capitalization, unless the letters should always be capitalized, such as FERPA.

To make this change, select the entire heading that needs to be changed. Hold Shift and press F3, this will toggle the text between all CAPS, lowercase, and first letter capitalization. If you have words in the title, such as the, in, and, or, etc. that shouldn't have the first letter capitalized, please change it to lowercase. If these headings need to be fully capitalized in the future, we can change the print and web templates to reflect this.

Course Consistency (required)

The way your courses are displayed needs to be consistent throughout the catalog.

Spacing between Subject Code and Course Number
The space or character present between the subject code and course number of the courses must be consistent. For example, if there is consistently a space between the subject code and number, any courses that do not follow this rule will need to be changed (i.e. BIO100 or BIO-100 would be changed to BIO 100).

Adding Subject Code before the Course Number
To save in the narrative, many institutions will remove the subject code before a course number if a subject code applies to a group of courses (i.e. BIO 100, 200, 234, 255, 267). In order for the courses to link and import, the subject code needs to be added to all courses (i.e. BIO 100, BIO 200, BIO 234, BIO 255, BIO 267).

Checking for Broken Links (required)

Checking for broken links is essential for the benefit of your users. Broken links when selected in the catalog will send users to a 'this page cannot be found' error. Therefore, it is imperative you check all links that are found in your catalog and make sure that they are navigating users to the correct location.

Paragraph Marks vs. Lines (required)

When files are converted to Word some of the paragraph lines may not be grouped together properly. In the image below, the paragraph mark is visible and shows a paragraph mark after each line. The paragraph mark should only be visible at the end of the paragraph. Please group lines accordingly if they all belong in the same paragraph.

When all admission materials are on file, a decision regarding the applicant's¶
admission and academic scholarship is made by the admission committee and¶
the student is notified by the admission office. All students must show ability to¶
meet financial costs to travel to the United States, complete their education and¶
return home. Additional financial assistance may be awarded by the International ¶
Committee after the February 1 deadline and the student's acceptance to the ¶
college.¶
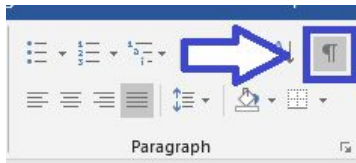
 When styling is removed this issue becomes much more visible and space is added between the lines. To view paragraph marks, select the paragraph symbol under the Home tab of the ribbon.

Multiple Course Numbers/Subject Codes (required)

Even though courses often have separate course descriptions, multiple numbers or subject codes may be listed together on the same line (i.e. BIOL 101/102, CHEM 200/200L, ENG 101/LIT 110, BIO/ENV 215, etc.).

If these courses are two separate courses, are not listed together in the course extract, and are not cross-listed, please place them on separate lines. Multiple courses cannot live on the same line. If the numbers are listed together in your course extract, please keep them on the same line.

If you can only take one course and they are not cross listed, please add an "or" between the courses.

If the courses are cross listed, please make sure the information is in the cross listed field of your course extract. Only one course number needs to be present for both to appear in the program requirements. Please remove the other subject code/number.

Optional Edits and Suggestions

Degree Title Structure

You may consider changing how the degree names appear in SmartCatalog. We want readers to be able to find the degrees easily in the index/table of content that is generated automatically from the system by the titles.

> **Recommended Structures:**
> Biology, Bachelor of Science
> Biology, BA
> Biology, B.A.

Certificates/Minors

Some institutions place their Minor and Certificate information in with the degree requirements. If this is you, please consider separating your Certificates and Minors from the degrees if they can be taken separately from the degree.

Step 4: Separating Program and Narrative Content

SmartCatalog imports your narrative (non-academic) and program (academic) content separately. After you have completed the steps above, you are ready to separate out your program and narrative content into two separate documents. You can do this by opening two new Word documents and copying the content into it.

Program:

This is the academic information of your catalog, which are primarily the sections that contain course lists. Upon import, program information links to the course description section of the catalog, which was provided from your SIS.

The program content are sections such as Schools and Departments which contain your degrees, certificates, and minors.

Examples: General Education Requirements, Liberal Arts Requirements, Degrees, Certificates, Minors, Departments, Degree Completion Programs, etc.

Narrative:

This is the front and back matter of your catalog, which contain your policies, procedures, and general information.

Examples: General Information, Calendar, Admissions, Financial Aid, Academic Policies and Procedures, Student Information, Directories, etc.

Step 5: Images from the Catalog

If your catalog contains images that should be included in the web catalog, please provide these separately in either .png or .jpeg format. SmartCatalog cannot always pull the images from your catalog or they may not be the quality you desire.

Note: Images should be sent to scsupport@watermarkinsights.com and let them know where you would like these media items to be displayed within your catalog. Please cc your Product Consultant in all implementation communication.

Next Steps

Submitting your Material

Once you have finished converting and cleaning up your file, you are ready to submit your catalog(s) to your **Product Consultant** via email. You will need to provide the following documents for the catalog(s).

- Narrative specific content
- Program specific content

Note: If you have any concerns about making changes to your document, please contact your Product Consultant.