Redesign Process

Key principles: Simplicity, Flexibility, Sustainability

Static HTML   2**nd**   3**rd**   **CMS**

1st

Flexible site index   **Visual identity**   Normalized site index

Flexible navigations   **Modular**   Normalized navigations

Flexible editorial rules   **layout system**   Normalized editorial rules: content types and metadata

Library of templates   Library of templates

Data entry tools

Search engine
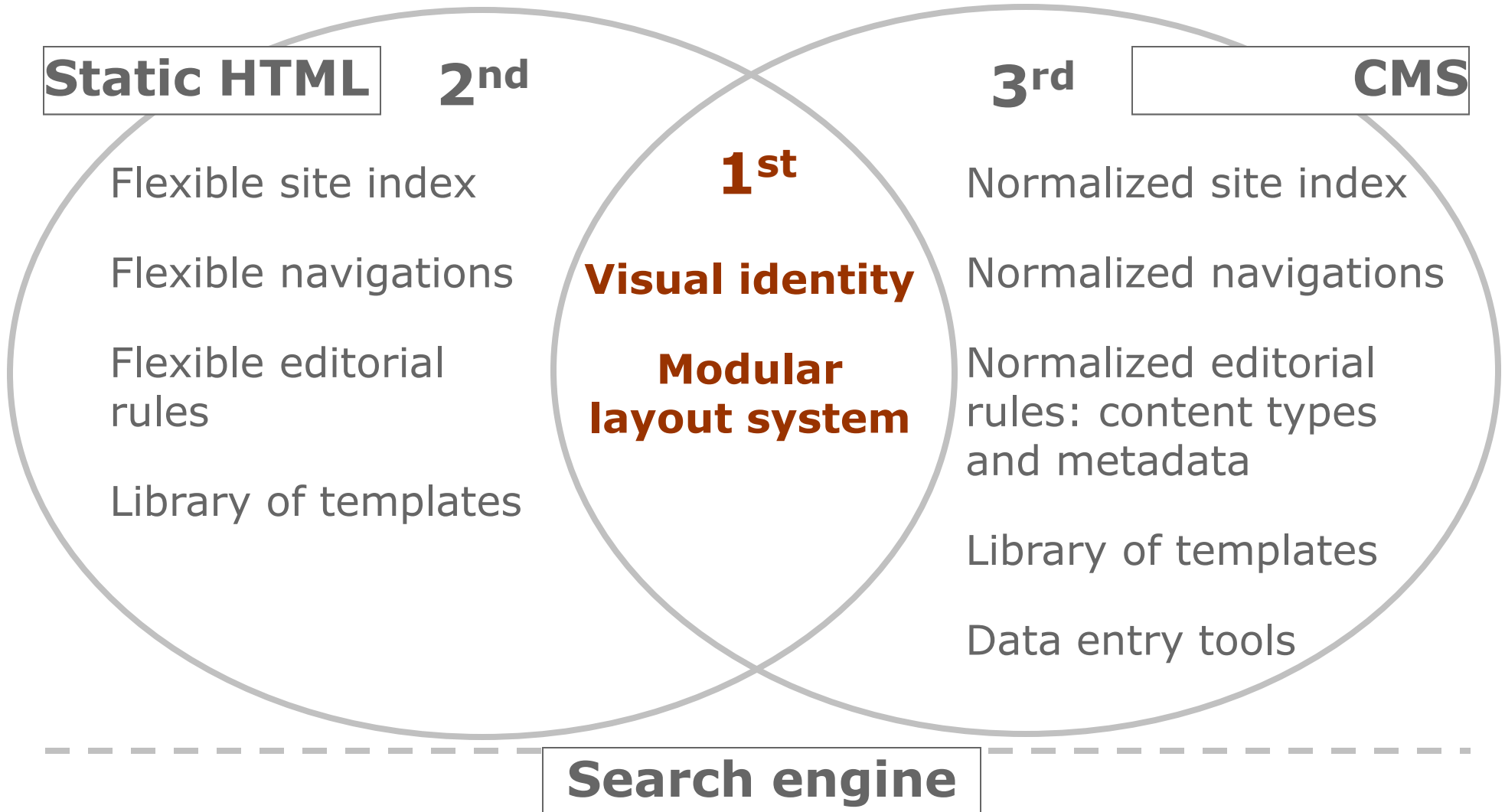
Approach and workflow

2004 **2005** **2006** **2007** **2008**

Departmental sites

Soft standardization - *Static HTML – The laboratory*

Presentation
Flexible site index and navigation
Flexible editorial rules

Hard standardization- *CMS*

Presentation
Normalized site index and navigation
Normalized contents

A fundamental decision:

Dept. site: HTML and CMS
Global site: CMS

Global site

Hard standardization - *CMS*

Presentation
Normalized navigation
Normalized contents

28 April 2007
The Global site go live in CMS

Search engine

WEBDEV became a Web agency

➔ **It develops tools and methodologies**

➔ **It drives and controls** the redesign process providing to Departmental web editors:

➔ Information architecture services

➔ Templates production

➔ Training

➔ Quality control and support during the web site implementation

WEBDEV people develop new skills and roles

WEBDEV Unit

Departmental web editors