




# Go Global

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## Memorandum

**Date:** 22 March 2021

**To:** Kelton Black, Manager, Translation and Localization

**From:** Oluwafemi Osho, Technical Communicator, Translation and Localization 

**Subject:** Localization of Missouri S&T Homepage: Recommendations for Developing a Chinese Variant

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### Foreword

The Missouri University of Science and Technology (Missouri S&T) wants to attract more Chinese students visits to its homepage, with the hope of attracting more applications from the country; however, to appeal more to the intended audience, there is a need to create a localized variant of the Missouri S&T homepage. My team and I used a prototype theory approach to analyze the homepages of Missouri S&T and six of the top universities of science and technology in China. This report provides a description of our findings and some recommendations to produce a Chinese variant of the Missouri S&T homepage that will be acceptable to Chinese students.

### Summary of Conclusions and Recommendations

Our findings revealed that while there are many similarities between the homepage of Missouri S&T and those of Chinese universities of science and technology, there are a few differences in the composition of buttons, variety in hyperlink design, presence of brand logo, and presentation of the school logo. Based on these findings, we recommend that the buttons should consist of text with rectangular and rounded rectangular outlines; there should be less variety in hyperlink design; no brand logo should appear on the homepage; and beside the school logo, the school's name should be written in Chinese and English and stacked on each other.

### Introduction: Discussion of the Problem & Investigation

A recent survey commissioned by the management of Missouri S&T revealed a fast decline in the number of Chinese students in the institution. A committee set up to investigate the causes of the sharp reduction in the number of applications from China discovered that a Chinese variant of the homepage of the Missouri S&T website would increase the number of visits by Chinese students to the website and, consequently, increase the number of applications received from China.

One of the 2020 – 2030 strategic goals of the university is to increase its international student enrollment. Thus, the reduction in the number of Chinese students portends a big threat to this goal.

Therefore, the need to create a Chinese variant of the Missouri S&T homepage cannot be overemphasized.

Our investigation has shown that the visual website features used by various institutions in China satisfy the cultural expectations of most Chinese students. This implies that a Chinese variant of the homepage of Missouri S&T must incorporate similar designs for it to be acceptable to the Chinese audience. Hence, it is important to identify the specific visual elements which would be incorporated into the design of the variant. This can be achieved by using a prototype theory.

Prototype theory presents an effective mechanism to meet the cultural and visual design expectations of an international audience. The theory examines how humans perceive objects they encounter by relying on the visual representations stored in their memory. One common method of applying the prototype theory in website analysis and design is St. Amant's approach. It is a two-layered approach that combines macro- and micro-level analysis of websites. The first level, performed on a prototype website, entails identifying website features such as menu bar, color, buttons, hyperlinks, body text, images, and search engine, and analyzing how the features are presented. This is used to develop an initial design checklist. Thereafter, about five to seven other websites are selected, and the checklist items are reviewed on the new sites to ascertain the characteristics common among most of the websites. At the micro level, the presentation of the common characteristics is compared across the new websites. This final analysis is used to create a final design checklist.

We employed the St. Amant's method in our homepage analysis and design. We began with an analysis of the Missouri S&T homepage (Figure 1) to identify the presence, or otherwise, and the design of 9 characteristics, viz., menu bar, button, colors, hyperlinks, body text, search engine, images, logo, and footer information. To create our initial and final checklists, we analyzed the 6 topmost universities of science and technology in China, based on the ranking by [Times Higher Education \(THE\)](#). The list of the analyzed universities, with their corresponding URLs, is presented below. We adopted SUST as our prototype homepage to create the initial checklist. Based on the initial checklist, we further analyzed the remaining 5 homepages to create our final checklist. Each feature and corresponding feature design in the initial checklist were analyzed in the 5 secondary homepages. A homepage feature/design in the initial checklist is included in the final checklist if it is present in at least three of the 5 secondary homepages.

- i. Southern University of Science and Technology (SUST): <https://www.sust.edu.cn/>.
- ii. University of Science and Technology of China (USTC): <https://www.ustc.edu.cn/>.
- iii. Huazhong University of Science and Technology (HUST): <https://www.hust.edu.cn/>.
- iv. East China University of Science and Technology (ECUST): <https://www.ecust.edu.cn/>.
- v. University of Science and Technology Beijing (USTB): <https://www.ustb.edu.cn/>.
- vi. Kunming University of Science and Technology (KUST): <https://www.kmust.edu.cn/>.

The rationale behind selecting universities of science and technology was based on the thought that since Missouri S&T was a science- and technology-based university, it would be logical that a Chinese variant should incorporate homepage features that were commonly associated with science- and technology-based universities in China.

## **Body: Discussion of the Findings**

Our analysis of the homepages of the Missouri S&T and six topmost Chinese universities of science and technology revealed many similarities and few difference in the design of homepage features. The main differences were in the composition of buttons, variety in hyperlink design, use of brand logo, and presentation of school logo. In the following subsections, I present the results of our analysis.

### ***Menu Bar***

The homepages of the six Chinese universities of science and technology and Missouri S&T each had one horizontal bar consisting of hyperlinked text. On the homepage of the SUST—the prototype homepage—the menu bar was located at the top right corner of the homepage. However, in 3 out of the 5 secondary homepages, similar to Missouri S&T, the bar could be found at the center top.

### ***Button***

Most of the homepages made extensive use of buttons, including for linking to other pages. Buttons were located at different parts, mainly at the body and footer sections, of the homepages of SUST, Missouri S&T, and 4 out of the 5 secondary homepages.

The buttons on the SUST homepage had rectangular, square, and rounded rectangular shapes. While none of the 5 secondary homepages employed more than 2 button shapes, the prevalent shapes were rectangle and rounded rectangle. In the case of Missouri S&T, most buttons were rectangular while the others were circular in shape.

In terms of composition, all seven homepages had buttons consisting of text with different shape outlines. The SUST homepage employed text as well as image buttons. However, 3 out of the 5 secondary homepages adopted only text. On the other hand, for Missouri S&T, while some buttons were only text, some were only images, while others combined both text and images.

### ***Colors***

Color is one of the most important components on websites. Our analysis of the seven homepages revealed the use of multiple colors, ranging from three to eight. The SUST homepage had about seven plain background colors; the Missouri S&T had about 8 background colors that were both plain and tinted. Four of the secondary homepages used plain and tinted background. We further observed that in 3 out of the 4 secondary homepages that used backgrounds that were plain and tinted, the tinted part had pictures at the background.

We also discovered that the background colors on the Missouri S&T homepage were part of the institutional color palette. Consequently, we believe that those of the six Chinese universities of science and technology should be the respective institutional colors as well.

### ***Hyperlinks***

All 7 homepages used hyperlinks extensively. This was not surprising as hyperlinks are the primary tool used for navigating to other pages of a website. Most of the hyperlinks of the analyzed homepages were either textual or graphical; they were many and distributed in all parts of the respective homepages. For the SUST homepage, when the cursor hovered over the textual hyperlinks, in most cases, the text did not change color; however, in some cases, the text was outlined. In the case of the 5 secondary homepages, the most common textual hyperlink design

entailed text changing colors when cursor hovered over it. The Missouri S&T homepage, like that of SUST, used different designs. For some textual hyperlinks, when the cursor was hovered over them, the text retained its color and was underlined. For others, the colors were changed.

For graphical hyperlinks, there were more variety in design. In the case of SUST, these included a cursor changing to a hand when hovered over a link, an image link protruding, or some text displaying on an image link when the cursor was hovered over the link. The case of Missouri S&T was similar, with the exception of the cursor changing to a hand. However, for 3 out of the 5 secondary homepages, the only design used was that of the cursor changing to a hand when it was hovered over a graphical hyperlink.

### ***Body Text***

In the course of our analysis, we observed that all the 7 homepages combined different text sizes. Generally, the headings had bigger sizes, compared to the other parts. Our findings revealed that the Missouri S&T homepage used at least 5 different body text sizes. When we checked the initial letters in a sentence and the first letter in a paragraph, we observed that their formats were the same with the rest of the sentence and paragraph, respectively.

### ***Search Engine***

Most of the homepages analyzed had a search engine. Specifically, only SUST and one of the secondary homepages did not integrate a search engine. For the Missouri S&T and 3 out of the 4 secondary homepages that included a search engine, it was located at the top right corner of the page.

The search engine on the Missouri S&T homepage was accompanied the text “Search” in the search box. Further, it contained a dropdown menu that allowed a user to indicate a scope of search. Only one of the 4 secondary homepages, which had a search engine, incorporated text in the search box.

### ***Images***

One of the most pervasive contents on all the analyzed homepages was images. The images, of various sizes, were located at the header and/or body section of the homepages. The seven universities had different number of images on their respective homepages. Table 1 presents the number of images counted on each homepage. The average number of images for the 5 secondary homepages was 16.2 (SD = 9.34). With the exception of USTB that had some blurry images, the images on the homepages consisted of high-resolution pictures. Further, the images on the homepages of the six analyzed universities of science and technology in China were colored. In the case of Missouri S&T, few of the images were white and black in color while the rest were colored.

Analyzing the nature of the images, we found out that the SUST homepage and those of 3 of the secondary homepages contained both realistic and abstract images. This contrasted with the Missouri S&T and remaining 2 of the secondary homepages which had only realistic images. In most cases, the images were made up of pictures of people, buildings, and landscape.

Another important finding was the presence of human images on the 7 homepages. The images contained humans of both genders who were, in most cases, dressed in formal and casual wears, and performing different activities. One the homepages of SUST, Missouri S&T, and ECUST, we observed images depicting people working in the laboratory.

One other common feature of all the analyzed homepages was the presence of image carousel, mostly below or behind (used as a background for) the menu bar.

**Table 1.** Number of images found on analyzed homepages

S/No.	Institution	Number of Images
1.	Missouri University of Science and Technology	10
2.	Southern University of Science and Technology	20
3.	University of Science and Technology of China	6
4.	Huazhong University of Science and Technology	14
5.	East China University of Science and Technology	31
6.	University of Science and Technology Beijing	12
7.	Kunming University of Science and Technology	18

### ***Logo***

Our findings revealed that each of the 7 analyzed homepages conspicuously displayed the school logo. For the prototype and secondary homepages, beside or below the school logo, the name of the university in Chinese was stacked on top of its name in English. Such design was not applicable to the Missouri S&T logo.

On the homepage of SUST, the school logo, together with the stacked university name, was placed at the top and bottom left of the homepage. On 3 out of the 5 secondary Chinese homepages, the logo and the university name were also placed at different points at the top and bottom of the homepages. The Missouri S&T homepage had the university logo located at the top left and center bottom positions.

One notable observation was the presence of brand logos on the Missouri S&T homepage. These were the 150 Years and #Miner150, with the former placed beside the school logo and the latter on the top right corner of the homepage. In contrast, on the SUST and secondary homepages, there were no brand logos.

### ***Footer Information***

The last homepage feature we investigated was the type of information placed at the footer. We specifically checked for copyright information and social media icons. We discovered that all but one of the homepages—that of HUST—had copyright information at the footer section. Similarly, with the exception of USTC and KUST, the homepages of SUST, the remaining 3 secondary homepages, and Missouri S&T had social media icons for easy navigation to the different social media handles of the respective institutions.

### **Conclusion: Discussion of the Conclusions/Recommendations**

Based on our thorough analysis of the homepages of Missouri S&T and 6 topmost Chinese universities of science and technology, we recommend that there should not be much difference in terms of characteristics between the homepages of Missouri S&T and the proposed Chinese variant. Consequently, for a Chinese variant of the Missouri S&T homepage that will be acceptable to Chinese students, we provide the following recommendations:

### ***Header***

The header section of the homepage should contain the school logo located at the top left corner of the page. Beside the school logo, the name of the school should be written in Chinese and English, with the Chinese name placed above the name in English. The header section should also include one horizontal menu bar positioned at the center top side of the page. The menu bar should use hyperlinked text. At the top right side of the page, there should be a search engine.

### ***Body***

The body text on the Chinese variant of the Missouri S&T homepage should be of various font sizes. However, we recommend that the font used for headings should generally have bigger sizes than the corresponding remaining text.

### ***Footer***

We recommend that there should be copyright information and social media icons at the footer section of the proposed Chinese variant. The social media icons would provide easy navigation for users to the university's social media handles. Also, at the footer section, the school logo should be placed at the bottom left corner, and beside it should be the name of the school in Chinese above the name in English.

### ***Buttons***

Buttons should be used to help users carry out an action. They should also supplement hyperlinks for navigation to other pages. The button should use rectangular and rounded rectangular shapes. Further, they should contain only text.

### ***Colors***

It is recommended that the Chinese variant of the Missouri S&T homepage should be limited to seven background colors. We expect that the variant would consist of some colors in the list of Missouri S&T color palette. Further, we recommend that the background should use a combination of plain and tinted colors, with the tinted ones having pictures at the background.

### ***Hyperlinks***

The hyperlinks should be textual and graphical. We propose that textual links should be designed such that they change color whenever a user hovers the cursor over them. For image hyperlinks, we recommend that they should change to a hand when cursor is hovered over them.

### ***Images***

On the Chinese variant of the Missouri S&T homepage, there should be an image carousel. This can be located below or placed behind, to serve as a background for, the menu bar. The images used on the homepage should be colored, of various sizes, and of high quality. Further, the Chinese variant should use a combination of realistic and abstract pictures of humans, buildings, and landscape. The humans should be both male and female and be dressed in formal and casual wears.

### ***Brand Logo***

Since none of the analyzed Chinese homepages had brand logos, we propose that the Chinese variant of the homepage of Missouri S&T should not contain any brand logo. We understand that the university is proud of its 150 years existence and would want to celebrate it in the most conspicuous way, including on its website. Thus, we recommend that information about the celebration should be presented on the Chinese variant in other forms, e.g., as text.

For further information or clarifications on this report, please contact me via (573) 466-6181 or [femi.osho@goglobal.com](mailto:femi.osho@goglobal.com). The best time to reach me is from 8.30 a.m. to 4.30 p.m.

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# Southern University of Science and Technology (SUST)

**南科大** 南方科技大学 Southern University of Science and Technology

招生 学生 教师 校友 访客 新闻 图书馆 校址 招聘 捐赠

IN SITU OBSERVATION | LARGE SCALE | FREQUENT | HISTORICAL | SATELLITE OBSERVATION

南科大冯炼团队《自然》发文阐述关于该刊发全球湖泊富营养化研究成果的不同观点

**Genome Biology**

南科大基因组团队开发植物单倍体全长RNA检测技术

**活动日历** | 通知公告 | 学术讲座

日期	活动名称	时间
2021-02-24	南科大2021年招考初试成绩将于2月24日公布	© 2021-02-24, AM 12:00
2021-01-23	“南科大研究”系列播客 第“南科大研究”启动一周年纪念	© 2021-01-23, AM 12:00
2021-01-10	群舞与编舞 暨今年综合评估暨生活节启动	© 2021-01-10, AM 12:00
2020-12-25	第二届化学清道学与生物医学前沿研讨会	© 2020-12-25, AM 09:00

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# University of Science and Technology of China

网络课堂 报考科大 科大校友 在校师生

English Version



学校概况 院系介绍 师资队伍 本科生教育 研究生教育 理论学习 信息公开  
历史文化 科学研究 发展规划 人才招聘 信息门户 公共服务 电子邮件

### 科大要闻

- ▶ 我校成果入选2020年度“中国高等学校十大科技进展” 03-11
- ▶ 学校召开党委理论学习中心组集中学习会 学习传达党史学习... 03-10
- ▶ 中国科大在非均相催化剂均相化方面取得重大进展 03-12
- ▶ 中国科大在抗胰腺癌纳米医药研究方面取得进展 03-11
- ▶ 中国科大实现分子内电子-振动耦合作用的实空间直接观察 03-11
- ▶ 中国科大在疼痛与情绪交互作用领域取得进展 03-09
- ▶ 2.5米大视场巡天望远镜本体项目方案评审会在成都召开 03-11
- ▶ 我校2021届毕业生春季校园招聘活动帷幕拉开 03-11

更多

### 通知公告

- ▶ 一周会议安排（2021年3月8日—18日） 03-07
- ▶ 关于公开竞聘部分中层党政领导人员的公告 03-05
- ▶ 科技部关于发布国家重点研发计划“固废资源化”等6个重点... 03-12
- ▶ 关于做好2021年度“中国科学院优秀博士学位论文”初选校... 03-12
- ▶ 西区食堂燃气施工告示 03-11
- ▶ 关于联合征集中科院与泰国科技发展署2022年度合作项目的... 03-11
- ▶ 关于召开中国科学技术大学第五届“墨子·云论坛”的通知 03-11
- ▶ 关于停止供暖的通知 03-11

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### 热点链接

建言“十四五”共启新篇章 理论学习网 中国科学技术大学科普博览 “不忘初心、牢记使命”主题教育 中国科大信息公开平台 科学智慧火花

网络信息服务 中国科大就业信息网 “全院办校、所系结合”专题网


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学校概况 院系设置 师资队伍 学科建设 教育教学 科学研究 招生就业 合作交流 文化生活



华中大新学期一起嗨！嗨！嗨！

### 学校要闻

**战“疫” 华中大在行动**  
2020-01-31  
新冠肺炎疫情防控工作专题网站

**我校参加教育部党史学习教育动员大会**  
2021-03-11  
3月10日，教育部召开党史学习教育动员大会，习近平总书记出席会议并发表重要讲话，强调要深刻认识开展党史学习教育的重大意义，切实把思想和行动统一到党中央决策部署上来。

**我校参加武汉市打造“五个中心”第一场新闻发布会**  
2021-03-12  
3月11日，武汉市人民政府新闻办公室召开打造“五个中心”新闻发布会，湖北省委常委、副省长、武汉市委书记李鸿忠出席发布会。

**全国两会中的华中大声音**  
2021-03-08  
十三届全国人大四次会议和政协第十三届全国委员会第四次会议在北京人民大会堂隆重开幕，来自湖北的全国人大代表、政协委员齐聚北京，共商国是。华中大代表委员围绕国家经济社会发展建言献策。

**今天，致敬华中大最美的姑娘们！**  
2021-03-08  
教师、医生、导游、辅导员……她们的身影在华中大处处可见。她们，是平凡的，但她们的事迹却不平凡。她们用无私的奉献和辛勤的付出，为华中大的发展贡献了力量。

**电信学院海机团队研制的智能超表面通信系统打破业界性能记录**  
2021-03-08  
近日，电信学院海机团队研制的智能超表面通信系统打破业界性能记录，在恶劣信道条件下实现了端到端传输速率的提升，为未来6G通信技术的发展提供了新的思路。

### 通知公告

08 校领导接待日工作预告 (152)  
2021-03

21 关于做好岁末年初学校安全稳定和疫情防控工作的通知  
2021-01

### 媒体聚焦

12 【长江日报】以人民健康为“初心”，东湖科学城的使命就在这两大中心  
2021-03

11 【新华网】胡豫：进一步加强房屋建设 让推广智慧医疗  
2021-03

11 【新华网】丁烈云：有了它，教育资源不均的大地问题可解  
2021-03

### 综合新闻

12 百余医护在鄂和金银潭医院留下“健康树”  
2021-03

12 校医院为教工接种新冠疫苗  
2021-03

10 学工部线上学期首次副书记例会举行  
2021-03

### 学生·学者·学术

**高维数据驱动量子态观测理论提出新的量子态模型**  
2021-03-09  
量子态观测理论是量子信息科学的重要基础，也是量子计算、量子通信等量子信息技术发展的关键。华中大团队在量子态观测理论方面取得重要突破，提出了新的量子态模型。

**省“三八红旗手”李琴：医患之间缺啥？**  
2021-03-08  
3月8日，湖北省妇联表彰了100名三八红旗手。华中大附属医院李琴主任荣获此殊荣。李主任从事临床工作多年，始终坚持以患者为中心，为医患关系的改善做出了积极贡献。

**“神丹”的发明者：将平凡的科研工作做到极致**  
2021-02-24  
华中大团队研发的“神丹”在材料科学领域取得了重大突破。研发团队负责人表示，科研工作需要持之以恒的毅力和对细节的极致追求。

### 专题专栏

**新冠肺炎疫情防控工作专题**  
针对疫情防控工作的最新进展，提供权威信息和实用指南。

**理论学习**  
深入学习党的理论方针政策，提升思想政治素质。

**精准扶贫**  
关注脱贫攻坚成果，弘扬脱贫攻坚精神。

**不忘初心 牢记使命**  
回顾党的奋斗历程，坚定理想信念，践行初心使命。

### 常用链接

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党委校史博物馆：027-87541487 党委校史纪念馆：027-87541488 党委校史研究中心：027-87541489 党委校史陈列馆：027-87541490 党委校史展览馆：027-87541491 党委校史博物馆：027-87541492 党委校史纪念馆：027-87541493 党委校史研究中心：027-87541494 党委校史陈列馆：027-87541495 党委校史展览馆：027-87541496 党委校史博物馆：027-87541497 党委校史纪念馆：027-87541498 党委校史研究中心：027-87541499 党委校史陈列馆：027-87541500 党委校史展览馆：027-87541501 党委校史博物馆：027-87541502 党委校史纪念馆：027-87541503 党委校史研究中心：027-87541504 党委校史陈列馆：027-87541505 党委校史展览馆：027-87541506 党委校史博物馆：027-87541507 党委校史纪念馆：027-87541508 党委校史研究中心：027-87541509 党委校史陈列馆：027-87541510 党委校史展览馆：027-87541511 党委校史博物馆：027-87541512 党委校史纪念馆：027-87541513 党委校史研究中心：027-87541514 党委校史陈列馆：027-87541515 党委校史展览馆：027-87541516 党委校史博物馆：027-87541517 党委校史纪念馆：027-87541518 党委校史研究中心：027-87541519 党委校史陈列馆：027-87541520 党委校史展览馆：027-87541521 党委校史博物馆：027-87541522 党委校史纪念馆：027-87541523 党委校史研究中心：027-87541524 党委校史陈列馆：027-87541525 党委校史展览馆：027-87541526 党委校史博物馆：027-87541527 党委校史纪念馆：027-87541528 党委校史研究中心：027-87541529 党委校史陈列馆：027-87541530 党委校史展览馆：027-87541531 党委校史博物馆：027-87541532 党委校史纪念馆：027-87541533 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03-03 关于申报2021年青青骨干教师出国研修项目校被选人的通知

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喜讯！华理一流本科专业建设点增至29个！另有3个本科专业新增...  
没见过蓝色海疆66点的落日？华理小姐姐拍给你看！  
危机 革命 变革 超越 | 华理召开2021年春季务虚会  
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今日元宵 | 花好月圆，平安喜乐！

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华东理工大学 EAST CHINA UNIVERSITY OF SCIENCE AND TECHNOLOGY

850000 中国华东理工大学 地址：上海市杨浦区130号 邮编：200071 网上不良信息举报电话：64253583 传真：64253300  
沪ICP网安备 31009102000037号 沪ICP备09001369号 上海市互联网违法和不良信息举报中心

北科要闻



我校新增10个国家级一流本科专业 总数达到23个 03-03

日前,教育部印发《教育部办公厅关于公布2020年度国家和省级一流本科专业建设点名单的通知》(教高厅函〔2021〕7号),正式公布2020年

视频新闻 媒体聚焦

新闻导读

通知公告

学术讲座

24 一月 关于征集矿业与钢铁行业中外人文交流研究院院徽的启事  
矿业与钢铁行业中外人文交流研究院于2020年12月30日正式成立,为展现研究院的愿景使命,传递研究院的文化精神,塑造研究...

20 一月 关于设立矿业与钢铁行业中外人文交流研究院并开展社会服...  
促进矿业与钢铁行业的中外人文交流和民心相通,做好人文交流是我国行业企业参与,有利于向矿业和钢铁行业传播人文交流理念

06 十月 学校供暖系统上水通知  
2020-2021年度供暖季即将来临,根据工作需要,将对学校供暖系统开始上水作业,具体上水时间和上水区域安排如下:

24 九月 金属冶炼重大事故防控技术支撑基地环境影响报告报批前公...  
根据《关于印发<建设项目环境影响评价信息公开机制方案>的通知》(环发〔2015〕162号)的要求,建设单位在建设项目建设环境...

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习近平总书记  
给北科大学子重要回信精神

北科人物风采——你身边的榜样力量

以习近平总书记关于教育的重要论述为指导,全面落实立德树人根本任务,通过身边的榜样人物、榜样事迹,引导广大教师争做“四有”好老师和“四个引路人”,教育广大青年学子厚植爱国主义情怀,为实现中华民族伟大复兴中国梦矢志奋斗!

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“双一流”建设专题

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昆明理工大学举行教职工第四十三届 学生第四十八届田径运动会

校园要闻

张治礼副校长专题调研昆明理工大学“双一流”创建工作  
2021-03-12

昆明理工大学新增15个国家一流本科专业建设点, 9个省级一流本科专业建设点  
2021-03-09

昆明理工大学五个学科进入ESI国际排名前1%行列  
2021-03-09

云南省科技厅厅长王学勤一行到昆明理工大学调研指导科技创新工作  
2021-03-06

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12 学校驻村工作队带领村民美化人居环境  
2021.03

12 共青团昆明理工大学委员会召开春季学期第一次基层...  
2021.03

11 学校驻村工作队助力羊场镇普瓦村硬化道路  
2021.03

10 《昆明理工大学学报》开通论文网络首发出版新模式  
2021.03

09 昆明理工大学2021届毕业生春季招聘会顺利启动  
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12 共青团昆明理工大学委员会召开春季学期第一次基层...  
2021.03

10 机关工会举办庆祝2021年“三八”国际妇女节春活...  
2021.03

10 云锡股份公司领导赴理塘一行到校考察交流  
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09 昆明理工大学建筑学院师生参加“南粤杯”联合毕业...  
2021.03

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学习强国 昆明理工大学新增15个国... 03.11

人民日报 昆工新增15个国家一... 03.11

云南网 昆明理工大学5个学科进入E... 03.10

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昆明理工大学2019-2020学年《本科教...  
2021.01.18

中共云南省委 云南省人民政府 应对新...  
2020.02.12

中共云南省委 云南省人民政府 应对新型...  
2020.02.11

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青年马克思主义者培养工程暨文化昆工系列讲座  
当代中国大学的美育教育  
主讲人: 周峰越  
昆明理工大学副校长、教授、国家注册城乡规划师、  
清华大学城市规划设计专业硕士、云南大学经济史专业博士、  
2006年美国圣荷西大学访问学者  
时间: 2020年11月12日 (星期四) 14:00  
地点: 昆明理工大学(呈贡校区)图书馆一楼蓝色报告厅  
主办单位: 共青团昆明理工大学委员会

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## **Initial checklist**

### **Menu Bar**

- \_ Only one menu bar
- \_ Use hyperlinked text
- \_ Position at the top right side of page

### **Buttons**

- \_ Use text and images
- \_ Use different shapes

### **Colors**

- \_ Plain background colors
- \_ Limit to seven background colors

### **Hyperlinks**

- \_ Combine text and image hyperlinks
- \_ Implement different designs, including changing the cursor to a hand when it hovers over a link, changing the cursor to a hand and underlining or outlining a textual link, protruding an image link, and displaying text over an image link when cursor hovers over it

### **Body Text**

- \_ Use various font sizes
- \_ Headings have bigger sizes

### **Search Engine**

- \_ No search engine

### **Images**

- \_ Use image carousel behind (as a background to) the menu bar
- \_ Use various sizes
- \_ High quality and colored
- \_ Realistic and abstract, but mostly realistic
- \_ Use pictures of humans (male and female, dressed in formal and casual wears), buildings, and landscape

### **Logo**

- \_ School logo, with school's name written in Chinese and English placed beside the logo and stacked on each other
- \_ Position at top and bottom left corners
- \_ No brand logos

### **Footer Information**

- \_ Include copyright information
- \_ Include social media icons

## **Final Checklist**

### **Menu Bar**

- \_ Only one menu bar
- \_ Use hyperlinked text
- \_ Position at the center top side of page

### **Buttons**

- \_ Use text
- \_ Use rectangular and rounded rectangular outlines

### **Colors**

- \_ Plain and tinted background colors
- \_ Limit to seven or fewer background colors
- \_ Tinted parts have pictures at the background

### **Hyperlinks**

- \_ Combine text and image hyperlinks
- \_ Textual links should change color when cursor hovers over them
- \_ Cursor should change to a hand when it is hovered over image links

### **Body Text**

- \_ Use various font sizes
- \_ Headings have bigger sizes

### **Search Engine**

- \_ Position at top right side of the page

### **Images**

- \_ Use image carousel behind (as a background to) or below the menu bar
- \_ Use various sizes
- \_ High quality and colored
- \_ Realistic and abstract, but mostly realistic
- \_ Use pictures of humans (male and female, dressed in formal and casual wears), buildings, and landscape

### **Logo**

- \_ School logo, with school's name written in Chinese and English placed beside the logo and stacked on each other
- \_ Position at top and bottom left corners
- \_ No brand logos

### **Footer Information**

- \_ Include copyright information
- \_ Include social media icons



## Summary of Analysis

Checklist		Missouri S&T	SUST	USTC	HUST	ECUST	USTB	KUST
<b>Menu Bar</b>	Presence of menu bar	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Location on site	Centered	Right	Centered	Centered	Right	Centered	Right
	Number of menu bar	1	1	1	1	1	1	1
	Composition of menu bar	Hyperlinked text	Hyperlinked text	Hyperlinked text	Hyperlinked text	Hyperlinked text	Hyperlinked text	Hyperlinked text
<b>Buttons</b>	Presence of buttons	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Location of buttons	Different locations on the homepage	Different locations on the homepage	Different locations on the homepage	Different locations on the homepage	Different locations on the homepage	At the homepage body	Different locations on the homepage
	Shape of buttons	Most rectangular; few are circles (social media buttons)	Rectangular, square, and rounded rectangular	Rectangular and rounded rectangular	Rectangular	Rectangular, square	rounded rectangular	Rectangular and rounded rectangular
	Composition of buttons	Some text only; some image only; others both text and image.	Text and image	Text	Text	Text and image	Text and image	Text
<b>Colors</b>	Tinted or plain site background	Mostly plain; footer is tinted	Plain	Plain	Plain & Tinted	Plain and tinted.	Plain and tinted.	Plain and tinted.
	Colors alone used for background	Yes	Yes	Yes	No, the tinted part has picture at the background.	No, the tinted part has picture at the background.	No, the tinted part has picture at the background.	Yes

	Used colors	About 8 colors: white, lima, cyprus, tango, miner green, orient, scooter	About 7	About 7	About 6	4 colors. Those are apart from the various image pictures.	3 colors. Those are apart from the various image pictures.	About 5
<b>Hyperlinks</b>	Presence of hyperlinks	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Distribution of hyperlinks	Header: 14 hyperlinks	There are many distributed all over the page	There are many distributed all over the page	There are many distributed all over the page	There are many distributed all over the page	There are many distributed all over the page	There are many distributed all over the page
		Body: 104 hyperlinks						
		Footer: 30 hyperlinks						
	Location of hyperlinks	In the header, body and footer of the page; they are part of the hyperlinks as well as the text/content of the site.	Hyperlinks in all parts of the page	Hyperlinks in all parts of the page	Hyperlinks in all parts of the page	Hyperlinks in all parts of the page	Hyperlinks in all parts of the page	Hyperlinks in all parts of the page

Hyperlinks design	For some textual hyperlinks, when the cursor hovers over it, the text retains its color and is underlined at the same time (e.g., some of the textual links in the footer section). For others, the color changes (e.g., the menu item).	Most textual hyperlinks remained the same when cursor hovers over them. Few become outlined when cursor hovers over them.	Textual links changed color when cursor hovers over them or change color and are underlined.	Some remain the same, some underlined and changed color, others just underline but color remains the same	Textual links: The text color changes when cursor hovers over it.	Textual links: The text color changes when cursor hovers over it.	Most textual hyperlinks remain the same when cursor hovers over them.
	For some textual hyperlinks, when the cursor hovers over it, the color of the text is changed, and the text is bordered.						In few cases, the text is bordered.
	For other textual hyperlinks, when the cursor hovers over it, the color of the						

	text is changed.						
	For some buttons, when the cursor overs over them, the button color changes. In some cases, the text and buttons colors change.				For buttons, the button color changes when cursor hovers over it.	For buttons, the button color changes when cursor hovers over it.	
	For the graphical links, the color of the border is changed when the cursor is hovered above it.	Graphical links: When cursor hovers over the image, the cursor changes to hand. In few cases, the image protruded. In some cases, text is displayed over the image.	Graphical links: When cursor hovers over the image, the cursor changes to hand.	Graphical links: When cursor hovers over the image, the cursor changes to hand.	Graphical links: When cursor hovers over some the image, they zoomed in; some changed color, while others changed colors and text was displayed over them.	Graphical links: When cursor hovers over some the image, they zoomed in; some changed color and text was displayed over them.	Graphical links: When cursor hovers over the image, the cursor changes to hand.

		Some graphical links are bordered when cursor hovers over them.						
<b>Body Text</b>	Text size	Varies. There are at least five different text sizes. Headings of the most important information are bigger.	Varies	Varies	Varies	Varies	Varies	Varies
	Different format of initial letters in a sentence	No	No	No	No	No	No	No
	Different format of first letter in a paragraph	No	No	No	No	No	No	No
<b>Search Engine</b>	Presence of search engine	Yes	No	Yes	No	Yes	Yes	Yes
	Location of search engine	Top right	N/A	Top right	N/A	Top right	Top center (tucked inside the image carousel)	Top right
	Search engine accompanied by text	Yes. It further contains a dropdown menu that allows one to indicate the scope of search.	N/A	No	N/A	Just a search icon. When clicked, it stretches to display "Please enter a keyword"	Yes	No

<b>Images</b>	Presence of images	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Number of images	10	20	6	14	31	12	18
	Location of images	Body	Header and body	Header	Body	Header and body	Header and body	Body
	Size of images	Varies	Varies	same	Varies	Varies	Varies	Varies
	Resolution of images	They are all high-resolution pictures.	All high quality	High quality	High quality	All high quality	Mainly high quality. Some are blurred.	All high quality
	Color of images	White and black and colored	All colored.	All colored	colored	Colored	Colored	All colored
	Common nature of images: abstract or realistic	They are all realistic images	Realistic and abstract: mostly realistic.	Realistic	Realistic and abstract	Realistic and abstract: mostly realistic.	Realistic and abstract: mostly realistic.	All realistic
	Common mode of pictures: actual or artistic representation	They are all actual pictures of items.	Mostly pictures of people, buildings, and landscape.	Mostly pictures of people, buildings, and landscape	Pictures of people and items	Mostly pictures of people, buildings, and landscape.	Mostly pictures of buildings	Mostly pictures of people, buildings, and landscape.
	Human images	Yes, in 6 of the pictures.	Yes, in 5 of the pictures.	Yes	Yes in 6 pictures	Yes, in 9 of the pictures	Yes, only 1	In most of the images
	Depiction of human images	Gender: both male and female appeared in the pictures	Gender: both male and female.	Gender: both male and female.	Gender: both male and female.	Gender: both male and female.	Gender: both male and female.	Gender: both male and female.

		Dressing: Both formal and casual wears.	Dressing: Both formal and casual		formal and casual dressing	Dressing: Both formal and casual	Dressing: Formal	Dressing: Both formal and casual. Activities, Conference, and Sport.
		Activity: We have people in the lab and students interacting. There is also a picture of members of a honor society. Other pictures show a space image, a globe on a hand, books, and flowers.	Activity: Lab, Conference, and Sport.	Difficult to ascertain due to the small size of the images		Activity: Lab, lecture, sport.	Activity: COVID protection.	
	Image Carousel	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Location of image carousel in relation to menu bar	Below menu bar	Behind (as background to) menu bar	Beside menu bar	Below menu bar	Behind (as background to) menu bar	Behind (as background to) menu bar	Below menu bar
<b>Logo</b>	Presence of logos	Yes	Yes	Yes	Yes	Yes	Yes	Yes

	Number of logos	1	1 (Beside or below the school logo, the name of the university in Chinese and English are stacked on each other)	1 (Beside the school logo, the name of the university in Chinese and English are stacked on each other)	1 (Beside the school logo, the name of the university in Chinese and English are stacked on each other)	1 (Beside the school logo, the name of the university in Chinese and English are stacked on each other)	1 (Below the school logo, the name of the university in Chinese and English are stacked on each other)	1 (Beside or below the school logo, the name of the university in Chinese and English are stacked on each other)
	Location	Top left and center bottom	Top and bottom left	Top left	Top left	Top and bottom left	Top and bottom center	Top left and bottom right
	Presence of brand logos	Yes	No	No	No	No	No	No
	Number of brand logos	2	N/A	N/A	N/A	N/A	N/A	N/A
	Location of brand logos	Top left and right and center bottom	N/A	N/A	N/A	N/A	N/A	N/A
<b>Footer Information</b>	Copyright information	Yes	Yes	Yes	No	Yes	Yes	Yes
	Social media icons	Yes	Yes	No	Yes	Yes	Yes	No