

Design Notes	2
The Home page	3
News Flash Marquee	3
Quick Links.....	3
USA Swimming	4
General Team News	4
Email Archive	5
Athlete News.....	5
See the next page for an example of the new USC Home Page.....	5
Practice Page	7
Practice Changes Link	7
Practice Groups	7
Practice Schedule	7
Coaches Corner	8
See the next page for an example of the Practice page.	8
Meets Page.....	9
Meets Page.....	10
Time Standards.....	10
Meet Schedule Table	10
See the next page for an example of the Meets page.	10
Parent Information Page	12
Registration Forms.....	12
Team Information	12
Volunteering	12
USA Swimming	13
See the next page for an example of the Parent Information page.	13
About USC.....	14
About USC.....	15
See the next page for an example of the About USC page.	15
Contact Us Page.....	17
See the next page for an example of the Contact Us page.	17
Site Map.....	19
Website Links	20
Home Page Links.....	20
Practice Page Links	20
Meets Page Links	21
Parents Information Page Links.....	21
Team Forms Page Links.....	22
About USC Page Links	22
Contact Us Page Links	23
Common Links	24

Design Notes

It is my intention to impart a uniform look and feel on all of the pages in the newly re-designed USC website. I have achieved this through the consistent use on each page of a common background, a common header, and controlled use of colors (especially for text).

I have designed this site with seven major pages: Home, Practice, Meets, Parent Information, Team Forms, About USC, and Contact Us. As will be demonstrated throughout this document, each of these major pages will have a button in the header portion of each page. I thought it was more important to have more screen real estate available from side to side, so I choose to put the navigation buttons at the top of the screen. The header portion of each page is very simple, as shown in the illustration:

University Swim Club

Stronger Together



The buttons change color as the user navigates throughout the site. The header shown above was taken from the Home page. It is easy to tell, because it is the only button that is gold filled with maroon lettering. All other buttons are maroon filled with gold lettering. When a user clicks a button, they will be taken to the new page and the button from the page they just left will fill with maroon and have gold lettering, while the button on the page they are now entering will change to gold fill with maroon lettering. Thus, it is easy for the user to determine just where they are within the site.

Color is a very important feature of a website and should be used carefully. Because the primary purpose of having a website is to convey information to our athletes and their families, color should be a tool and not a distraction. USC provides two basic colors to work with – maroon and gold. These two colors can be used effectively to draw attention to important areas of the screen. Instead of having all of the text colored maroon, maroon is used sparingly – in headlines and to highlight important word within a body of text. Hot links are generally blue in color, and are underlined. Most of the text on a page is black. Not only are people accustomed to reading black text on a white background (we have been doing it for hundreds of years), but this also lends itself to using color to highlight important words and phrases.

Finally, I have designed a new background for USC. It is a lighter background that incorporates the new logo. Lighter backgrounds are more inviting and certainly make it easier to use color to highlight important words and phrases and areas of the screen.

While I may not mention links to sponsor websites on every page, they may certainly be added in the “white space” on any page in this website.

The Home page

This is the first screen that the user sees when they enter the site. It should be attractive and inviting. However it should also contain timely team and athlete information, as well as hyperlinks to other popular pages within the website. This is the most dynamic page in the entire site. It is prone to change many times during the course of a week, so it needs to be well organized. The re-designed home page is organized into several areas which will be discussed in detail. Beginning at the top of the page is the previously mentioned page header. It has a nice , elegant, classic look.

News Flash Marquee

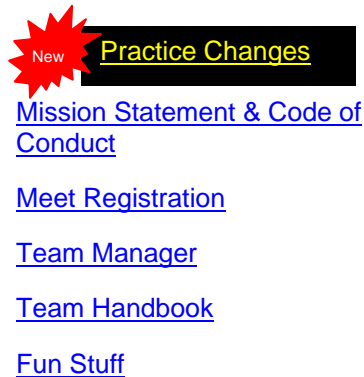
Just below the buttons is the news flash marquee.

News Flash marquee . . . Parent Meeting 4/11/06 – Click on **Parent Information**

This marquee contains scrolling messages. It's purpose is to draw attention to new and important information posted on the site. This area will only contain short “teasers” and will direct the user to the correct place within the website where the detailed message is posted.

Quick Links

Although not obviously called “quick links”, this area houses all of the links to commonly used pages of the website. First and foremost is the link to the **Practice Changes** page. This link will only be displayed when there are current changes to the practice schedule at any one of the pools. The link is highlighted in black with yellow lettering. It also has the word **New** printed in a callout right next to it. This is designed to make this important link stand out in the crowd.



The **Mission Statement & Code of Conduct** page tells people who we are. Families who are considering joining the team will be interested in this information, so it should be easy to find. The **Meet Registration** link goes directly to Direct Athletics. This is a time-saver for anyone wishing to enter a meet who does not want have to click on the Meets button to go to the Meets page, where the website also links to Direct Athletics. This is the only place on the website that links to **Team Manager**. So anyone wishing to use Team Manager can do it right here. The **Team Handbook** is linked to here so it is easy to find for those new and prospective members of the team. **Fun Stuff** links to a page with links to on-line games. This is for the kids. An **Apparel** link should probably be added here.

USA Swimming

USA Swimming provides lots of useful content on their website. They have also started an **RSS** (Really Simple Syndication) so that current USA Swimming headlines can be displayed on our website. This will help to keep the Home page fresh and exciting. While I understand that this is a free subscription service, it is not supported by all web hosts. USA Swimming constantly updates their site with the most up-to date news on training and nutrition, so these links are provided here in an effort to keep our families informed.

USA Swimming

RSS feed from USA
Swimming

[Fluids: Water vs Sports Drinks](#)

[Other links to USA Swimming](#)

General Team News

This is an area for timely and current team news. Things such as meet result highlights, and general team announcements should be posted here.

General Team News

Short Course Champs

USC placed second at the *Lake Erie Swimming Short Course Championship Meet* – no other team was even close behind us! There were many amazing swims. The 11-12 Girls 200 Free Relay team of **Maddie Bennet, Amanda Knapp, Claire Savage, & Jackie Shroyer** completed a streak of 1st place finishes lasting the entire Short Course season. Earning Spring National Cuts were the Men's 800 Free Relay team of **Tommy Inwood, Kevin Happ, Sean Evans, & Andrew Misich**; and the Women's 400 Medley Relay team of **Katie Beck, Shireen Ganapathi, Samantha Nameth, & Rafia Darwish**. [Pictures 2006 Lake Erie Short Course Champs](#)

Making a Splash!

Watch your issue of Splash Magazine for **Coach Dave**. He was interviewed by USA Swimming for an up and coming article about Age Group Swimming. How we do it and what are our concerns.

Each SHORT news item will contain a headline highlighted in maroon, with gold lettering. The names of all of the people mentioned in this area should be in **boldface**, so they stand out and make the page more interesting. This could be a scrollable box, however, all "old" news should either be deleted or moved to a more appropriate page within the website.

Email Archive

Twice a week, the members of our team receive *wonderful* emails from Coach Pete Finefrock. These truly are a godsend. However, sometimes email is accidentally deleted. Then we are left with nothing. However, this Email Archive area will change all of that. This area will contain a rolling four weeks of Pete's email messages.

Email Archive		
Finefrog50@aol.com	USC SCHED WK OF MARCH 13	Sun. Mar. 12, 2006
Finefrog50@aol.com	USC UPDATES	Wed. Mar. 08, 2006
Finefrog50@aol.com	USC SCHED WK OF MARCH 6	Sun. Mar. 05, 2006
Finefrog50@aol.com	USC UPDATES	Wed. Mar. 01, 2006
Finefrog50@aol.com	USC SCHED WK OF FEB 27	Sun. Feb. 26, 2006

Pete's email address can be hot linked so that a user may send him email from here. Also, the messages themselves are links, not the actual text. That makes it easy for a user to choose which message is they need to read.

Athlete News

This is an area where our athletes can achieve a measure of fame. Short praise for individual athletes can be submitted by parents, coaches, or even the athlete themselves. It is possible to include links to a page containing longer praise on an individual. As is always the case on our website, names are always displayed in **boldface**.

Athlete News USC Super Swimmers
Amelia Wester has attended practice regularly. She listens very well. She is a Super Swimmer!
Katie Beck is a real leader. Her skill, manners, and improved times set an example for all, making her a Super Swimmer!
Lloyd Anderson's reliable attendance and sheer determination have made him a Super Swimmer!
Sean Evans superb swim at districts has made him a Super Swimmer!
Kevin Happ is going to State. He is a Super Swimmer!

See the next page for an example of the new USC Home Page.

University Swim Club

Stronger Together

[Home](#)

[Practice](#)

[Meets](#)

[Parent
Information](#)

[Team
Forms](#)

[About USC](#)

[Contact Us](#)

News Flash marquee . . . Parent Meeting 4/11/06 – Click on **Parent Information**

 [Practice Changes](#)

[Mission Statement & Code of Conduct](#)

[Meet Registration](#)

[Team Manager](#)

[Team Handbook](#)

[Fun Stuff](#)

USA Swimming

[RSS feed from USA Swimming](#)

[Fluids: Water vs Sports Drinks](#)

[Other links to USA Swimming](#)

General Team News

Short Course Champs

USC placed second at the *Lake Erie Swimming Short Course Championship Meet* – no other team was even close behind us! There were many amazing swims. The 11-12 Girls 200 Free Relay team of **Maddie Bennet, Amanda Knapp, Claire Savage, & Jackie Shroyer** completed a streak of 1st place finishes lasting the entire Short Course season. Earning Spring National Cuts were the Men's 800 Free Relay team of **Tommy Inwood, Kevin Happ, Sean Evans, & Andrew Misich**; and the Women's 400 Medley Relay team of **Katie Beck, Shireen Ganapathi, Samantha Nameth, & Rafia Darwish**. [Pictures 2006 Lake Erie Short Course Champs](#)

Making a Splash!

Watch your issue of Splash Magazine for **Coach Dave**. He was interviewed by USA Swimming for an up and coming article about Age Group Swimming. How we do it and what are our concerns.

Email Archive

Finefrog50@aol.com	USC SCHED WK OF MARCH 13	Sun. Mar. 12, 2006
Finefrog50@aol.com	USC UPDATES	Wed. Mar. 08, 2006
Finefrog50@aol.com	USC SCHED WK OF MARCH 6	Sun. Mar. 05, 2006
Finefrog50@aol.com	USC UPDATES	Wed. Mar. 01, 2006
Finefrog50@aol.com	USC SCHED WK OF FEB 27	Sun. Feb. 26, 2006

Athlete News USC Super Swimmers

Amelia Wester has attended practice regularly. She listens very well. She is a Super Swimmer!

Katie Beck is a real leader. Her skill, manners, and improved times set an example for all, making her a Super Swimmer!

Lloyd Anderson's reliable attendance and sheer determination have made him a Super Swimmer!

Sean Evans superb swim at districts has made him a Super Swimmer!

Kevin Happ is going to State. He is a Super Swimmer!

Practice Page

This page is designed to convey practice information in a concise and timely manner. This page will be more static than the Home page, although it will not be completely static.

Practice Changes Link

This is one of the most dynamic features of this page. Just like on the Home page, this link will only be displayed when there are current changes to the practice schedule at any one of the pools. The link is highlighted in black with yellow lettering. It also has the word **New** printed in a callout right next to it. This is designed to make this important link stand out in the crowd.



Practice Groups

This is a quick summary of the practice groups that USC currently has. It contains the name of the group, a brief description of the group, and where the group practices.

Practice Groups

[Dragon Slayers](#) – For ages 13 & older.
Practice at [University School](#).

[Sea Lions](#) – For the tweens. Practice at [Orange High School](#).

[Sea Cubs](#) – For the youngest swimmer.
Practice at [Orange High School](#).

The names of the groups are links that take the user to the detail practice schedule information for that group, which is located on the same page. The names of the pools are hot links to a map of that location in MapQuest.

Practice Schedule

This area contains a description of each practice group. There are links to the coach biography page. The standard practice schedule is listed. Along with a picture of each facility, there are brief driving directions, and a hot link to a map of that location in MapQuest. Below is an example of the practice schedule information for the Sea Cubs and the Sea Lions. There is also a box for the Dragon Slayers.

Sea Cubs & Sea Lions – Generally made up of swimmers aged 13 & under. Swimmers in these groups are of similar age and ability. The **Sea Lions** are the more experienced group. Coached by Head Age Group Coach [Dave \(Ewok\) Evans](#), Coach [Brett Spicer](#), and Coach [Terra Medow](#)

Practice Schedule

Sea Cubs – Tuesday, Wednesday, Thursday 5:00 – 6:00 P.M.

Sea Lions – Monday through Friday 6:00 – 7:30 P.M.



[Orange High School](#)

32000 Chagrin Blvd.

Pepper Pike, OH 44124



Located about 2 miles east of I-271 on the south side (right side) of Chagrin Blvd. The pool is on the west end of the school (the end closest to I-271). The driveway to the school is on the right, just where Chagrin Blvd. narrows.

Coaches Corner

This is an area where coaches may post brief messages to athletes. Or, if the message is longer, a link to the message can be provided.

Coaches Corner

Important messages from the coaches are posted here.

See the next page for an example of the Practice page.

University Swim Club

Stronger Together

Home

Practice

Meets

Parent
Information

Team
Forms

About USC

Contact Us

New!! [Practice Changes](#)

Practice Groups

[Dragon Slayers](#) – For ages 13 & older. Practice at [University School](#).

[Sea Lions](#) – For the tweens. Practice at [Orange High School](#).

[Sea Cubs](#) – For the youngest swimmer. Practice at [Orange High School](#).

Sea Cubs & Sea Lions – Generally made up of swimmers aged 13 & under. Swimmers in these groups are of similar age and ability. The **Sea Lions** are the more experienced group. Coached by Head Age Group Coach [Dave \(Ewok\) Evans](#), Coach [Brett Spicer](#), and Coach [Terra Medow](#)

Practice Schedule

Sea Cubs – Tuesday, Wednesday, Thursday 5:00 – 6:00 P.M.

Sea Lions – Monday through Friday 6:00 – 7:30 P.M.



[Orange High School](#)
32000 Chagrin Blvd.
Pepper Pike, OH 44124



Located about 2 miles east of I-271 on the south side (right side) of Chagrin Blvd. The pool is on the west end of the school (the end closest to I-271). The driveway to the school is on the right, just where Chagrin Blvd. narrows.

Coaches Corner

[Important messages from the coaches are posted here.](#)

Dragon Slayers – Generally made up of swimmers aged 13 & over. These are our senior swimmers. Most have gone to state while swimming for their high school. Some have made it into the Top 16 rankings, and some have achieved US open times. Coached by Head Coach [Charlie Lownes](#), and Assistant Head Coach [Pete Finfrock](#).

Practice Schedule

Dragon Slayers – Monday through Friday 3:30 – 5:30 P.M.

Monday through Friday 5:30 – 7:30 P.M.



[University School, Hunting Valley Campus](#)
2785 SOM Center Rd..
Hunting Valley, OH 44022



Located on SOM Center Rd., Rt. 91, just north of Shaker Blvd. The campus is on the east side (left side) of the road.

Meets Page

The meets page is one of the most critical pages of the website. The page starts with the name of the current season, and a link to the various time standards directly below that.

2005-2006
Short Course Schedule
[Time Standards](#)

Time Standards

This goes to a page with links to these time standards:

- ⚠ **2006 Time Standards**
 - 2005-2006 LESI Championships
 - 2006 Spring Senior Nationals
 - 2006 Summer Senior Nationals
 - 2006 Speedo Junior Nationals
- ⚠ **Other National Reportable Time Standards**
 - 2006 US Open
 - 2008 Motivational Times - Quads
 - 2008 Motivational Times – Top 16
- ⚠ **Conversion Tools**
 - Time Conversion from Long Course to Short Course

Meet Schedule Table

The meet schedule table is the heart of this page. This is a six column table.

DATE	NAME OF MEET	LOCATION	Host	Online Entry	Hotel Info
October 8-9	Season Opener	Strongsville Recreation Center	SWAT	CLOSED	
October 15-16	CCS Age Group/Open	C.T. Branin Natatorium, Canton	CCS	CLOSED	

The first column is the date of the meet. The name of the meet is hyper-linked to the meet information until the meet is over, then the hyper-link is removed and the text is colored maroon. The location is hyper-linked to a map of that location in MapQuest. The team hosting the meet is listed. The online entry column is crucial. While the registration period for the meet is open, the date of the last day of registration is displayed in **green boldface**. It is linked to Direct Athletics. To register for the meet, the user simply clicks here to go into Direct Athletics. After the registration deadline has passed, the word **CLOSED** is displayed and is not hyper-linked. The hotel info column will contain a link to the hotel information page for any out-of-town meets.

See the next page for an example of the Meets page.

University Swim Club

Stronger Together

Home

Practice

Meets

Parent
Information

Team
Forms

About USC

Contact Us

2005-2006
Short Course Schedule
[Time Standards](#)

DATE	NAME OF MEET	LOCATION	Host	Online Entry	Hotel Info
October 8-9	Season Opener	Strongsville Recreation Center	SWAT	CLOSED	
October 15-16	CCS Age Group/Open	C.T. Branin Natatorium, Canton	CCS	CLOSED	
October 22-23	Girl/Boy Open	John Carroll University	USC	10/11/05	
November 5-6	Odd Age Meet	Ocalsek Natatorium, Akron	HEAT	10/11/05	
November 12	Developmental Meet (Slower than B)	Akron Firestone High School	FAST	10/11/05	
November 18-20	Mark J. Braun Fall Classic	Robert F. Busbey Natatorium, CSU	LESD	10/05/05	
December 2-4	Shaker Shark Invitational	Robert F. Busbey Natatorium, CSU	SHSH	11/04/05	
December 2-4	United States Open	James E. Martin Aquatic Center, Auburn University	USA Swim	--	
December 16-18	Pittsburgh Christmas Invitational	Joe C. Trees Pool, University of Pittsburgh	--	11/01/05	Yes
December 18	Candy Cane Meet	Sandusky Perkins High School	VSC	11/01/05	Yes
January 14-15	LSSC Invitational	Rocky River High School	LSSC	12/09/05	
January 22	LESD Distance Pentathlon	Holtrey Pool, Hawken School	LESD	1/04/06	
January 28	10 & Under Meet	Kent Roosevelt High School	WRS	12/29/05	
January 29	11 & Over Meet	C.T. Branin Natatorium, Canton	CCS	12/29/05	
February 19	Last Chance Meet	Solon High School	STRS	1/15/06	
February 26	LESI 8 & Under Championships	Ocalsek Natatorium, Akron	BMSC		
March 3-5	LESI A Championships	Robert F. Busbey Natatorium, CSU	LESI		
March 10-12	LESI Junior Championships (14 & Under)	Ocalsek Natatorium, Akron	LESI		
March 16-19	Central Zone Section 3 Championships	C.T. Branin Natatorium, Canton	CCS		
March 28 - April 1	USA Nationals	Federal Way, WA	USA Swim		

Parent Information Page

This page contains valuable information for the parents of our athletes.

Registration Forms

This area provides links to the forms necessary to register for a season of swimming on USC. The forms are linked to both word and PDF documents.

Registration Forms

- 🔔 Long Course Letter
[Word](#) [PDF](#)
- 🔔 USC Registration
[XLC](#) [PDF](#)
- 🔔 Long Course Agreement
[Word](#) [PDF](#)

Team Information

This is another handy place for links to the Team Handbook and the Code of Conduct & Mission Statement.

Team Information

- 🔔 [Team Handbook](#)
- 🔔 [Code of Conduct & Mission Statement](#)

Volunteering

This area provides information about any volunteer opportunities that may arise.

Volunteering

You are encouraged to get involved with USC. If you have a talent or skill you want to share, please feel free to speak with any of the board members. We will request volunteers for our own swim meets, league championships or other activities as needed. **All families are encouraged to volunteer their time.** Many of these activities bring funds to USC to help pay for pool costs and coaches. These incoming funds help keep your monthly fees to a minimum.

USC cannot exist without the help of many volunteers!

USA Swimming

This area has a link to the parent page on the USA Swimming website.

[USA Swimming](#) has tips for parents on training and nutrition for the young athlete.

See the next page for an example of the Parent Information page.

University Swim Club

Stronger Together

Home

Practice

Meets

Parent
Information

Team
Forms

About USC

Contact Us

Registration Forms

- 📄 Long Course Letter
[Word](#) [PDF](#)
- 📄 USC Registration
[XLC](#) [PDF](#)
- 📄 Long Course Agreement
[Word](#) [PDF](#)

Team Information

- 📄 [Team Handbook](#)
- 📄 [Code of Conduct & Mission Statement](#)

Volunteering

You are encouraged to get involved with USC. If you have a talent or skill you want to share, please feel free to speak with any of the board members. We will request volunteers for our own swim meets, league championships or other activities as needed. **All families are encouraged to volunteer their time.** Many of these activities bring funds to USC to help pay for pool costs and coaches. These incoming funds help keep your monthly fees to a minimum.

USC cannot exist without the help of many volunteers!

[USA Swimming](#) has tips for parents on training and nutrition for the young athlete.

About USC

This page is primarily designed for new and prospective members. It contains a short history of the club, and a brief description of what we do. The mission statement is also displayed on this page. Links are provided to the coach biographies.

See the next page for an example of the About USC page.

University Swim Club

Stronger Together

Home

Practice

Meets

Parent
Information

Team
Forms

About USC

Contact Us

Founded in 1969, University Swim Club, is one of the most established teams in Lake Erie Swimming, Inc. USC is a year round competitive swim team associated with USA Swimming, the national governing body for the sport. We provide a positive and supportive environment so that kids of all ages can focus on technique and swimming goals. While most of our athletes are under 18 years old, we do have college athletes swim with us over the summer.

Our mission - to teach a love of swimming and the discipline and hard work that comes with it. Athletes who truly love what they are doing can achieve beyond expectations. The success of USC is realized when coaches, swimmers and parents think and act together for the common good of the TEAM and our mutual love for the sport of swimming.

Our coaches - Head Coach [Charlie Lownes](#), and Assistant Head Coach [Pete Finrock](#) coach the senior level swimmers, the **Dragon Slayers**. Head Age Group Coach [Dave \(Ewok\) Evans](#), Coach [Brett Spicer](#), and Coach [Terra Medow](#) work with the **Sea Lions** and the **Sea Cubs**, respectively.

Contact Us Page

This page lists email addresses for the coaches and board members. The names are linked to their respective email address.

See the next page for an example of the Contact Us page.

University Swim Club

Stronger Together

[Home](#)

[Practice](#)

[Meets](#)

[Parent Information](#)

[Team Forms](#)

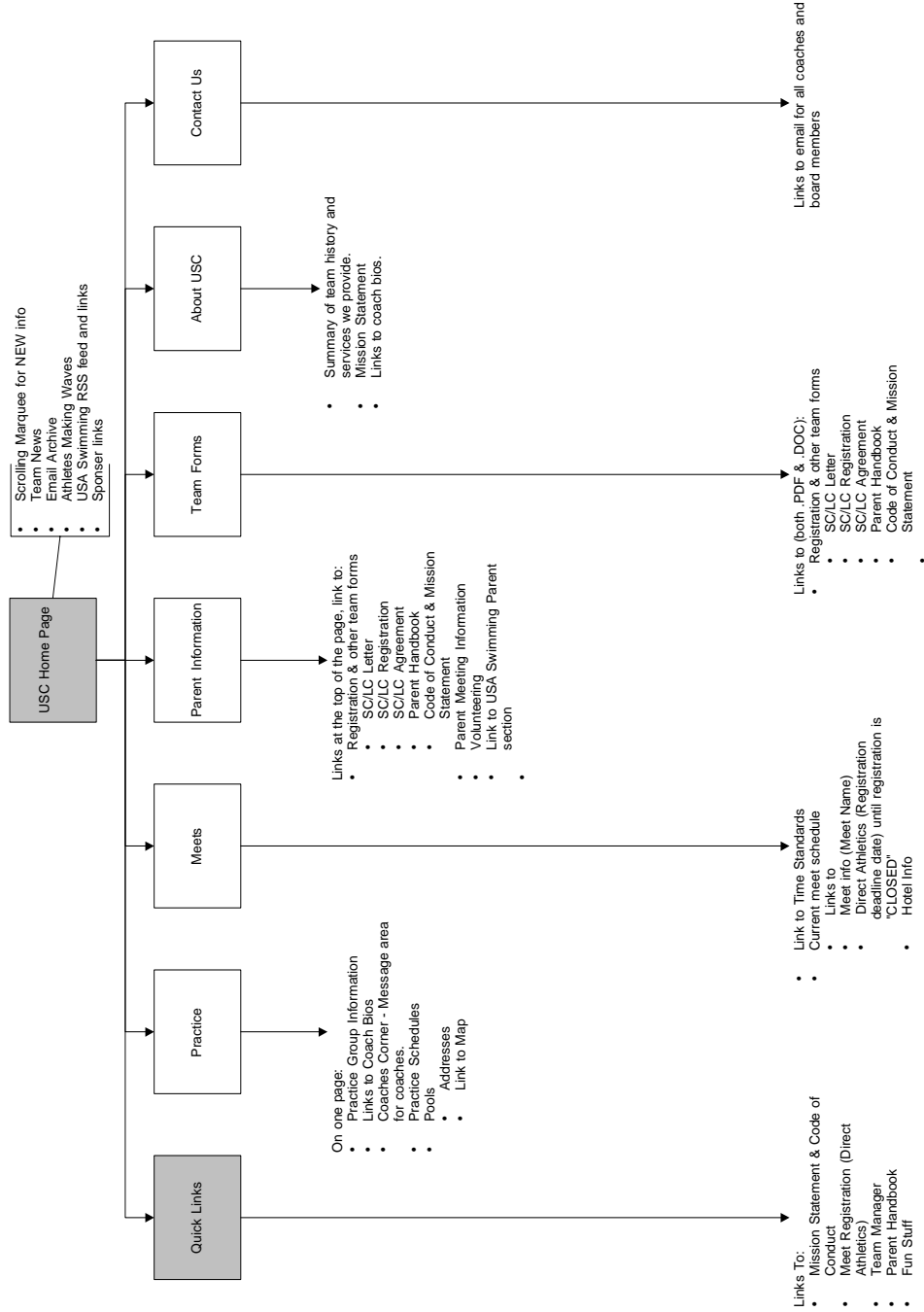
[About USC](#)

[Contact Us](#)

Please feel free to contact any of the coaches or board members with questions you may have.

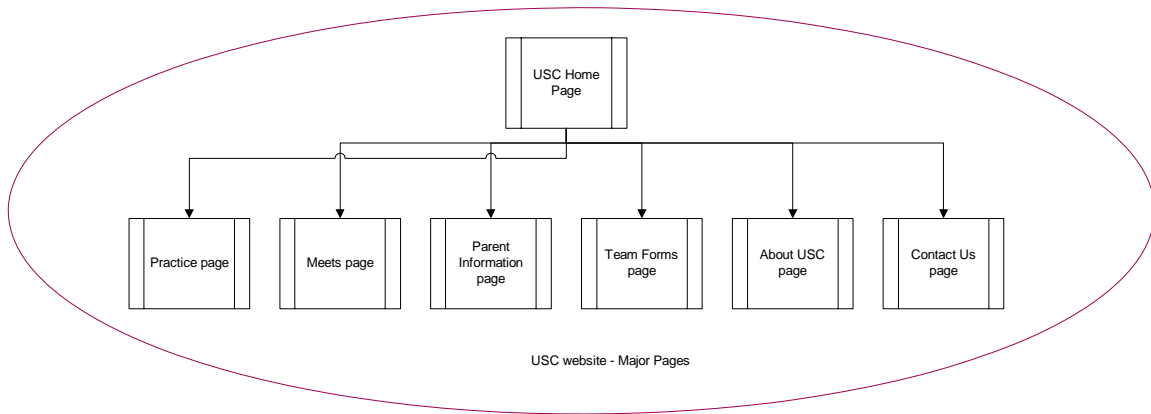
Coaches		Board Member	
Charlie Lownes	Head Coach	Butch Wandel	President
Pete Finefrock	Assistant Head Coach	Sheila Beck	Treasurer
Dave Evans	Head Age Group Coach	Gail Willis	Meet Director
Brett Spicer	Assistant Coach		Vice President
			Secretary
		Mark Knapp	Membership
		Marilyn Wagner	Social & Team Gear
		Bunny Bennet	Team Gear
		Vera Wester	PR & Communications

Site Map



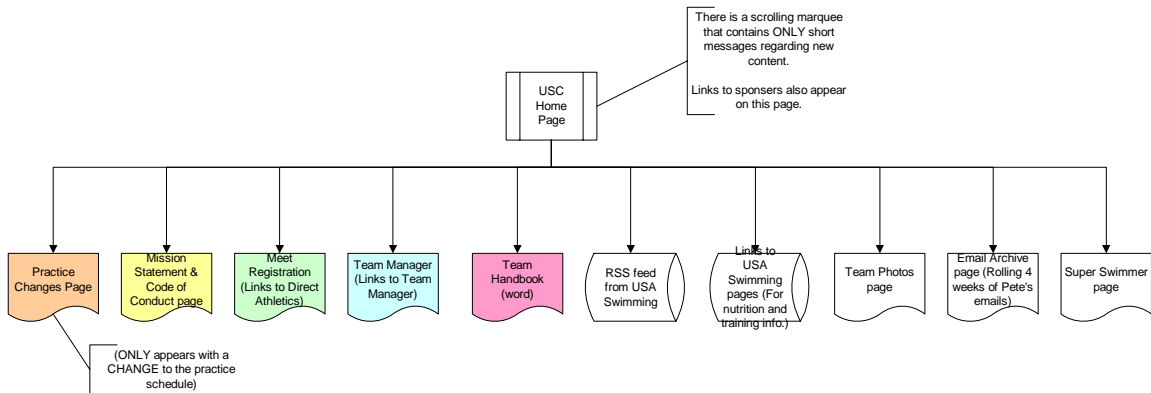
Website Links

These are the seven main web pages:

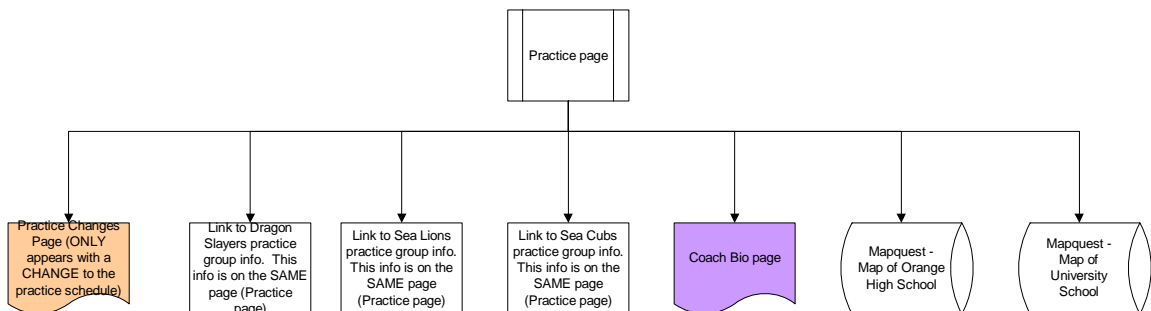


Below are diagrams of the links on each page. The colored links are found on more than one of the seven main pages.

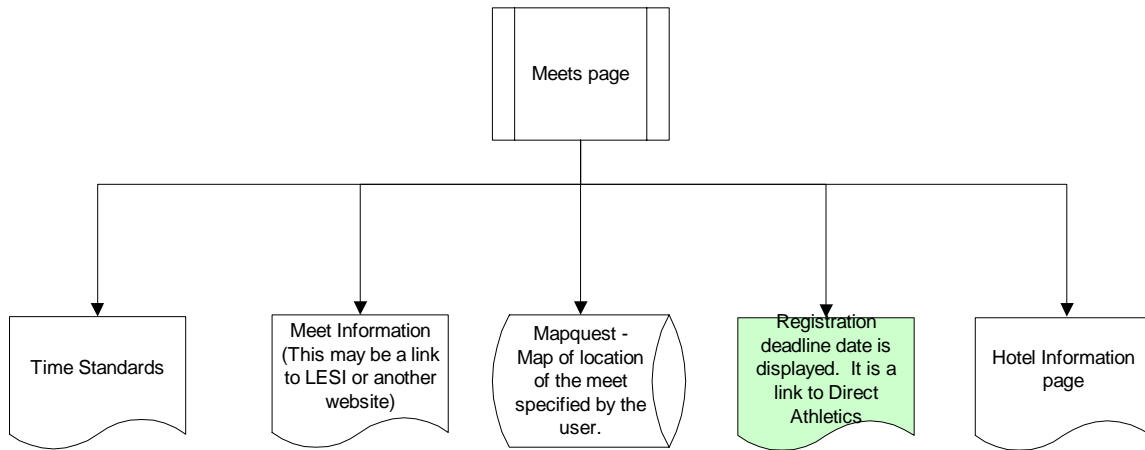
Home Page Links



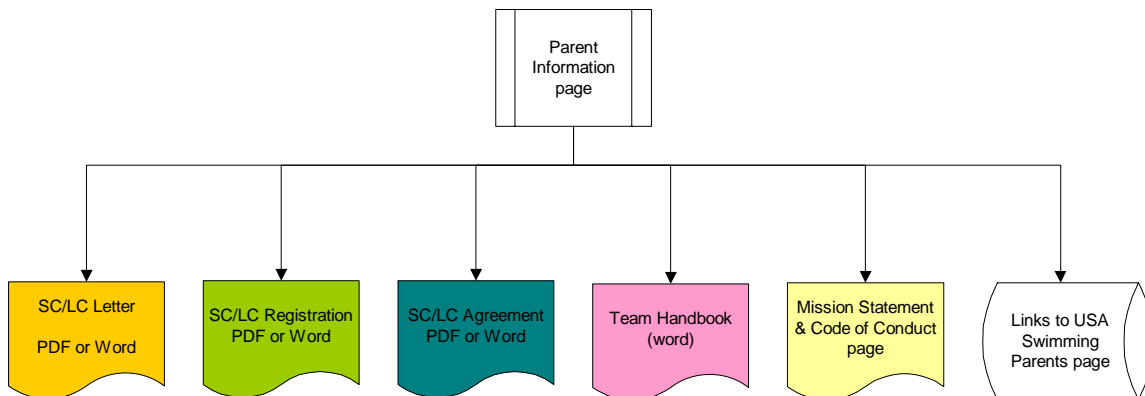
Practice Page Links



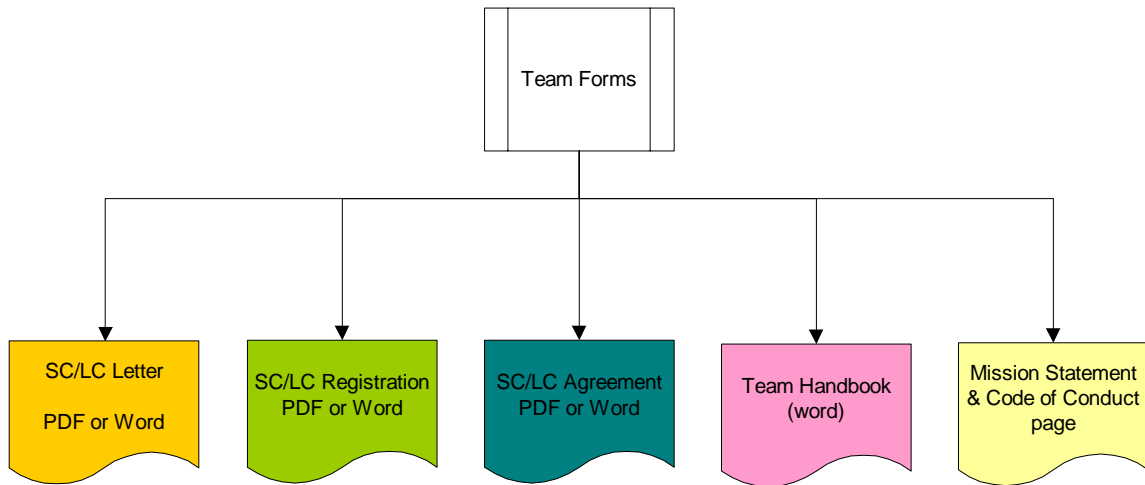
Meets Page Links



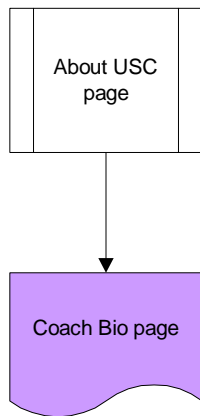
Parents Information Page Links



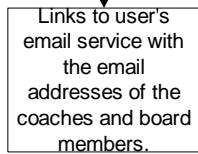
Team Forms Page Links



About USC Page Links



Contact Us Page Links



Common Links

