

The TCT Homepage — Edition, Renewal and Maintenance —

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Abstract: The Tsukuba College of Technology (TCT) homepage has been created in 1995 as one of the earliest website in Tsukuba Science City. As the World Wide Web (WWW) publishing is getting popular in recent years, it is increasingly important to edit, renew and maintain the contents. This paper presents a brief outline of the TCT's homepage.

Key Words: WWW, homepage, web, public relations

1. Introduction

The Internet technology brought the WWW in the early 1990s, and this e (lectronic)-publishing or so-called “homepage” explosively becomes popular. The CPR (Committee for Public Relations) of TCT is responsible for editing TCT’s homepage. The GUIDELINE for the WWW publishing of TCT is determined in 1997, and its 2nd version is established in December 2000. In this Guideline precisely fixed were the CPR’s role in the WWW publishing. Furthermore, the “Law Concerning Access to Information Held by Administrative Organs” (http://www.soumu.go.jp/gyoukan/kanri/a_06.html), established in 1999, drives the disclosure of administrative documents using http protocol, and is also expanded the homepage’s role.

2. History

The TCT Home page was created in March 1995, as one of the earliest websites of the institutions in the Tsukuba Science City (Figure 1). The first edition was created by one of the authors (Watanabe) as an experimental site, following the LAN experiment in Visual Impairment Division by M. Kawahara in 1994. The TCT experimental homepage soon was widely recognized as the official one. For the edition and publication of the homepage, the CPR was born in October 1998, and its working group (CPR-WG) was organized in 2000 for editing and maintaining the contents. As TCT’s two divisions, with its departments and centers, are taking care of their own web contents, CPR and the WG are responsible for the “general” introduction of education/research and administrative activities of TCT as a whole.

3. Present Status

(1) *The structure of the homepage*

As the most contents are prepared basically in Japanese as a full version (Figure 1, 2, 3, 4 and 8), also provided is a English (basic) version (Figure 5, 6 and 7), and the bilingual publishing is likely to be continued for the international use of the

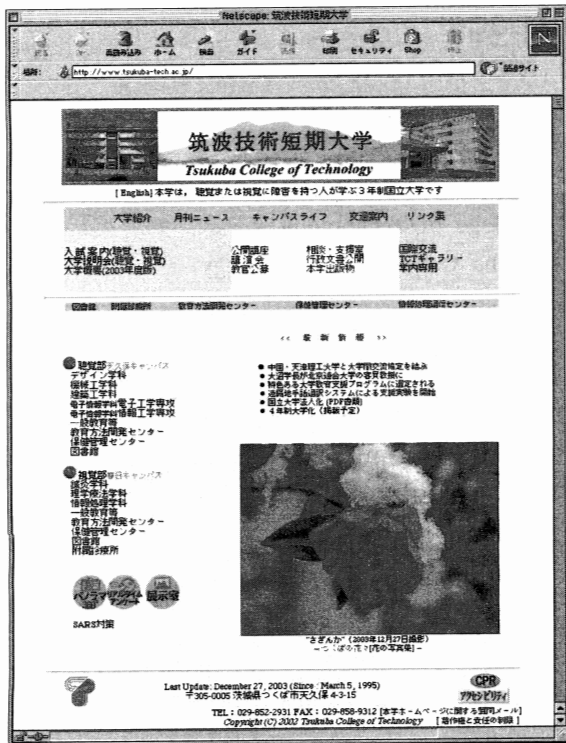


Figure 1. TCT top page edited by CPR-WG.
<http://www.tsukuba-tech.ac.jp/>

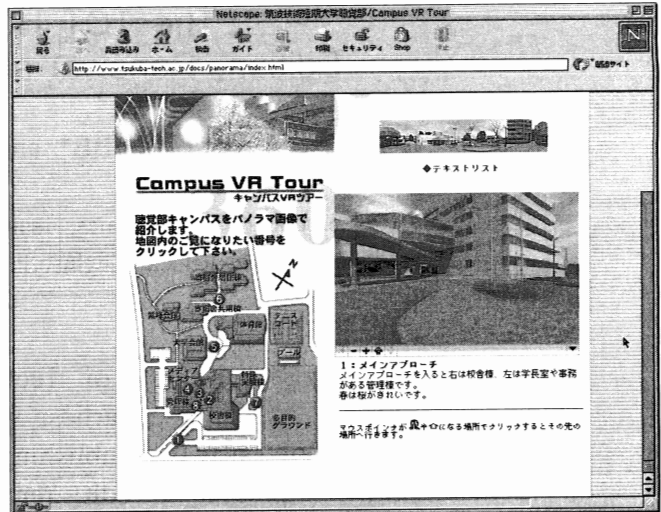


Figure 2. 360° Campus tour.

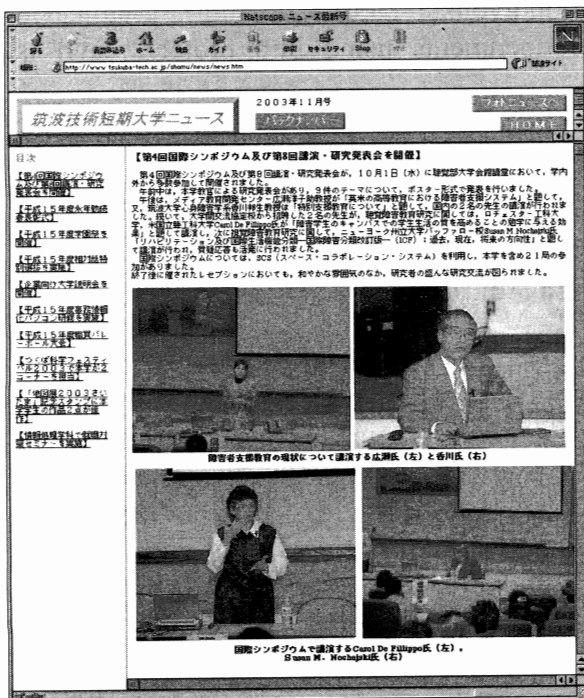


Figure 3. Monthly News published by administration of general affairs.

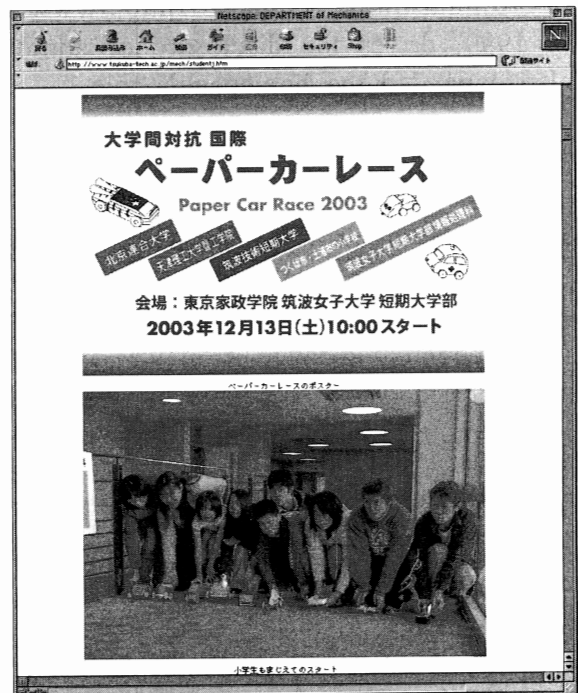


Figure 4. "Paper Car Race 2003". One of the TCT's international activities.

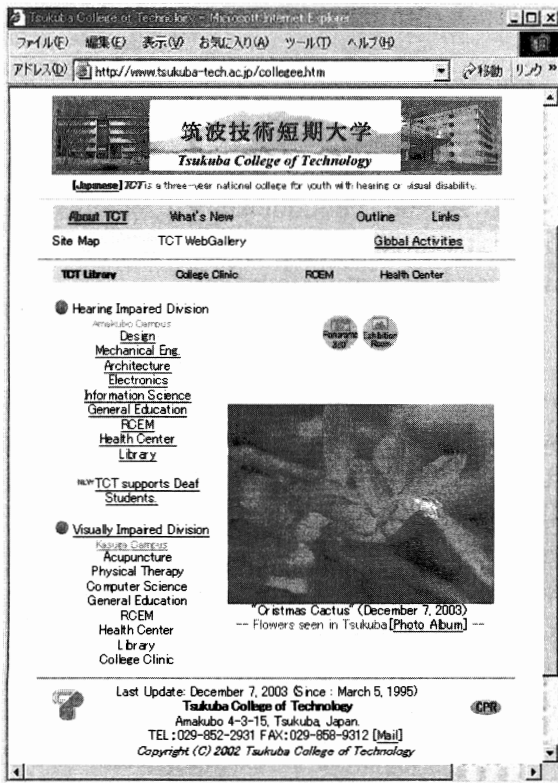


Figure 5. TCT Top page (English).

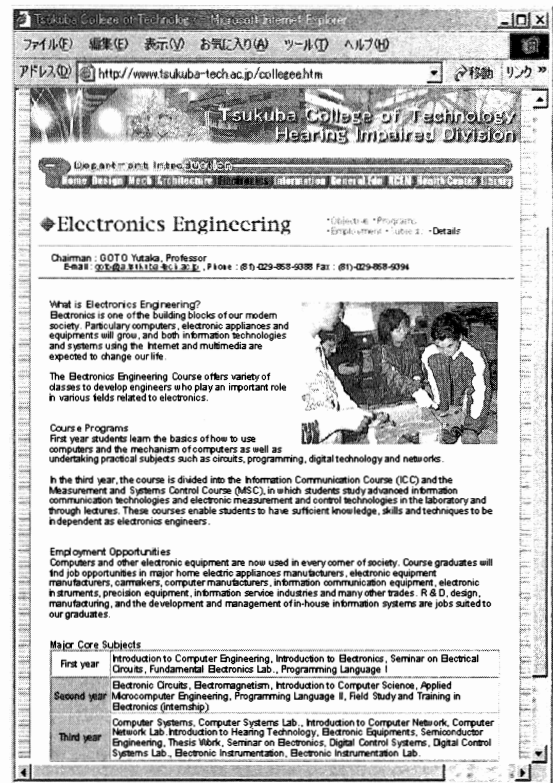


Figure 6. What are the departments, job opportunities, and course plans?

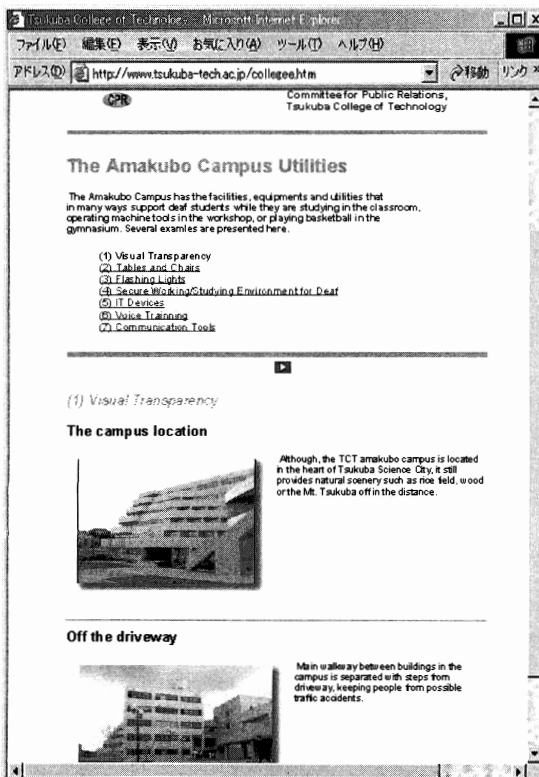


Figure 7. Facilities, equipments, ideas to support deaf students.

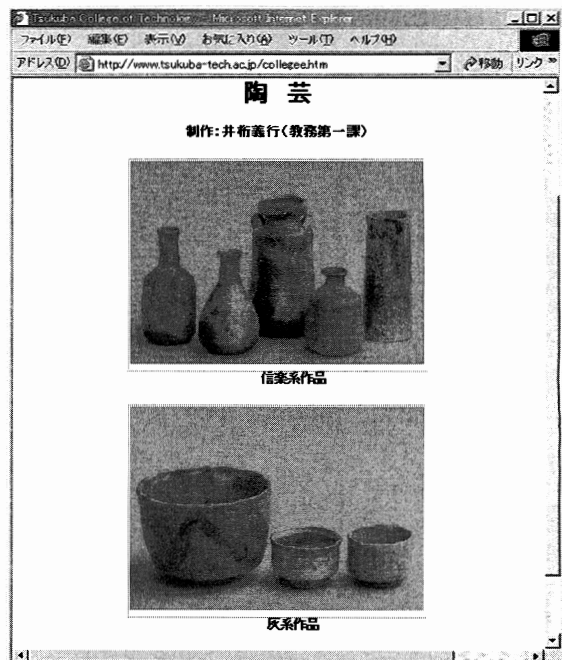


Figure 8. The TCT web gallery. Potteries in traditional style.

website. The more the amount of contents are getting, the more human and financial resources of CPR-WG. will be required.

(2) The contents

Most of the homepage contents consist of text with pictures or photos. Typical examples are Figure 6 and 7. Text as well as titles should be concise and plain, and also the pictures/photos should be suitable for the text. As the style is new to most of us, it needs time for everyone to create informative and attractive contents.

4. Future

In contrast to traditional publishing, web contents need constant maintenance and upgrade. Furthermore, much more information will be necessary on the web. Because of these trends an independent office may be required for public relations, for instance, in TCT, as more and more human resources will be needed for the task.

As the WWW system becomes popular, the readers are with wide range of ages, occupations, or interests. The information that web provides should be suitable for the needs of various readers, and that the activities of the public relations should match. The ideas may be characterized with the following keywords, such as “reliable”, “plain”, “interactive”, “quick”, “transparent”, “straightforward”, and/or “attractive” Some will be a real challenge, partly because of the “indirectness” seems to be the basic values in Japanese language.