



師大

國際化網站建置之經驗分享

國立中山大學。2015年校園網頁優質化推廣講座。2015.4.28

翁乃忻

師大國際事務處招生資深專員

外國學生招生作業8年

國際事務處資料庫系統管理

現籌劃改版師大英文入口網站

在師大工作之前...

網頁設計師 → 網站企劃 → 網站總監

國際處網站的歷史：

2007年成立，2010年加入部分後台程式介面，**龐大繁瑣**的資料存放二主機。網址永遠是
www.ntnu.edu.tw/oia

>>連來連去連成仇~~

>>網站像個圖書館館藏室
這樣真的好嗎？

歷史的包袱

02

文字多

新聞舊

**國立臺灣師範大學國際事務處**
- Office of International Affairs, NTNU -

[Home](#) 

[中文](#) | [English](#) | [日本語](#) | [한국어](#) | [Bahasa Indonesia](#)
[Tiếng Việt](#) | [ภาษาไทย](#) | [Français](#) | [Bahasa melayu](#)



H**O****T**

Announcements for the Fall Semester 2014 List of admitted students, list of awardees for the NTNU scholarship and the important dates for admission **HOT** 2014/05/15

Announcement of Undergraduate Admission of the International Transfer Students, 2014 **HOT** 2014/05/15

News

 **INTERNATIONAL COOPERATION**

NTNU and Yonsei University Sign Dual Degree Program 2014.04.21

University of Bonn Professor Dr. Matthias Herdegen Visits from Germany 2014.03.28

Visitors from University of Sydney Hope to Open up Further Opportunities for Cooperation 2014.03.06

[MORE](#)

 **ADMISSIONS**

Announcements for the Fall Semester 2014 List of admitted students, list of awardees for the NTNU scholarship and the important dates for admission 2014.05.15

Announcement of Undergraduate Admission of the International Transfer Students, 2014 2014.05.15

Join NTNU summer school now! Register by 4/30! 2014.04.18

Announcements for the Spring Semester 2014 & List of admitted students and list of awardees

News

About OIA

International Cooperation

Admission to Degree Programs

Student Exchange Programs

Scholarships

Student Activities

Download

Links

visitor **224156**
Since November 2009

**OIA Newsletter**
■ latest ■ past
■ subscribe



舊版首頁=News頁面

News中文內容多英文少，且英文內容無法頻繁更新，首頁乏善可陳。

堆疊文字不是好網頁。

>>需要英文內容 誰來翻譯？

國際處人員身兼數職，會英文不等於會翻譯，會翻譯不等於有時間翻譯。

歷史的包袱

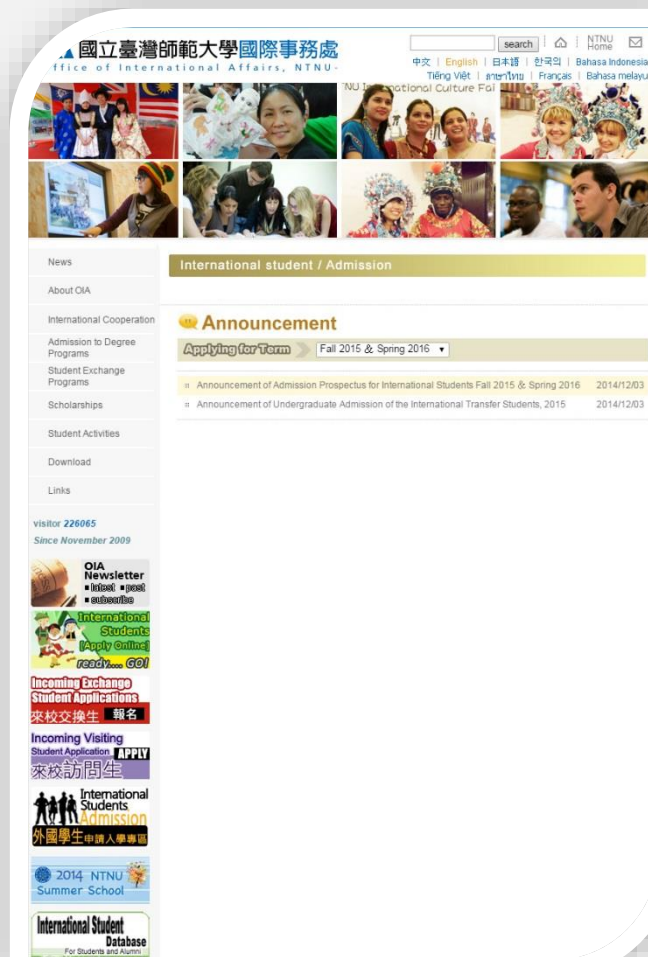
04

網站內容文字為主

平淡的如白開水

重要內容卻輕輕帶過

畫面失衡



是時候改變了

現在的世代

網站作的好真得很重要！

1. 公開招標：

好網站 = 預算逾10萬 = 麻煩的公開招標 = 累死承辦人 = 不見得有好設計公司投標 = 程序繁複苦戰一個月以上

Solution :

1. 明查暗訪好廠商、努力搏感情
2. 認命做、盡人事、拼天命

2.老問題：中文選單內容多英文少

Solution:

承辦人看遍國內外英文網站作功課~ for example: campus life

麻煩不了同事、多找幾個工讀生幫忙???

3.還是老問題：英文新聞少

Solution:

找學校新聞塞、用固定格式改關鍵字、增加圖片設計、培養同仁寫稿習慣如同email。

改版的困難點

08

**Office of International Affairs**
National Taiwan Normal University

NTNUCONTACT US

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News

Font Size: ☒ S ☐ M ☐ L

Top News



Announcements for the Fall Semester 2014 List of admitted students

2014/05/15



Announcement of Undergraduate Admission of the International Transfer Students, 2014

2014/05/15



Join NTNU summer school now! Register by 4/30!

2014/04/18



Recruitment of International Students Fall 2014 : the 5th session hold on 2/27

2014/01/22

What's News

Announcements for the Fall Semester 2014 List of admitted students

Announcement of Undergraduate Admission of the International Transfer Students, 2014

Join NTNU summer school now! Register by 4/30!

Recruitment of International Students for Fall 2014 : the 5th session is hold on 2/27

Announcements for the Spring Semester 2014 & List of admitted students and awardees for the NTNU scholarship

Announcement of Admission Prospectus for International Students Fall 2014 & Spring 2015

Announcement of Undergraduate Admission of the International Transfer Students, 2014

Announcements for the Fall Semester 2013: List of admitted students and list of awardees for the Freshman scholarship

2013 OIA Short-term Summer Program is coming

EZ-CHAT! Come to Join Us!

4.資料的取捨

(同仁想放的和你想的不一樣)

Solution:

在精不在繁、觀眾想看的內容

5.內容的陳列方式

Solution:

圖文比重分配、選單路徑

6.層級架構、使用者習慣

Students >> 學生別 (International Students, Overseas Chinese Students, Dual degree students, Exchange students, Visiting Students)>> Application information

Students { Degree-seeking Programs >> 學生別 >> Application info
Incoming short term Studies >> 學生別 >> Application info
Outgoing short term Studies >> 學生別 >> Application info

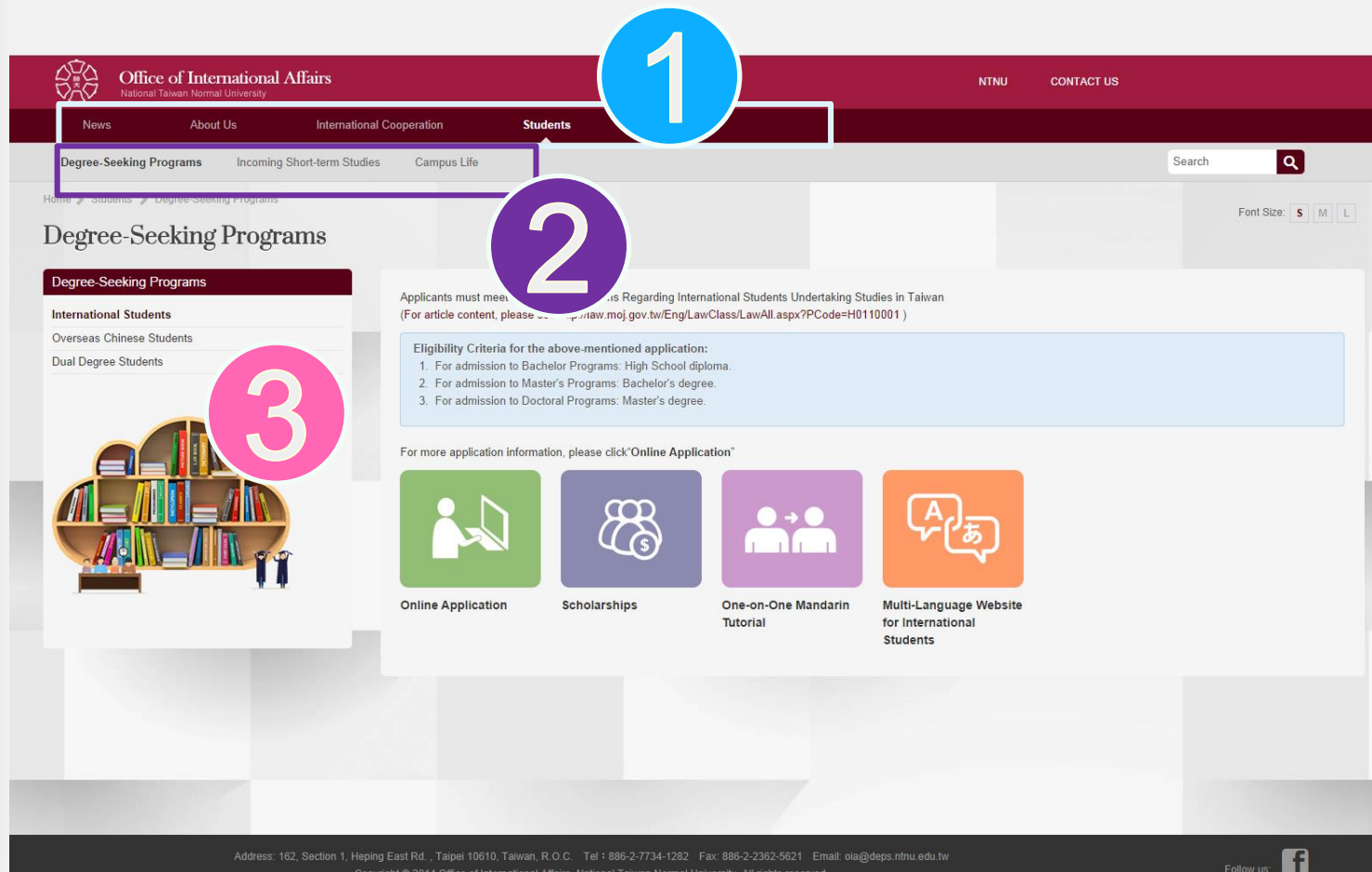
Solution:

打破承辦人員業務作成習慣的迷失。

網頁架構分層簡潔、最多三層。

改版的困難點

11



1. 雙語化？國際化？

- ★ 1：1的中英文翻譯不見得是好的使用者介面。
- ★ 網頁翻譯：英文很強的臺灣人（最好瞭解行政作業or學校）V.S 母語人士
- ★ 多國語言不是必須

2. 所謂的國際化網站

國際化是甚麼？也許是種潮流....

- ★ 主選單內容
- ★ Home (學校系所)長官的習慣？

其他考量點

13

Home | Chemistry | Chemical & Biomolecular Engineering | Quick Links

Berkeley Advancing society through education and research
College of Chemistry

Search

THE COLLEGE STUDENTS FACULTY & RESEARCH NEWS & PUBLICATIONS EVENTS ALUMNI GIVING



1 2 3 4 Pause

THREE COLLEGE FACULTY ELECTED TO AAA&S

College of Chemistry professors Bustamonte, Hartwig and Iglesia have been elected to the American Academy of Arts and Sciences.



Major Advance in Artificial Photosynthesis Poses Win/Win for the Environment



Reverse Cycle: Inspired by leaves, new invention turns sunlight and water into fuel



Calendar



Seminar & Lecture Calendar
College & Alumni Events

Departments



Chemical & Biomolecular Engineering



Chemistry

Emergency Info

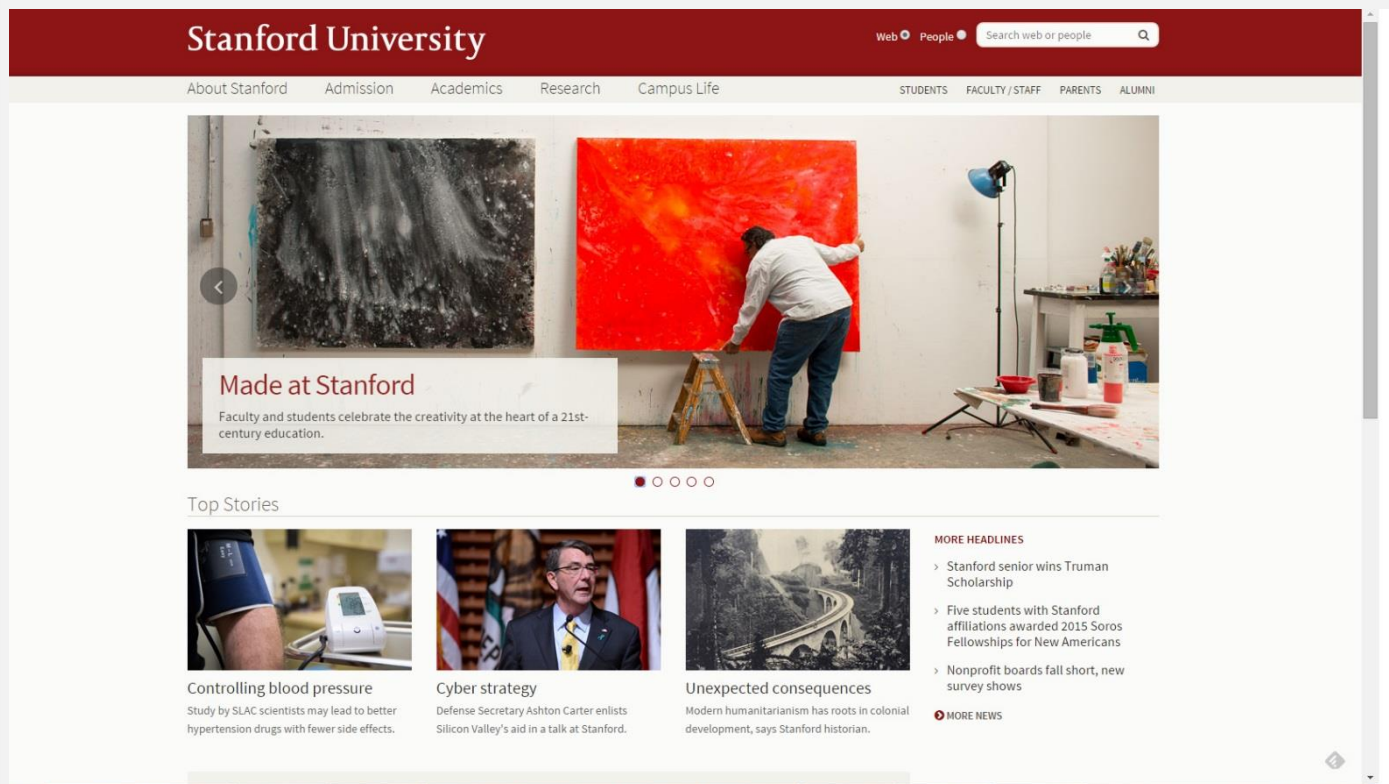


其他考量點

14

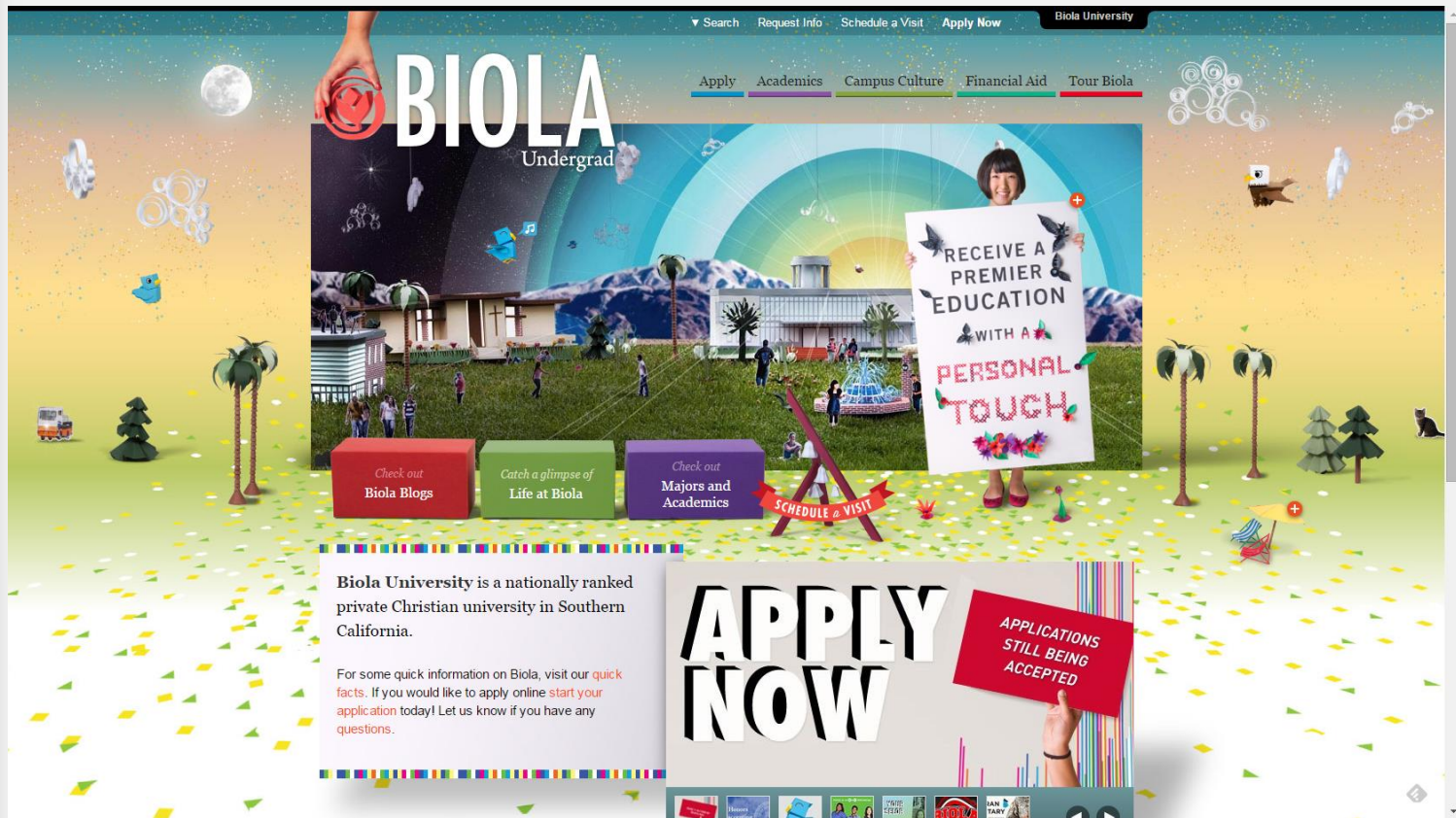
2. 所謂的國際化網站

★ 網頁潮流 (首頁格式) Menu方位



其他考量點

15



其他考量點

16

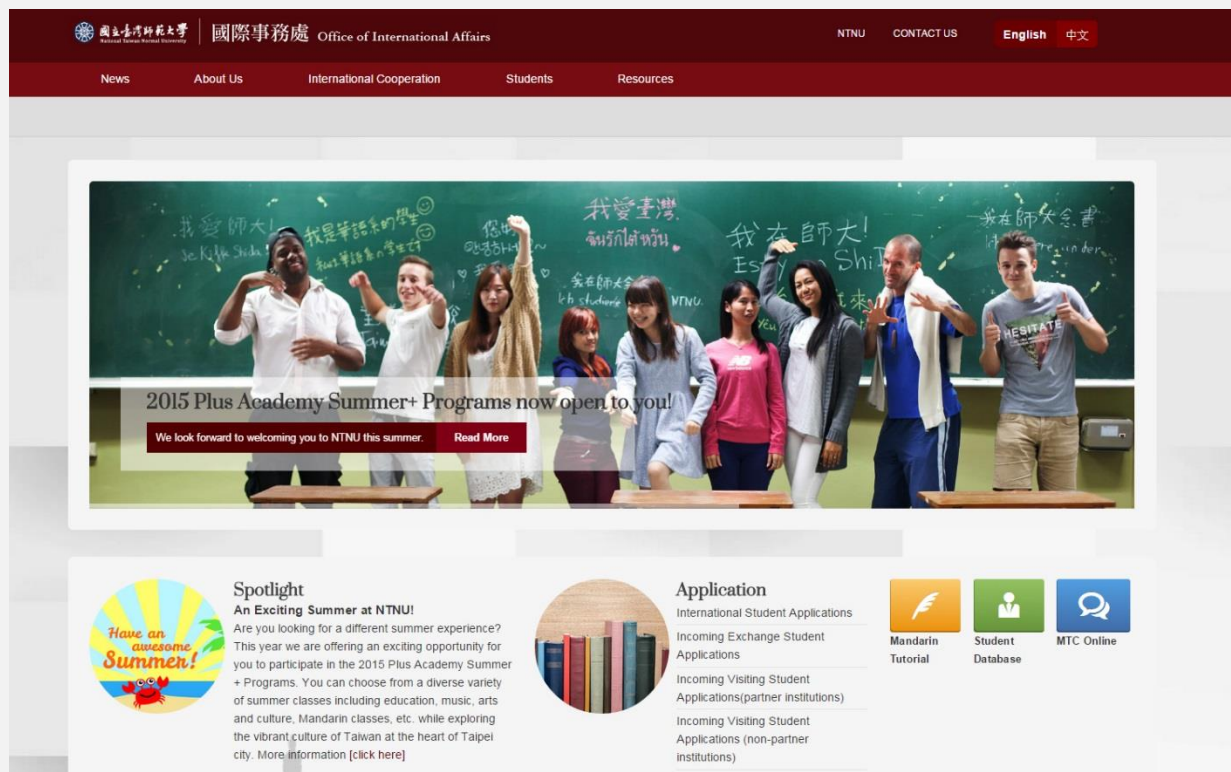


其他考量點

17

2.所謂的國際化網站

★花點錢拍個好看的照片吧



其他考量點

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國立臺灣師範大學
National Taiwan Normal University

國際事務處

Office of International Affairs

NTNU

CONTACT US

English

中文

News

About Us

International Cooperation

Students

Resources

2015 Plus Academy Summer+ Programs now open to you!

Exploring the vibrant culture of Taiwan at the heart of Taipei city!
We look forward to welcoming you to NTNU this summer.

Registration period: February 20-April 30, 2015

[Read More](#)



Spotlight

An Exciting Summer at NTNU!

Are you looking for a different summer experience? This year we are offering an exciting opportunity for you to participate in the 2015 Plus Academy Summer+ Programs. You can choose from a diverse variety of summer classes including education, music, arts and culture, Mandarin classes, etc. while exploring the vibrant culture of Taiwan at the heart of Taipei city. More information [\[click here\]](#)



Application

International Student Applications

Incoming Exchange Student Applications

Incoming Visiting Student Applications(partner institutions)

Incoming Visiting Student Applications (non-partner institutions)



Mandarin
Tutorial



Student
Database



MTC Online

3.符合不同螢幕比例的網頁呈現

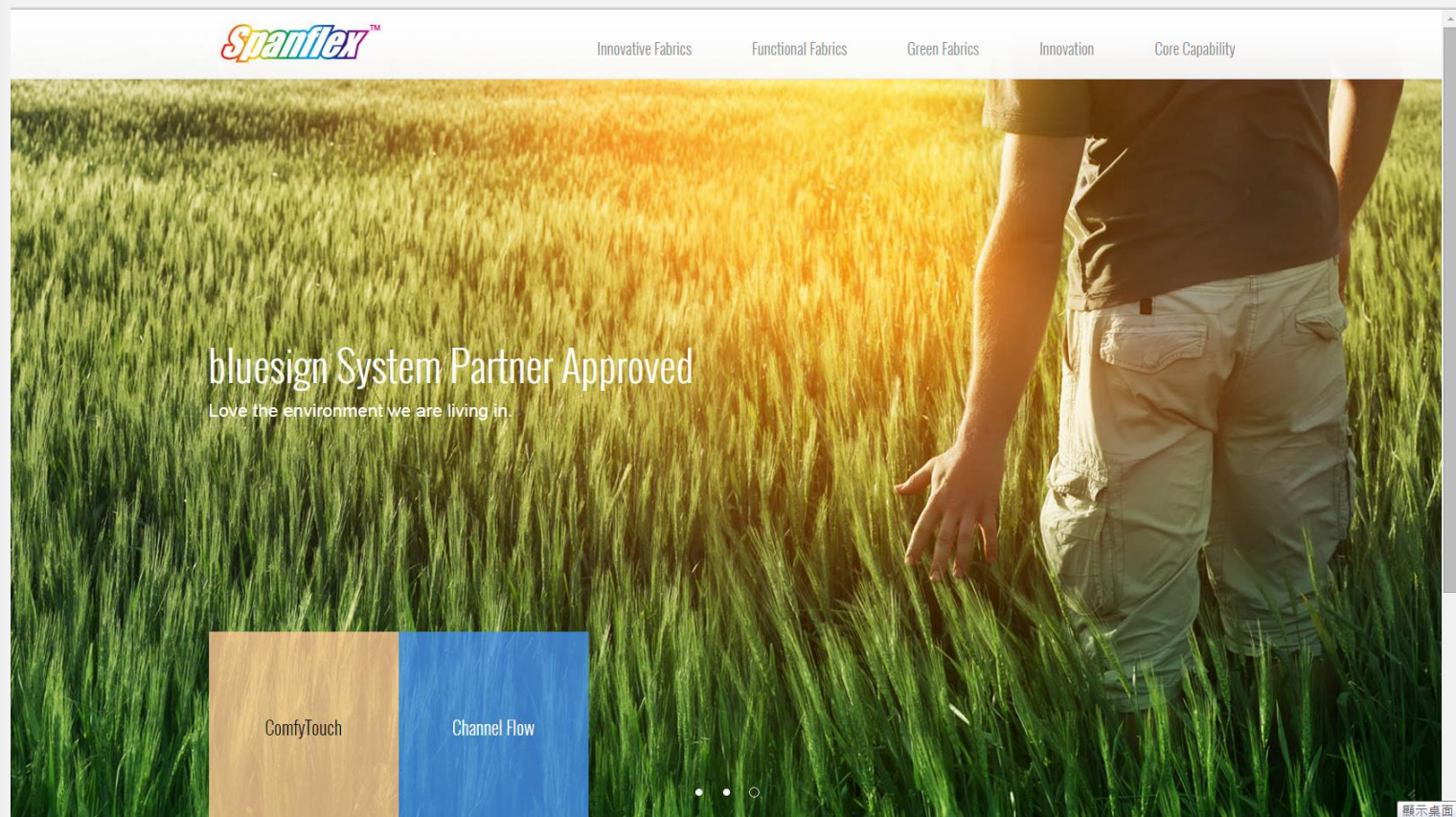
iPad (不支援Flash) 手機 傳統電腦 寬螢幕

★ 響應式網頁設計 (Responsive Web Design)RWD

- 2014年網頁設計開發新技術
- 不同解析度下改變網頁頁面的佈局排版
- 使用者才是王道 devices只是媒介

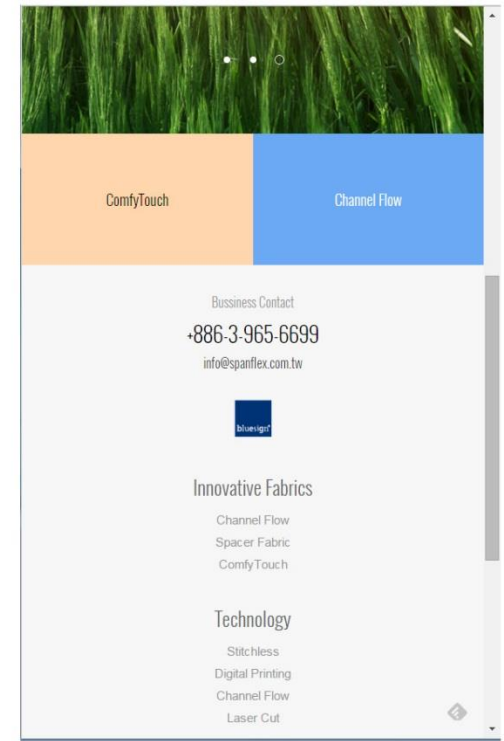
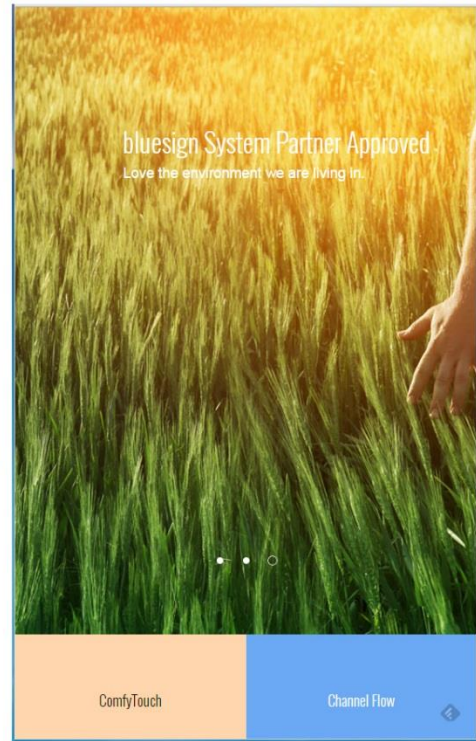
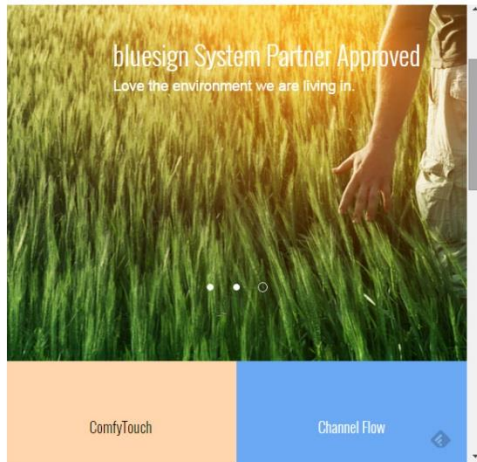
其他考量點

20



其他考量點

21



4. 網站不是電子圖書館、資料庫

- ★ 網站定位
- ★ 給來看的人有用的資料
- ★ 機密性問題
- ★ 省去頻繁更新的困擾

其他考量點

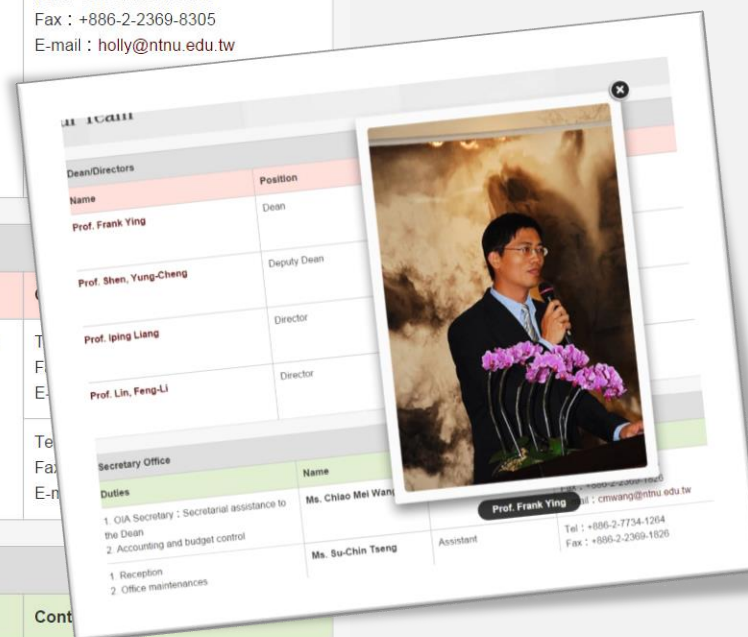
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5.業務導向的Our Team

Global Fellowship Program			
Duties	Name	Position	Contact Info
1. Faculty/Students Study Abroad Scholarships 2. Academic Cooperation Grant 3. Visiting Scholars Program 4. Application for Academic Excellence Awards 5. International educational fair and exhibition coordination	Ms. Holly Chen	Global Fellowship Program Manager	Tel : +886-2-7734-1270 Fax : +886-2-2369-8305 E-mail : holly@ntnu.edu.tw

Exchange/ Visiting Students Program			
Duties	Name	Position	Contact Info
1. Inbound Exchange Students (Application / General affairs) 2. Outbound Exchange Students (Application / General affairs) 3. Inbound Visiting Students (Application) 4. Outbound Visiting Students (Application / General affairs)	Ms. Nicole Hsiung Ms. Neferty Cheng	Student Mobility Program Manager	Tel : +886-2-7734-1270 Fax : +886-2-2369-8305 E-mail : nhsiang@ntnu.edu.tw

International Students Degree Program			
Duties	Name	Position	Contact Info
1. International students degree program (Application / General affairs) 2. Oversea educational fairs and recruitment service coordination 3. Inbound/ Outbound internship 4. The OIA website and International students bilingual database maintenance	Ms. Roxane Weng Ms. Meng-Ling Chen	International Student Advise Manager	Tel : +886-2-7734-1274 Fax : +886-2-2362-5621 E-mail : roxane@ntnu.edu.tw Tel : +886-2-7734-1275 Fax : +886-2-2362-5621 E-mail : mengling@ntnu.edu.tw



6. 多放學生與學校互動的內容



Carvell Christop
Country: The United States
Program: Master's Program

My name is Carvell Wilkins a Global Business and Strategy. Living in Taiwan has broad world outside of the US, and heard of Taiwan, and felt convinced to go to Taiwan see right away how Taiwan knew that I had found some kind of way. It taught me better ones.

The culture shock of living in Taiwan quickly left when I started meeting Taiwanese. Taiwanese are so easy that most foreigners will encounter is homesickness. What is great about Taiwan is, Taiwanese will help given to those who are willing to come to Taiwan. Friends in Taiwan will take care of you extremely well, because you will be too engaged in enjoying your current life.



Ito Ken 伊藤健
Country: Japan
Master's Program of Curriculum and Instruction

Seven years ago, I came to Taiwan simply for learning Chinese. However, after these years, it turns out that I fell in love with Taiwan. I have experienced many interesting things. I have to say, it is really wonderful that I could make a lot of friends in Taiwan. I think, of course, as a student, I should always concentrate on my studies. However, the most important thing I learned during these years is friendship.



Anis Yuniati
Country: Indonesia
Doctoral Program of Physics

Studying at NTNU is an incredible experience. All the people I met here are very friendly. I have great teachers and classmates that inspire me, help me to understand a new way of teaching and learning and make me feel very lucky to be a part of them. Meeting other international students also gives me an opportunity to build a new friendship, so here I am not only learning physics, but also a new culture that is very exciting. Taiwan is one of the most beautiful places I have ever been to. I would really recommend you to study here. I am sure you will have a lot of fun and enjoy this beautiful country.



Ueli Konrad
Country: Switzerland
Master's Program of Management

I enjoyed every second of my study in Taipei at NTNU. The Office of International Affairs supported me greatly with any inquiries I had. NTNU offered many interesting courses in my field (business management) with a strong emphasis on practical knowledge. Life itself in Taipei is great. Taiwanese are friendly and peaceful, especially regarding foreigners.

Photos! Videos!

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**Office of International Affairs**
National Taiwan Normal University

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Partner InstitutionsStatistics for Partner Institutions

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Home > International Cooperation > Partner Institutions > List of Partner Institutions

Font Size: S M L

List of Partner Institutions

Partner Institutions
List of Partner Institutions
Partner Institutions Search

US United StatesUniversity of Pennsylvania



 1740
 Students: 25007
 <http://www.upenn.edu/>
 Map

graduate and professional schools.

Penn's eminent, award-winning educators and scholars encourage students to follow their passions, pursue inquiry and discovery, and address the most challenging problems through an interdisciplinary approach.

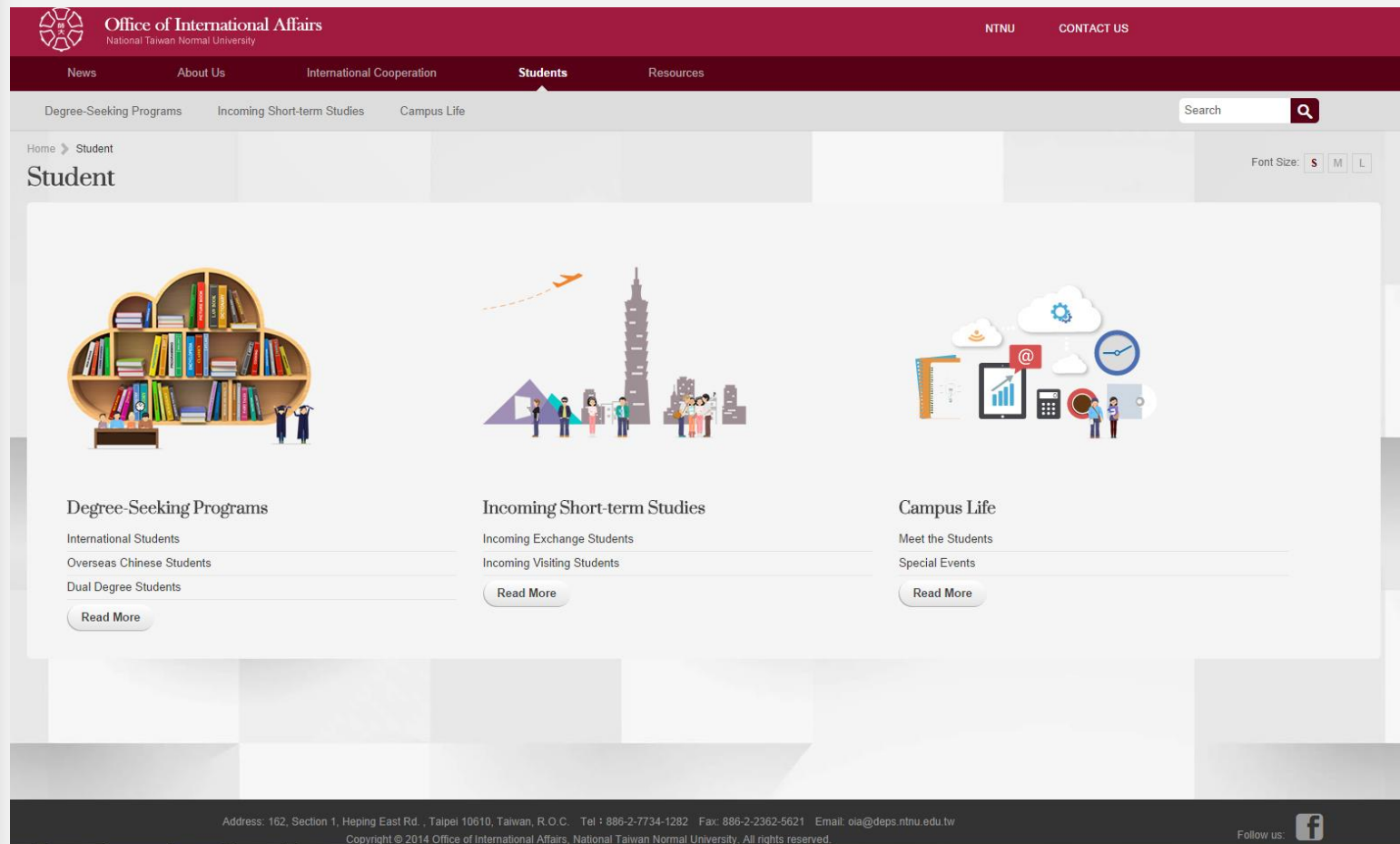
Penn has a long and proud tradition of intellectual rigor and pursuit of innovative knowledge, begun by Benjamin Franklin in 1740. That tradition lives today through the creativity, entrepreneurship, and engagement of our faculty, students, and staff.

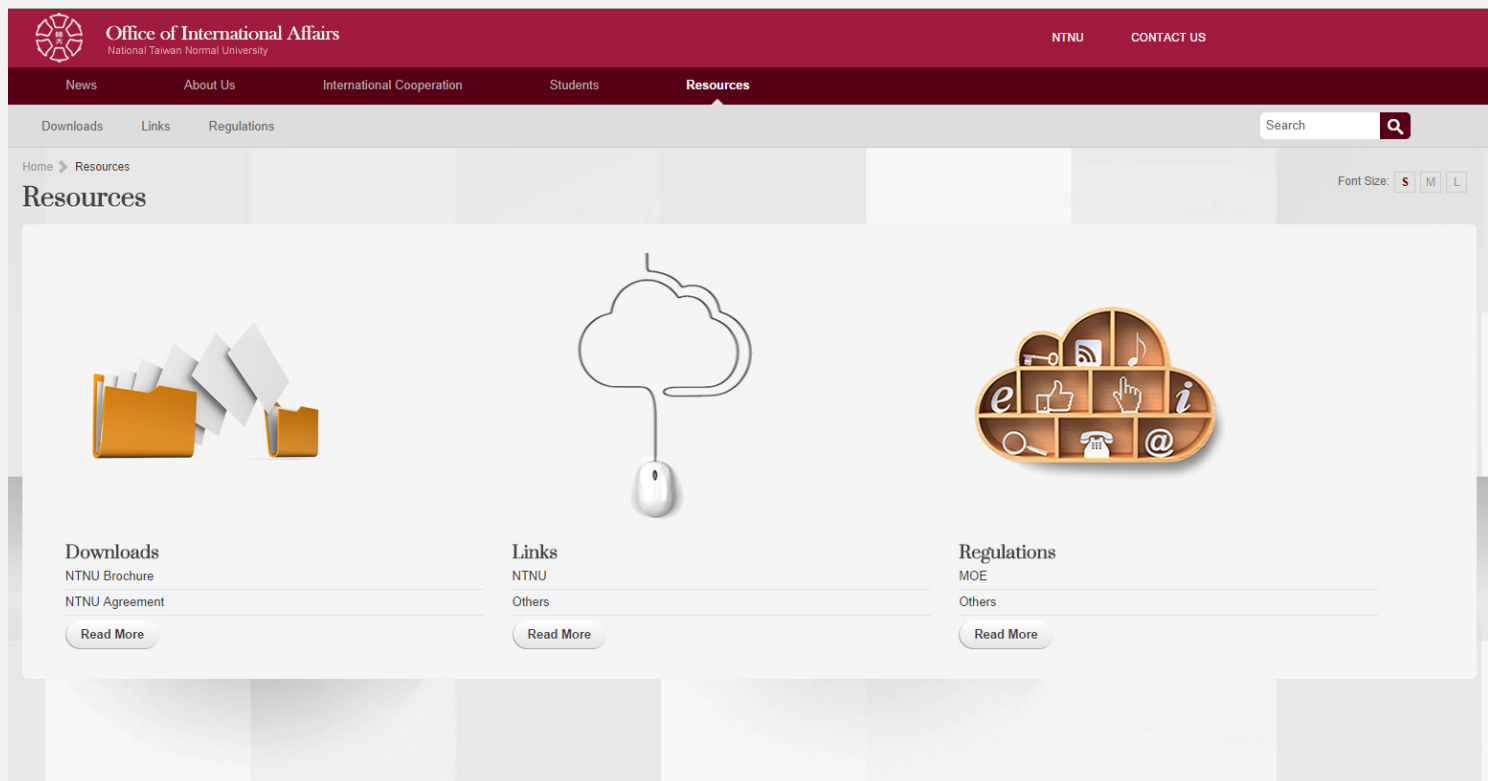
Scholarship and Learning: Academic life at Penn is unparalleled, with an undergraduate student body of 10,000 from every U.S. state and around the world. The entering class of 2017 is the most talented and diverse in Penn's history. Consistently ranked among the top 10 universities in the country, Penn welcomes an additional 10,000 students to our top-ranked

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Office of International Affairs
National Taiwan Normal University

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AdmissionsInterational CooperationStudent ActivitiesOther Announcements

Search

Home > News > Student Activities

Font Size: S M L

Student Activities

Display:  



EZ-CHATI Come to Join Us!
2014/09/11



2014 Welcome Party for NTNU International Students
2014/09/11



2014 Application for Alien Resident Certificate
2014/09/08



2014 NTNU International Student Orientation
2014/09/05



2014 International Student Graduation Ball
2014/06/16



Love with Rice Dumpling!
2014/05/30

International Cooperation

NTNU and Yonsei University Sign Dual Degree Program
University of Bonn Professor Dr. Matthias Herdegen Visits from Germany
Visitors from University of Sydney Hope to Open up Further Opportunities for Cooperation

Admissions

Announcements for the Fall Semester 2014 List of admitted students
Announcement of Undergraduate Admission of the International Transfer Students, 2014
Join NTNU summer school now! Register by 4/30!

Other Announcements

International Student Counseling Services
2014 Meet Taiwan Enterprises & Find your Career Opportunities
09/27~09/28 Experience life in Northern Taiwan with Your Host Family

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上線後遇到的狀況

Admissions

International Cooperation

Student Activities

Other Announcements

Home > News > Admissions

Admissions

Display:  



2015 Plus Academy Summer+ Programs open to you!

2015/03/19



Info. Session for Recruitment of International Students for Fall 2015

○ Bachelor ○ Master's ○ Ph.D.

7th floor of the MTC

1/26 14:00~16:15
1/27 10:00~12:15
2/13 10:00~12:15

> NT\$20,000-150,000 scholarship is now open for application!
> One-on-one help is provided on a first-come, first-serve basis.
> If you are not able to attend the Info. Session, we welcome you to bring your questions directly to the Office of International Affairs (OIA).



Announcement of Admission Prospectus for International Students Fall 2015 & Spring 2016

2014/12/03



Announcement of Undergraduate Admission of the International Transfer Students, 2015

2014/12/03



Announcements for the Spring Semester 2015 List of admitted students and list of awardees for the NTNU scholarship

2014/12/12



NTNU has 3 new overseas contact points

2014/09/29

International Cooperation

Akita International University Signs Agreement with NTNU to Stimulate Academic Exchange

NTNU signed a dual degree agreement with University of South Carolina

A delegation from l'Université Paris-Est Marne-la-Vallée visited NTNU

Student Activities

2015 International Culture Fair – we want you!

Topic wanted!

2015 Chinese New Year Party for NTNU International Students

Other Announcements

2015 Spring Tuition Waiver for international students is now open for application.

Taxation Narrative Singing in Mandarin

International Student Counseling Services

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4

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上線後遇到的狀況

Student Activities

Display:  



2015 International Culture Fair – we want you!
2015/01/26



Topic wanted!
2015/01/16



Happy “Young” New Year!
2015 Chinese New Year Party
for NTNU International Students
歡樂Young新春
104年境外生春節聯歡



2014
異國美食
Exotic Gourmet Potluck



【Lecture】cross-cultural relationships
2014/10/29



2014
International Students Photographs and Writing Contest
My Secret Spots in Taiwan

2014 International Photography and Writing Contest
2014/10/01

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Taxation Narrative Singing in Mandarin

International Student Counseling Services

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上線後遇到的狀況

The screenshot displays the website of the National Taiwan Normal University Office of International Affairs. The header includes the university's name in Chinese and English, along with navigation links for News, About Us, International Cooperation, Students, and Resources. A search bar is located on the right. The main content area features a large announcement for a 2014 Exotic Gourmet Potluck event, which includes details about the date, time, location, and contact information. The right sidebar contains a list of recent news items under the headings International Cooperation, Student Activities, and Admissions.

國立臺灣師範大學 | 國際事務處 Office of International Affairs

NTNU CONTACT US English 中文

News About Us International Cooperation Students Resources

Admissions International Cooperation Student Activities Other Announcements

Home > News > Student Activities > Exotic Gourmet Potluck

Font Size: S M L

Exotic Gourmet Potluck

Come join the potluck party and share the traditional cuisine of your country with others!

Contact: Ms. Julianne Lien (yclien@ntnu.edu.tw)

2014 異國美食 Exotic Gourmet Potluck

歡迎參加異國美食POTLUCK與大家分享你的家鄉美食！
可組隊或個人報名參加。
食材費補助新臺幣1,000元，工讀費新臺幣800元。
Come join the potluck party and share the traditional cuisine of your country with others.
You may sign up as "a team" or just "yourself".
A NT\$1,000 of ingredient costs will be covered by OIA and you will get NT\$800 for this activity.

報名日期: 103/12/19(五) 12:10 - 14:00
時間: 12:10 - 14:00, 19th Dec. 2014
地點: 國際交流廳
Venue: International Lounge

如何報名? How to join us?
請於11/24(五)前向國際事務處國際學生事務組內陳淑芬小姐報名。
Please sign up by 20th Nov. at OIA.
Contact: Ms. Julianne Lien
TEL: 22341221, 22341221, yclien@ntnu.edu.tw

International Cooperation

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Announcements for the Spring Semester 2015 List of admitted students and list of awardees for the NTNU I scholarship

改版後網頁

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上線後遇到的狀況

The screenshot displays the website of the National Taiwan University Office of International Affairs. The header includes the university's name in Chinese and English, and navigation links for 'English' and '中文'. A secondary navigation bar lists categories like '最新消息' (Latest News), '關於我們' (About Us), '學術交流' (Academic Exchange), '學生專區' (Student Area), '相關資源' (Related Resources), and '教職員專區' (Faculty/Staff Area). Below this, a specific news item is highlighted: '2015【暑期語言文化研習課程】韓國群山大學韓語密集班報名開始!學費住宿費全免!'. The main content area features a large graphic with the text '韓國群山大學暑期交換韓語密集班報名' (2015 Kyungpook National University Summer Exchange Korean Language Intensive Class Registration). It details the number of spots (8), eligibility (NTNU students), application period (June 29 to August 21, 2015), and the fact that tuition and accommodation are free. A sidebar on the right contains sections for '國際交流' (International Exchange), '學生活動' (Student Activities), '申請入學' (Application for Admission), and '獎助計畫' (Scholarship Programs). The footer includes a '檔案下載' (Download) link for the 2015 application form.

國立臺灣師範大學 | 國際事務處 Office of International Affairs

NTNU CONTACT US English 中文

最新消息 關於我們 學術交流 學生專區 相關資源 教職員專區

國際交流 申請入學 學生活動 獎助計畫 語言文化研習 兩岸學生交流夏(冬)令營 其他公告 相關連結

首頁 > 最新消息 > 2015【暑期語言文化研習課程】韓國群山大學韓語密集班報名開始!學費住宿費全免!

2015【暑期語言文化研習課程】韓國群山大學韓語密集班報名開始!學費住宿費全免!

請至國際事務處官網下載報名文件，並檢附所有必要資料
於5月1日 17:30前繳至國際事務處 學術合作組

韓國群山大學暑期交換韓語密集班報名

免學費!
免住宿費!

無語言限制!
每週上課五天、每天4小時
申請資格：師大在學學生
交換期間：2015年6月29日至8月21日

承辦人：國際事務處 陳怡安小姐 7734-1269

2015韓國群山大學暑期交換韓語密集班報名

名額：8位
申請資格：師大在學學生
交換期間：2015年6月29日至8月21日

請下載申請書，將報名文件於5月1日(星期五)17:30前繳至國際事務處 學術合作組

承辦人：陳怡安 小姐 7734-1269
yianchen@ntnu.edu.tw

檔案下載 2015韓國群山大學暑期交換申請書

國際交流

UBC校務運作經驗論壇四：學術與行政主管訓練<5/1上午>
北京航大參訪 交流兩校情誼
荷蘭萊頓大學校長來訪 盼增加交流

學生活動

【歡迎參加】國際家族計畫
5/15「陶冶文化－鶯歌之旅」現在開放報名(限境外生) Culture Tour to Yingge, the town of ceramic.
2015年國際文化選最佳職位票選前3名出爐

申請入學

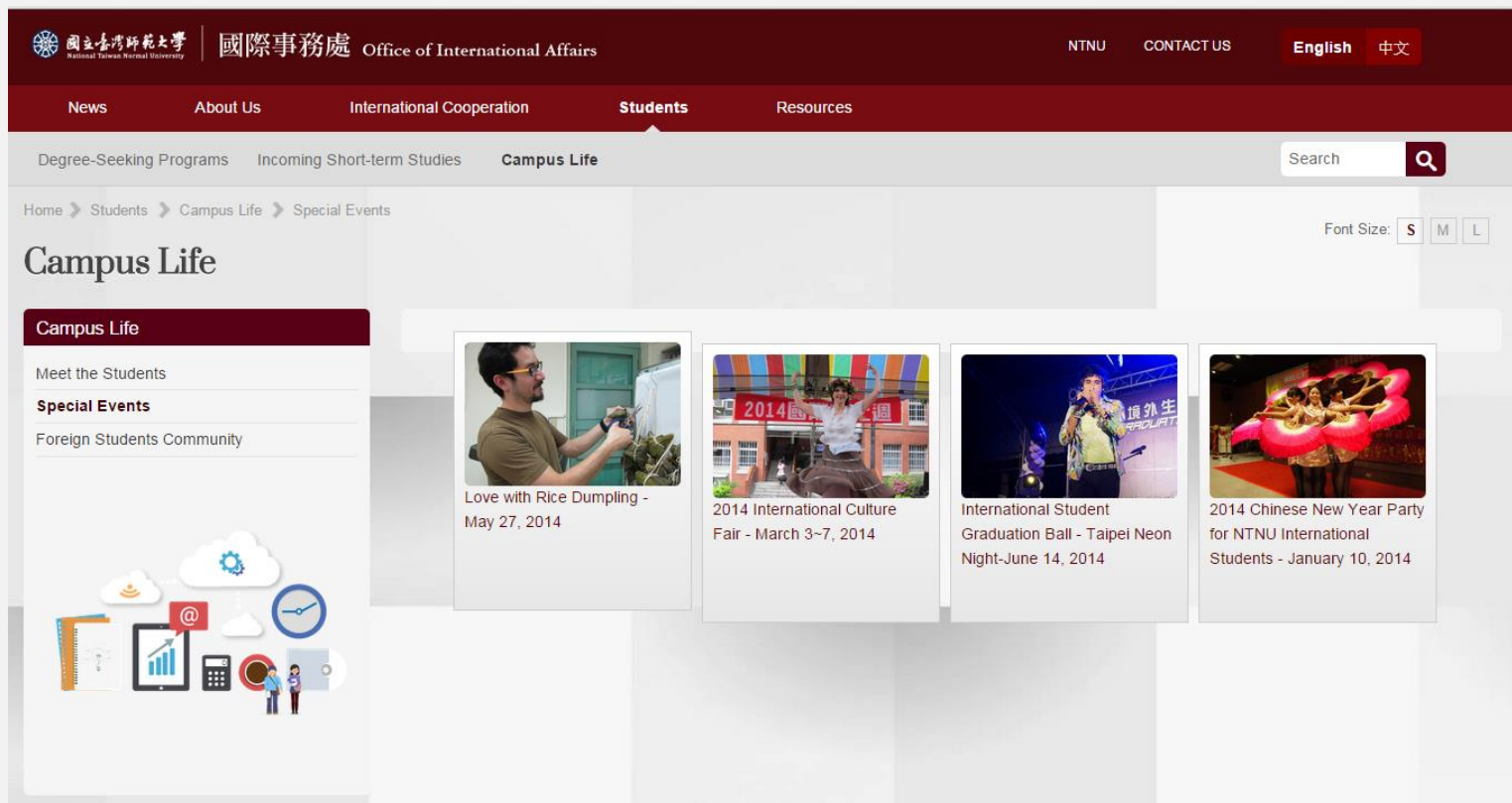
104-2 校級赴外交換生甄選說明會
2015國際學院暑期課程全球招生中
104學年度第一學期 2015秋季班 校級赴外交換生-系所增額錄取名額公告

獎助計畫

改版後網頁

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上線後遇到的狀況



如何優質化網站

1 界定好自己的角色

2 有誰可以一同參與 / 誰作網頁

撰稿者 翻譯人員 設計師 程式師

(好的網頁設計師事半功倍...資中?設計系?)

3 觀眾是誰 / 易地而處

4 確定改版展現的訴求

如何優質化網站

5 仔細規劃 / 參考各大網站作準備功課

(google關鍵字 best university website design)

6 架構圖真的很重要

7 良好溝通 (平行 上下行)

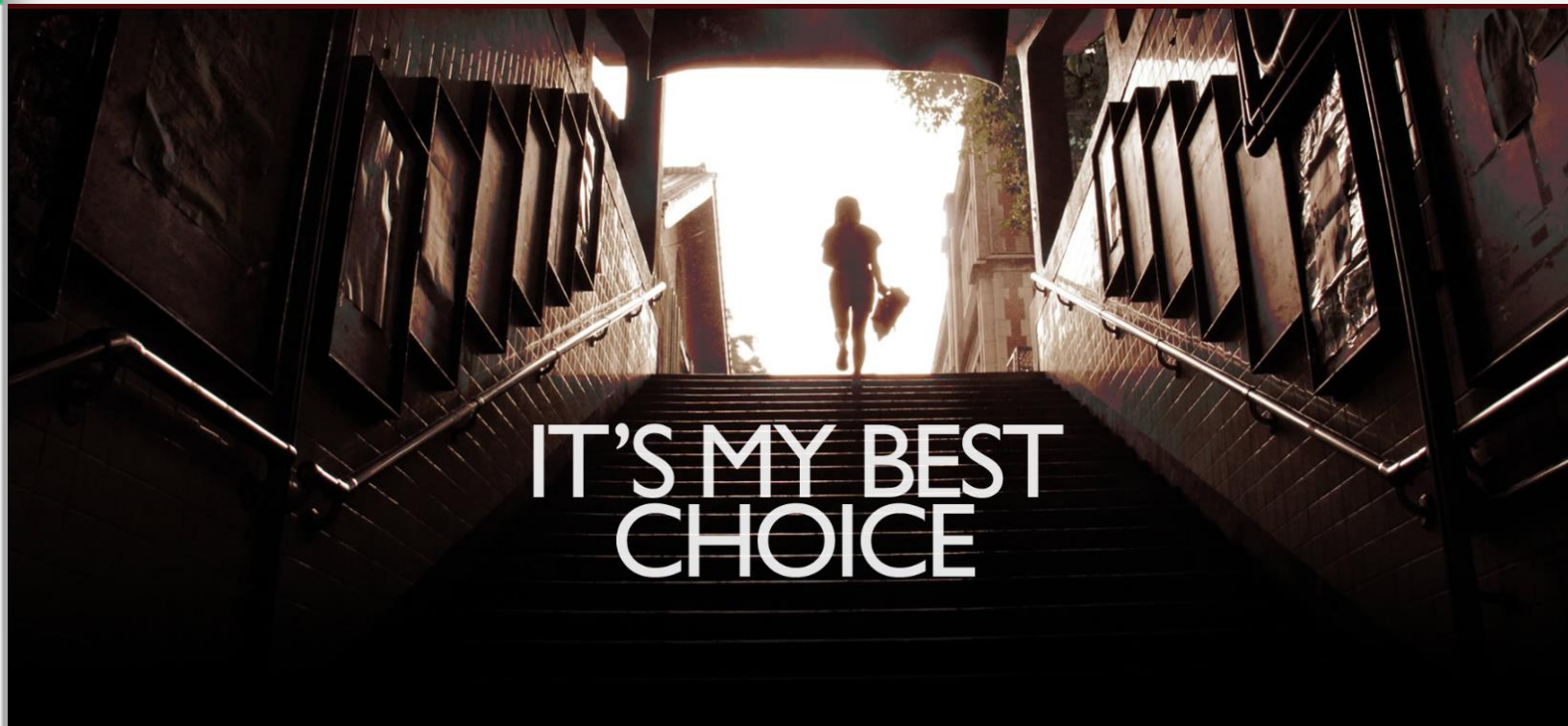
8 上線後的持續維護、點閱率

如何優質化網站

點閱率可以幫助分析客群、重點頁面

英文版	Home	7338		中文版	首頁	57388
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英文版	Resources	640		中文版	相關資源	6020
				中文版	教職員專區	2395

謝謝大家



歡迎提問 知無不言 言無不盡