On the PSA Website

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Breadcrumbs on the PSA Website

One of the more bizarre website terms in the industry is the notion of breadcrumbs on website pages. We think of breadcrumbs as those things Hansel and Gretel dropped on the way to the witch's house so they'd find their way back home. Actually, that's a good definition of breadcrumbs on websites as well—they are a trail that will lead you back to the beginning. But unlike the breadcrumbs of the fairy tale, these breadcrumbs are always straight and home is always the left-most crumb. Also, any point along the pathway will lead you somewhere.

Sounds complicated but it's not. The PSA website is built off of a couple dozen main categories such as "Divisions," "Competitions," "Exhibitions," "Membership," "Galleries," and others. Those main categories can be considered home base. Each of the main categories are divided into sub-categories and those can be divided as well. Think of it as a huge outline (much like a site-map). For example, if you were looking for information on the nature division interclub, you'd find it in the Divisions area (home base), Nature, ND for Clubs, and then the ND Interclub. Another way to think of it is like a family tree, ND Interclub is a great grandchild of the Divisions area.

If you were to go to the Nature Division Interclub competition page (https://psa-photo.org/index.php?divisions-nature-interclub-competition), you'd see a black bar above the white content area of the page that reads like this: Divisions : Nature : ND FOR CLUBS: ND Interclub. Those four topics divided by a colon (:) are the breadcrumbs for that page. And each one of those topics, when clicked, will take you to that section. You could, for example, jump directly to "Nature" from ND Interclub, even though ND FOR CLUBS is one topic in between.

Using breadcrumbs is a quick way to jump nesting topics without having to hit the back button too many times. But it can also get you lost if you depend too much on them. Once you click backwards, as in the above example, you cannot click forwards again, the breadcrumbs for the "child" topics will disappear once you go to the parent topics. In the example above, if you were to click from ND Interclub to Nature, the new breadcrumbs will just read "Divisions: Nature." Breadcrumbs never list possible subtopics—they only list topics in use. In this case, if you wanted to click subtopics, you could find them on the left pane or the bottom of most pages. Completely lost? Just click a main topic on the top of each page of the website, there are 25 topics from which to choose.

Website navigation is a tricky website feature. The idea is to make sure the user is never lost—we try to provide for every possibility of where you might want to go, but in some cases, it is never enough. Using the PSA Breadcrumbs is just one of the many ways to get around the site, especially if you want to jump topics with one click of a button. They also provide an idea of the structure of this very complicated website of almost 6000 pages. Have fun using the breadcrumbs and we promise you'll never end up at a witch's house. ◼

PID Photo Essay Contest Deadline Extended to August 25

The PSA Projected Image Division (PID) Photo Essay Contest has three sections: Color, Monochrome, and Video. Members can submit up to two entries per section. Gold, Silver, and Bronze Medals plus HM ribbons are awarded per section. Award recipients also receive acceptances and title credits that can be applied to PID Star Ratings.

The deadline has been extended so there is enough time to submit this year. There is an online entry form and an easy online upload for the essays. For more information: https://psa-photo.org/index.php?pid-photo-essay-contest.

In many countries photographers prepare AV programs that are "Photo Essays" and qualify for entry in this contest.

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