



Web Authoring Presentation Standards

Formatting

- Fonts, font sizes, and font colors should be consistently used
- Headings, or large text, should be used to set apart document or section titles, not to emphasize text.
- **Bold** and *Italic* formatting should be used to emphasize text. Avoid using bold or italic formatting for entire paragraphs.
- Use of underlined text should be avoided, as it will mislead users into thinking the text is a hyperlink

Colors

- Color should be used consistently
- Color should have good contrast with associated text
- Color should not be used alone to convey meaning

Graphics

- Each graphic used should serve a clear purpose
- Locally uploaded graphics should be used instead of links to graphics on external servers.
- Animated graphics, and graphics that detract from, not enhance, the web page should be avoided.
- Thumbnails should be 200 pixels maximum, regular images should be 800 pixels maximum. Note that images that are pulled off a digital camera must be resized before uploading to achieve this.

Files

- Any filenames should be in lowercase letters or numbers only, and use the underscore “_” instead of spaces.

Content

- Techniques of writing for the Web should be used: headings, bullet points, short sentences in short paragraphs, use of white space, etc.
- Content should be organized in a consistent manner.
- Avoid the use of "Click here" when writing text for hyperlinks

Layout

- Website layout should not require a user to scroll left to right at 1024x786 resolution.