

JTC372 Web Design and Management
Project #1 & #2 Guidelines
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1. Use a consistent navigation (left or top) with links to Home, About, Interests and Contact, (Project #1) and Home, About, Contact and thirteen or more (Project #2) other pages on every page of the site. Pages can be linked as sub-pages from the main navigation.
2. Use a layout table or container (CSS) that is 770x480px for an 800x600px screen resolution, or 960-980x600px for a 1024x768 screen resolution. Limit scrolling on pages and put the most important content above the fold, especially on the home page.
3. Use a consistent layout design, navigation system and fonts throughout the site on every page. Use CSS (an external style sheet) to ensure consistency for content and links throughout your site. You may also use CSS and layers to create your site.
4. Use a sans serif font (Verdana, Arial, Helvetica) for the body copy, keep paragraphs short (three sentences on average) and use sub-headers (sub-titles) and bulleted lists to make body text easy to skim.
5. Use a larger font for the page titles and sub-titles. Code them using the head tags and put a page title at the top of every page, except the home page. Graphics may also be used for the page titles. Use ALT tags if graphical images are used.
6. Place persistent navigation, along with a link to you/your design firm and copyright information for the site on every page, in the footer.
7. Make your contact e-mail link active.
8. Put meta-tags, including page titles, on every page of the site. Make page titles unique for every page. Add key words, and descriptions.
9. Have documents, files, links to external sites and larger versions of graphics open in a new window. Indicate if the link is to a pdf, jpg, doc, etc. in parenthesis next to the link. Avoid using "Click here" and instead make the link descriptive. For example: [View the related list of information](#) (doc, Sep 2005).
10. Use graphics on pages that enhance the content. Use "Save for the Web" in Photoshop or use Fireworks to save images at 72dpi. Save line art as GIF images and photos or images with gradients as JPG images. PNG images may also be used. Size images correctly before importing them into web pages using Dreamweaver.
11. Have animations stop looping after two or three times. Have a way users can turn off sound/music on your site if you choose to use it.
12. Use ALT tags for all graphics (including buttons) on the site to make pages ADA compliant. Use graphics that are not copyrighted unless you have permission from the owner to do so.
13. Check the spelling and grammar for all the text on your site.
14. Do not use frames when designing your site.
15. Make the logo graphic in the header a link to the home page of the site.
16. General text style guidelines:
 - a. Use dark text on a light background for the body copy.
 - b. Align body copy to the left in table cells and images and text to the top.
 - c. Do not use all caps for body text.
 - d. Use bold for headings, sub-headings and to add emphasis to key words. Do not bold entire sentences or paragraphs.
 - e. Use underlined or bold colored text to indicate links on a page.
 - f. Do not italicize text for emphasis on a site. Bold text is easier to read on screen.
 - g. Use bullets, sub-headings, and keep paragraphs short to make text easy to skim.
 - h. Use bold rather than underlined text for emphasis. Underlined text is reserved for links.
 - i. Limit the use of colored HTML text for emphasis. Colored text (underlined or bold) is associated with links.