

# Web authoring/Presentation Formats & Conventions

## Text

- Only centre short units of text.
- Use a sans serif font for main text (look up p.50 of the text for more info).
- Be consistent with fonts and type.
- Keep line length to less than 60 characters (10 or 11 words).
- Paragraphs should be four to eight lines.
- Avoid using all capitals.
- Do not underline words – could be confused as a link
- Use bold and italics sparingly.

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## Multimedia

- Sound files should be clear and not too long
- Indicate the length of sound track or video, file type and size.
- Include a transcript of speeches for hearing impaired.
- Keep videos short/images small to reduce transfer time.
- Thumbnail images are an option that link to large versions.

## Colours

- Avoid red text on blue background, and red and green together.
- Most text should be black.
- Most backgrounds should be white or grey.
- Background colours should not obscure the text.
- Be colour consistent.
- Use 'white space' for effect and balance.
- Limit the number of colours to four.

## Web pages

- Each page should contain a different concept or idea.
- Display the most important information first.
- Provide common element/theme/look such as logo.
- A maximum of three hops/clicks to get to important information.
- The users shouldn't need to scroll more than 2.5 page lengths per page.
- Each page should have consistent navigation buttons
- Every page should be able to link to the front page.

## Main page/Home page

- At the end of the main page include name of web master or organisation, contact address, email, date of last modification & preferred screen size.
- Home page should not take more than 15 seconds to load on a computer using - The most common modem speed (56 Kbps in 2002).
- The user shouldn't need to scroll the front page.

## File Names

- The main/front page should be named index.html
- All other files (eg .html, .pdf & image files) should be named in lowercase with no gaps between the letters.
- All file names other than index.html should be subject relevant
- All file names should be unique to each other