Website Standards for department home pages

Table of contents

- **Department home page standards** (hyperlink)
- **Universal website standards** for ADA accessibility (hyperlink)

Symbol Key

- **ADA/Accessibility Tips**
- **Caution**

Department home page standards

For site & subsite directors

- Maintain consistent editor layouts between sections.
- Menu items (left side) navigate in the same channel (a channel is the top navigation – "Our District," "Departments," etc. in the blue bar at the top) and Quicklinks (right side) navigate externally to other channels or outside the district webpage.
- Limit usage of sub menu items/collapsible on the left menu. Instead, have a common page and redirect to different areas from that page.

New pages

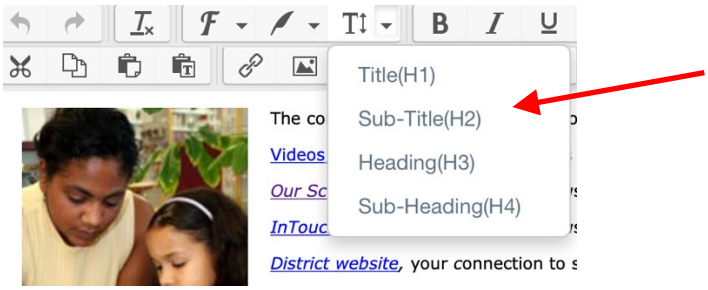
- Remember to **click on *Options* and fill in your *App Name*** with the name of your section (since you've named it here, you DO NOT need to type it again into the text field of your new page).

- Remember to **click the box *Show the app name on my page***.

- Using this option for each of your apps ensures a consistent look as styling for this option is controlled by the site template.
- Verify links to outside web pages are functioning, current and appropriate.
- Links to outside web pages and files should open in the same window.

Text standards

- Font should be *normal*. Do not change font name or size. Default styles will ensure consistency throughout school and district sites.
- Heading Styles—Use drop-down menu for *heading styles* (do not change *font size*).



- Text should be left-justified.
- School colors & EPS district branding are automatically part of web design.
- Use of heading styles allows for logical reading order when site visitor is using a screen reader.
- Color—Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.
- Avoid using flashing or scrolling text as visitors may find it distracting and skip.

File Types

- Use Portable Document Format (PDF) when posting files. If you post file types such as DOC, PPT, PUB, etc., visitors may not have the application to open those files.
  - Ensure PDFs are created in an accessible format.
  - Learn how to create accessible PDFs here.
- Display DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF and PAGES files with the *Document Viewer* app. Prior to posting, check your documents for ADA compliance. Learn how here.

Blogs

- If you host a blog, you are responsible for maintaining the content. Blog postings should include material that is relevant to curriculum or class discussion.
- Visitor comments should require approval before being posted.

File sizes

- Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content.
- Consider uploading podcasts to a third-party service and use the *Embed Code* app.

Videos

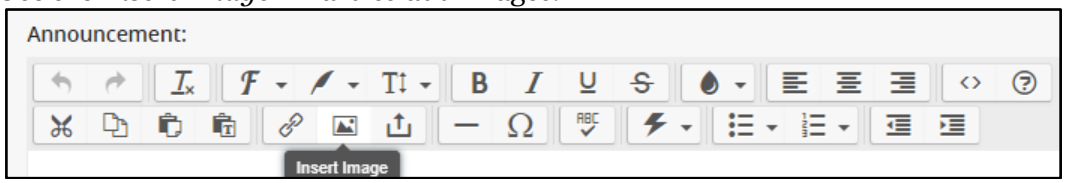
- YouTube is preferred for videos. Use *Embed Code* from external channel, or school/district channel – DO NOT use personal YouTube channels.
- Videos can also be shared by uploading to Google drive or Microsoft Stream and using the *Embed Code*.
- Ensure videos have accurate "captioning" for ADA compliance.

Tables

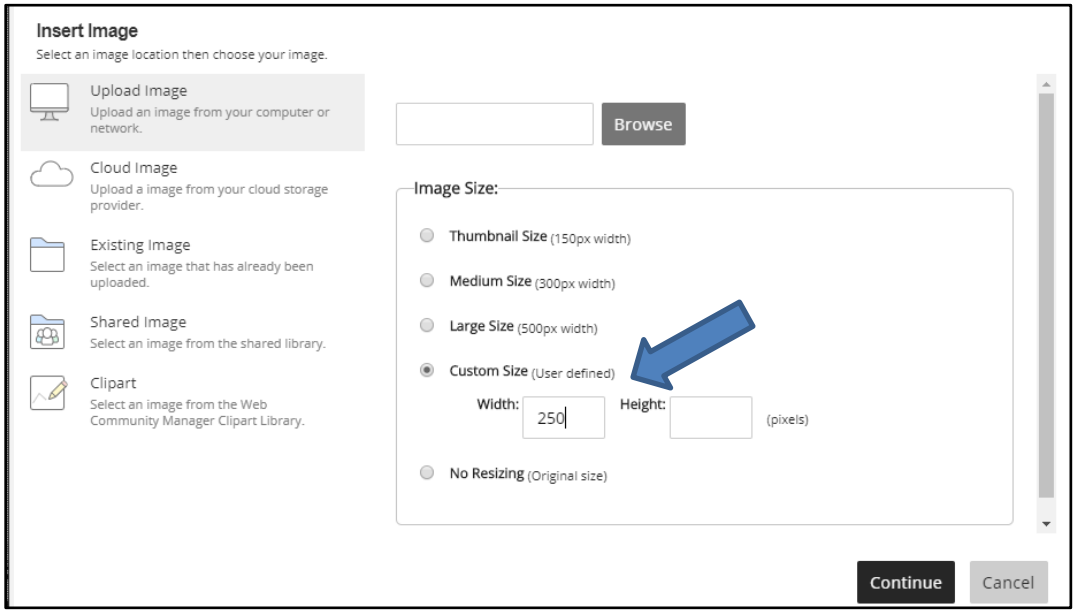
- Table appearance may be different, depending on the browser you use.
- Set table width to 90-95 percent to avoid content spilling off the page.
- Be aware of large images which could force a scroll bar to display.
- Set *Image Properties* to wrap text around a photo rather than inserting the image in a table.
- Consider creating your table in a Word document and display it using the *Document Viewer* app.

Images on page

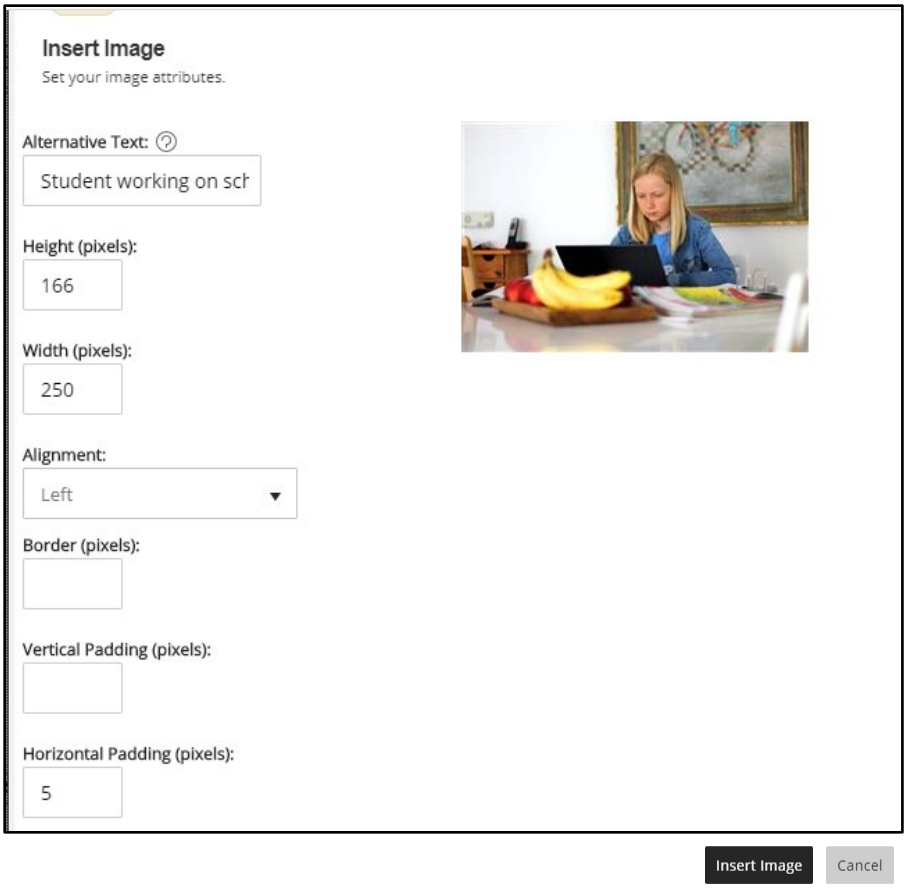
- Use the *Insert Image* wizard to add images.



- Insert a **photo** that relates to your page. **Do not use clipart on a home page**. Avoid animated images.
- Include meaningful *alternate text* for the image to keep the site ADA compliant. Screen reader applications for visually impaired readers read this too. (See universal website standards below for detailed information).
- Recommended images sizes when wrapping text is present:
  - 150 pixels = 1.5 inches: portrait
  - 250 pixels = 2.5 inches: landscape
- Keep images narrower than 500 pixels wide.
- Accent Images: Keep image width and height between 25-100 pixels. Any accent image with a width greater than 150 pixels is resized to 150 pixels.
- Avoid animated images.
- Use .PNG, .JPG and .JPEG images for photos and .GIF for poster-type artwork.
- When resizing, it is best to go from a larger image to a smaller one. Making a small image larger can result in a grainy, or *pixelated,* image.



Push continue to get to this screen:

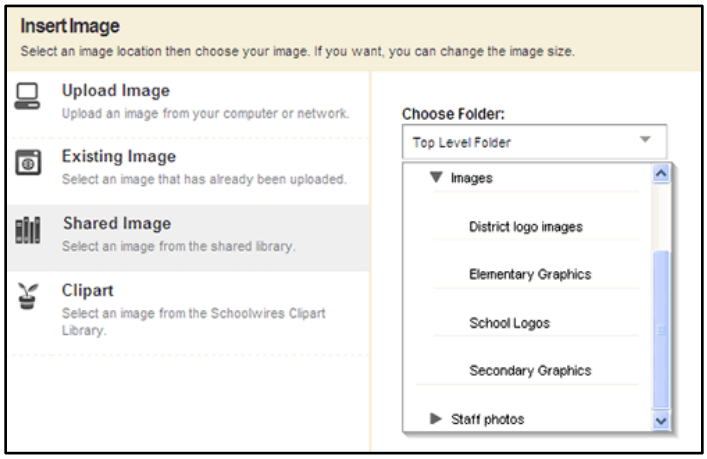


- After you've uploaded and resized image, then fill in:
  - Alternative Text box
  - Choose left alignment
  - Enter 5 for horizontal space settings
  - Click insert Image

Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

Inserting an image

- Click on Upload Image to load your own photo.
- Click on *Shared Image* to access graphics provided by the district.



Apps and page layout

- Choose a page layout suitable for the apps and content you wish to display on the page.
- Use the *Flex Editor* app when no other app will do.

Contact information page

This is the format all departments should use when listing their contacts.

Hyperlink Email, Title, Department
xxx-xxx-xxxx

Fax: xxx-xxx-xxxx
Street address
City, State Zip

See example below if you have more than one contact (in the same department).

Note: *Department* only listed after first name.

Kathy Reeves, Director, Communications Department
425-385-4040

Jennifer Goodhart, Coordinator
425-385-4042

Linda Carbajal, Digital Media Specialist
425-385-4041

Main line: 425-385-4040
Fax: 425-385-4012
3900 Broadway
Everett, WA 98201

Universal website standards for ADA accessibility

Alternate Text Guidelines (Source: Siteimprove)

Users who are blind or visually impaired need alt tags on images. Users who cannot see the screen and depend on a screen reader will have no way of comprehending an image on the page. Without an alt tag, the screen reader will read the source code and the user who is blind will most likely hear something such as “graphic 42368” or the filename of the image, such as “graphic htrn.png”. The alt tag describes the image or at least states what the image is trying to convey to the person seeing the page. In addition, users of screen magnification may not be able to get a complete view of the image and thus need the alt tag to let them know what the purpose of the image is.

When using image alt text, it should not include:
"picture of"
"image of"

Remember that alt tags need to convey the purpose of the image and not necessarily a word-for-word description. So do your best to give essential elements of description while conveying why the image is present.

Keep it brief. If your alt tag needs to be lengthy in order to convey the information the user needs to understand, consider using a long description (longdesc) or giving a detailed description of the image in the text of the page.

If the image is purely decorative and serves no informational purpose, use a null alt tag <alt="">. Screen readers ignore these null alt tags and the screen reader user will never even know these decorative images exist.

Note that the alt attribute is still present, even though it is empty. When a screen reader comes across null alt text, it will completely skip over the image, without announcing its presence. If no alt attribute is present, the screen reader will read the file name for the image instead, which can be a major distraction to those using screen reading technology.

Alt Text for Informative Images - examples

Alt Tag – “King Henry VIII of England”

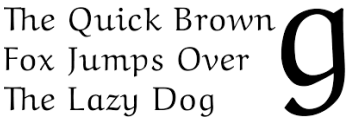
Alt Tag – “Aerial view of Central Park in New York”

Alt Text for Decorative Images - example

Alt Tag - “”

Alt Text for Image with Text - example

According to WCAG, images of text are not allowed. If you cannot avoid images of text, its best to have the exact same text in the alt attribute.



Alt Tag – “The quick brown fox jumps over the lazy dog”

Alt Text for Functional images (Linked image) - example

Functional images are used to initiate actions rather than to convey information. They are used in buttons, links, and other interactive elements. The text alternative for the image should **convey the action that will be initiated** (the purpose of the image) rather than a description of the image.

Alt Tag if links to a page - “Siteimprove home”
Alt Tag if no link - “”

Copyright©

- Copyright infringement occurs when an individual inappropriately reproduces a work that is protected by a copyright.
- Give proper credit for content that is posted from other sites.
- You should make a standard practice of requesting permission from the holder of the work if your use of the material has the potential of being considered an infringement.

Copying and pasting content

When copying text from Microsoft® Word, consider removing all Word formatting by using *Paste as Text* and reformatting it in the *Editor*.

File types

- Use Portable Document Format (PDF) when posting files. If you post file types such as DOC, PPT, PUB, etc., visitors may not have the application to open those files.
  - Ensure PDFs are created in an accessible format.
  - Learn how to create accessible PDFs here.
- Display DOC, DOCX, XLS, XLSX, PPT, PPTX, PDF and PAGES files with the *Document Viewer* app. Prior to posting, check your documents for ADA compliance. Learn how here.

File sizes

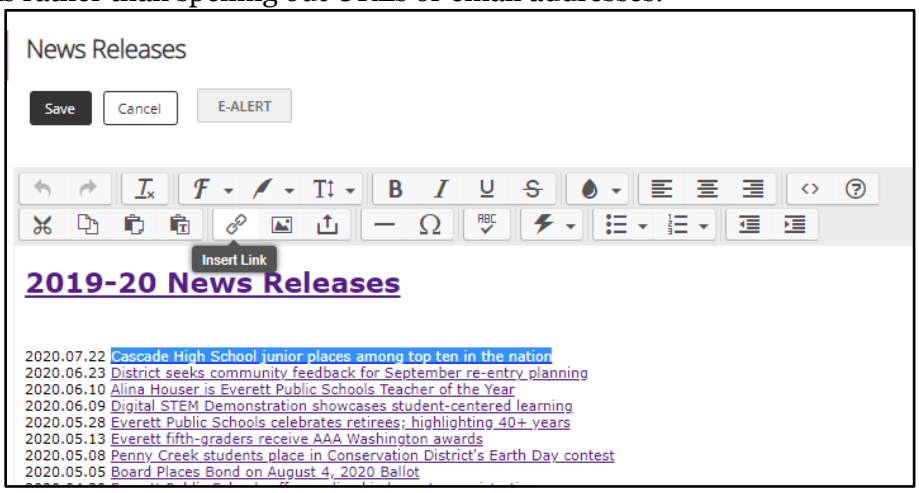
- Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content.
- Consider uploading podcasts to a third-party service and use the *Embed Code* app.

Helpful information

- The *How do I...?* tab is very helpful!
- Schoolwires Editor Best Practices
- Exporting Outlook Calendar
- New Logos for the Web

Hyperlinks

Create hyperlinks rather than spelling out URLs or email addresses.



Links

- Verify that links to outside web pages are functioning, current and appropriate.
- Links to outside web pages and files should open in the same window.

Miscellaneous AP rules

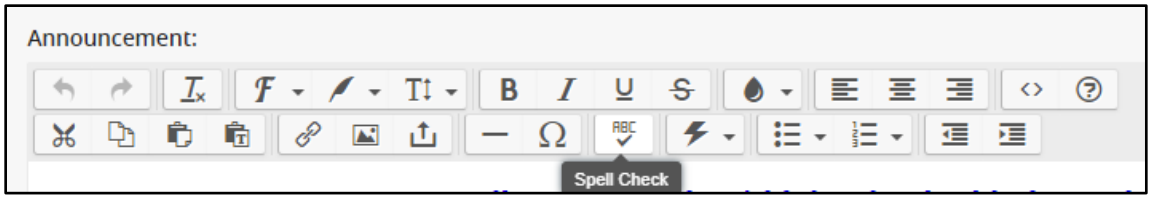
- Use hyphens for phone numbers, no dots, parentheses or slashes
- (e.g. 425-385-4000)
- No superscripts (e.g. April 12th). Instead use April 12.
- Headings and subheadings should either be formatted using the "Heading Tool" or be **BOLD/LARGER FONT** only, not underlined (to avoid confusion with hyperlinks).
- File names should be saved as: Title case, no spaces (eg. FileName)
- Book titles should be *italicized*, not underlined.
- Times: Use numerals, a space, lowercase letters, and periods for a.m. and p.m. Do not use extra zeros on times (eg. 7 p.m., 10 a.m., 1:45 p.m.).
- Times: Use noon or midnight rather than 12 a.m. or 12 p.m.

Photos of students

- Ensure students are **FERPA** cleared before posting. If an elementary or middle school student, do not use student's last name with the photo, if possible.
  - Check FERPA/Photo Opt-Out List in eSchoolPlus:
    - Log into eSchoolPlus | Type Cognos into Quick Search and Select Cognos (opens a new page) | Select Team Content | Select eSchool Application Report | Select Registration | Select Student List | Select FERPA List of No w Optional Alert | Choose your school or separate by class
      - Select Yes to Show Photos (makes it easier to identify the student)
      - A list of students who cannot be photographed is generated
    - You can also "**Search by Student ID#**" if you know it (will display FERPA)
    - Be sure to use imagery that reflects our student population (i.e. the diversity of our student body).
- Click for FERPA cleared and stock photos.

Spell check

Run *Spell Check* and correct any spelling errors. Remember that it does not check grammar!



Tables

- Table appearance may be different, depending on the browser you use.
- Set table width to 90-95 percent to avoid content spilling off the page.
- Be aware of large images which could force a scroll bar to display.
- Set *Image Properties* to wrap text around a photo rather than inserting the image in a table.

Videos

- YouTube is preferred for videos. Use *Embed Code* from external channel, or school/district channel – DO NOT use personal YouTube channels.
- Videos can also be shared by uploading to Google drive or Microsoft Stream and using the *Embed Code*.
- Ensure videos have accurate "captioning" for ADA compliance.

Web Browser

- **Use Chrome**, not IE or Firefox.