Home page Standards

EVERETT PUBLIC SCHOOLS

For school site editors
Maintain consistent layouts between sections. **Use Chrome, not IE or Firefox.**
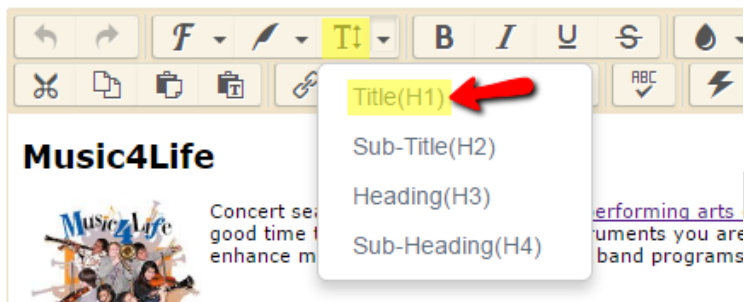
Announcements
Review announcements weekly.

Headings
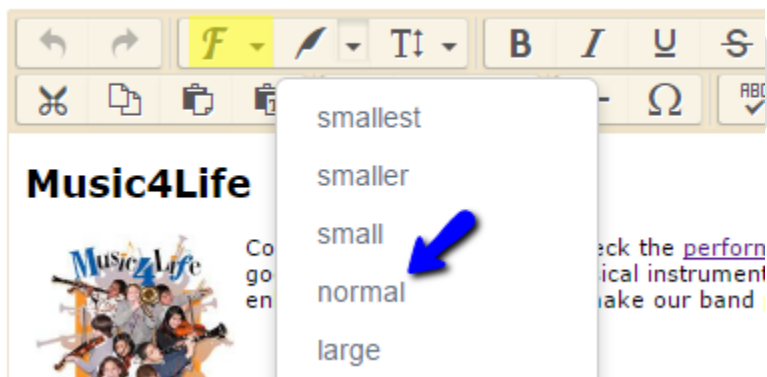Headers—Use drop-down menu for *headers* (do not change *font size*). Choose **Title(H1)** for the header.

Text
Font should be **normal**. Do not change font name or size. All pages should display the default font.

- Color—Black is the preferred color. Avoid red, green or yellow as people with color perception issues may have trouble seeing the text.
- No scrolling or flashing text as visitors may find it distracting and skip it.
- Your school colors are automatically part of web design.
  - EPS district branding colors are:
    - Orange (#d9531e)
    - Blue (#01447b)

Hyperlinks
Create hyperlinks rather than spelling out URLs or email addresses.

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*.

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

Links
- Verify that links to outside web pages are functioning, current and appropriate.
- Links to outside web pages and files should open in a new window.
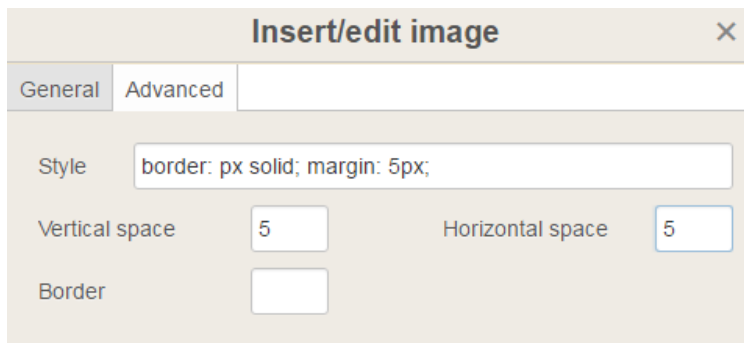
File sizes
- Be aware of the file size of your images, documents and podcasts. Large files take a long time to download—visitors may become frustrated waiting for the content.
- Consider uploading podcasts to a third-party service and use the *Embed Code* app. Schooltube (http://www.schooltube.com/) is recommended for video.

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.

Images and videos
- Use the *Insert Image* wizard to add images.
- Insert a **photo** that relates to your announcement. **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.
- Recommended image width when wrapping text is present:
  - 150 pixels = 1.5 inch: portrait
  - 250 pixels = 2.5 inches: landscape
  - 500 pixels = maximum width for imbedded video
- Use 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.

Insert/edit image		×
General	Advanced	
Style	border: px solid; margin: 5px;	
Vertical space	5	Horizontal space	5
Border			

- After you've uploaded, resized, and inserted image, then right-click the image.
  - Select insert/edit image
  - Click *Advanced* tab
  - Enter 5 for vertical and horizontal space settings
- Avoid background colors and images on pages. If background colors are used, maintain high contrast between background colors and font for improved readability.

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.

Rotating photo galleries
- The setting for the *Gallery* is 640 x 345 pixels.
- Use JPG or JPEG images. Crop your images to this setting and be mindful of the 'star' default image placement.
- Use three to six photos.

- Update one or two of the photos each week, if possible.

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.

Miscellaneous AP rules
- Use hyphens for phone numbers instead of dots, parentheses or slashes. (e.g. 425-385-4000).
- No superscripts (e.g. 12th). Instead use April 12.
- Headers and subheaders should be **BOLD** only, not underlined (to avoid confusion with hyperlinks).
- File names should be saved as: Title case, no spaces (e.g. FileName).
- Book titles should be *italicized*, not underlined.

Mission
Standard font italicized.

QuickLinks
- Keep under 10 links (preferably no more than seven).
- Links should be applicable 'schoolwide' – not club or grade specific.

Upcoming Events
Shows seven events within the next 30 days.

Mega Menus
- Review annually to update photos and links.
- Photos should be 246 pixels wide and 246 pixels high.
- The file name should reflect the menu (i.e. staffmm.jpg, studentmm.jpg).
- Send them to lhull@everettsd.org.
- Video on how to change text and links at http://bit.ly/19PTVdV.