



A visit to our Web site is often the first time our stakeholders engage us. It is more important than ever that every aspect of our communications to parents, students, employees and the community reinforce the District's mission and values. We must ensure that our Websites contain up to date, relevant and accurate information.

The following guidelines are meant to assist us in keeping certain standards and should be a useful guide to maintaining your campus/department Web sites.

Links:

- Always use linked text rather than actual URL's
Example: Community ISD not <http://www.communityisd.org>
- Do not use underlined text for anything other than a link.
- E-mail addresses should always be linked.
- Web pages may not contain links to inappropriate material, commercial advertisement or solicitation for advertisement, or any graphic or information that is in violation of copyright laws.
- Check regularly for any broken links.
- Save yourself time and maintain consistency by linking to District content when possible (dress code standards, school supplies, etc)

Typography:

One of the aims of having Web Style Guidelines is to create a district wide look and feel for our Web presence. Since the great majority of our Web pages will be comprised largely of text, typography is a vital consideration.

1. **Do not use multiple or different color fonts on your pages.**
This creates an untidy, unprofessional look. Use the default font and color. Select "paragraph" style for all text, unless creating a headline. Never use italic type for large content areas and keep the use of boldface to a minimum.
2. **Left Justify EVERYTHING.**
3. **Do not use bold type for paragraph text.**
Despite the understandable belief that bolding text will make it more readable in fact it makes it less so. Bolding should be used to draw attention to important information. Overuse dilutes its effectiveness.
4. **Avoid use of capitalized text.**
Capitalized text is very hard to read. We recognize common words by their shape; capitalizing text removes that shape and forces us to read letter by letter. While all caps may occasionally be a legitimate choice for titles and headings it should never be used for body text.

5. **Do not underline text.**

Readers expect underline text to be a clickable hyperlink. If you need to draw attention to a word or phrase, use bold.

6. **Use headlines and subheads.**

Break up your body text with plenty of headlines and subheadings. This will improve the look of your pages and allow visitors to scan for relevant content.

Graphics and Photos:

- **ALL staff must have an “about me” page**
- **Must include a current picture - should be of a professional nature (head shot – not pictures of family, vacations, landscape etc)**
- Avoid use of clipart, especially the cartoon-ish variety.
- **Do not use any animated graphics.**
- Jpegs work better for photos and graphics.
- Photos and graphics should not be stretched or distorted.
- If you embed a photo or graphic, keep to a maximum of 250 pixels wide.

Content on Home/Teacher Pages:

- Be concise – web text should be succinct and to the point. People don’t read web pages, they scan them, so short, meaty paragraphs are preferable to long rambling ones.
- Make Web pages scannable – use headings and lists so that readers can quickly identify the main points of information you are trying to convey.
- When possible, link to pages or resources mentioned on main page.
- Never instruct the web user to “click on the link to the right” (or left or top or bottom), insert the hyper link into the text.
- Use lists instead of paragraphs
- Have up-to-date, relevant content – set up a regular maintenance schedule for updating and maintaining your content.
- Always proofread your work – typographical and spelling errors are unacceptable. Make sure you proofread everything before publishing to the web.

Calendar Events:

- Every event involving a campus group, grade level or team should be on the campus calendar.
- If your group/team has frequent events, request that your webmaster add a calendar to your group page
- Events of District level interest (major performances, varsity games, campus wide events, etc) need to be “pushed” to the District Calendar by the campus webmaster.
- Make sure that all events have AT minimum details in the event section, a physical address where the event is located, a contact name and email or phone, and the start and end time.

Log in: `firstname.lastname`

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