Web authoring principles

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Remembering today’s session

• All tips available in the web style guide at styles.anu.edu.au/guide/author.php
• Contact your local web manager
• Contact the ANU web team via webstyle@anu.edu.au
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Guess what?
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Remember your audience!

• No-one is in it for fun
• They have a task to do
• People scan rather than read
• Help them to get in and out as quickly as possible

• Following ANU web style helps you to achieve this!
Why follow ANU web style?

• Structure content logically
• Clear, clean, simple presentation
• Search engine optimisation
• Accessibility
• Authoritative presence

= Happy clients!
Basic web style principles
Navigation

• All pages should highlight on the menu or have a breadcrumb or both

• Breadcrumbs should link to other pages and list the page being displayed

• Example: HR » Jobs » Internal positions

• Main menu cannot link offsite or to non-web files

• Menu items should match headings
Honours

Honours students in the ANU College of Arts and Social Sciences are highly valued and the College recognises Honours as a significant, transitional year between undergraduate study and postgraduate study or employment. Honours prepares students for high achievement in both undergraduate and postgraduate study.

Applications for Honours are invited from ANU students who have studied at other universities.

A variety of Honours programs, including single and combined Honours, are available to students with an excellent record of previous undergraduate studies. In each Honours program students have the opportunity to undertake higher level coursework and carry out an independent research project under the supervision of a specialist academic supervisor.
Navigation: click here sucks!

- Link text should be meaningful
- Better for people and for search engines
- Not everyone clicks!

❌ Click here to read our annual report
✓ 2010 Annual Report (PDF, 2MB)
✓ » read more is only OK with context
ACUADS Annual Conference 21-23 Sep, ANU School of Art

The Australian Council of University Art & Design Schools (ACUADS) is the peak body representing tertiary art, crafts and design education in Australia. The conference theme is: CREATIVITY: brain – mind – body, with the 3-day program built around the broader theme of creativity. Read more for registration details.

» read more
Headings

• Headings should be sequential, not selected for appearance
• Don’t skip levels
• H1 = page title
• H2 = sections of page
• H3 = subsections
Headings (continued)

• Sentence case is easier (and ANU style)
• If I Have Title Case I Pause Too Much
• IF I HAVE CAPS I AM SHOUTING
• If I capitalise a Thing I know it is a Thing
• Headings do not need to end in full-stops
• Break information up using headings and lists
Formatting

• **Underline** is only for links
• *Italics* are harder to read than **bold**
• *Italics* are usually reserved for citations
• “double quotes” are reserved for speech
• ‘single quotes’ can be used for emphasis (but bold is just as good!)
Lists

• If you start with : use lower case and end with ., for example:
  – item one
  – item two.

• If you don’t start with : use proper punctuation. An example follows.
  – Item one.
  – Item two.
Layout: use the grid

- ANU web uses a grid
- Images, tables, columns can all align to it
- Improves flow of reading and logical layout
- Use grid classes and width classes to conform
Layout: many options

• Boxes and borders
• Shading with ANU colours
• Headings and text colours
• Look at the style sampler in the Web Style Guide
• Your web manager should implement!
Layout: spacing

• Do NOT use empty paragraphs or headings

❌ <p> </p>

• Add space using padding and margin classes, for example:

✔ <p class="margintop">Your content</p>
Layout: tables are for tabular data

- Not for layout
- Tabular data has headings

<table>
<thead>
<tr>
<th>About us</th>
<th>Please contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolar set</td>
<td>Someone who cares</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>John</td>
<td>Red</td>
</tr>
<tr>
<td>Mary</td>
<td>Pink</td>
</tr>
<tr>
<td>Nitsu</td>
<td>Orange</td>
</tr>
</tbody>
</table>
Layout: table formatting

- Define headings using table headers `<th>`

- Use classes to format a table:
  `<table class="tbl-cell-bdr">`

- Set widths to % not px or use width classes:
  `<td class="w-narrow">`
Images

• Use the sizes suggested in the Web Style Guide to align with ANU web grid

• Load images at the correct size first – don’t use the web system for sizing
Images: style

• be relevant to the content and audience
• not clutter the page
• contain a single picture, not a collage or collection of pictures within the one image
• be high quality imagery (not sourced from clip art libraries or scanned from print sources)
Images: accessibility

- ALT tags should convey the meaning of the image
- If there is no meaning, image is decorative, ALT=""
- If there is meaning ALT="20% of staff prefer yellow cars", not “graph of car colour preferences”.
Features

• Only for homepages
• Image must fit the full area, no collages, do not block faces
• Link to ANU webpages (not external and not PDF)
• Content should change regularly
PDFs and non-web files

• Avoid them if you can
• If you must use them make them accessible, some great instructions at http://webguide.gov.au/accessibility-usability/accessibility/pdf-accessibility/
• Remember to link properly: 2010 Annual Report (PDF, 2MB)
Special characters – not in filenames!

• No spaces
• No ampersands
• No quotation marks, exclamation marks or any other marks
• Just letters, numbers, hyphens (-) or underscores (_)
ANU is…

• The Australian National University, capital T on The

• ANU alone, not ‘the ANU’ unless using as a descriptor like ‘the ANU campus contains…’

• University’s or The Australian National University’s, not ANU’s
Random stuff

- Website, webpage, all one word
- Spell out acronyms on first use: In the Human Resources (HR) area...
- Aussie rules – organise not organize
- If in doubt check editorial style: http://www.anu.edu.au/mo/content/editorial_style
Questions?