



Australian
National
University

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?



Possible thoughts about ~~this session~~ your website

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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!

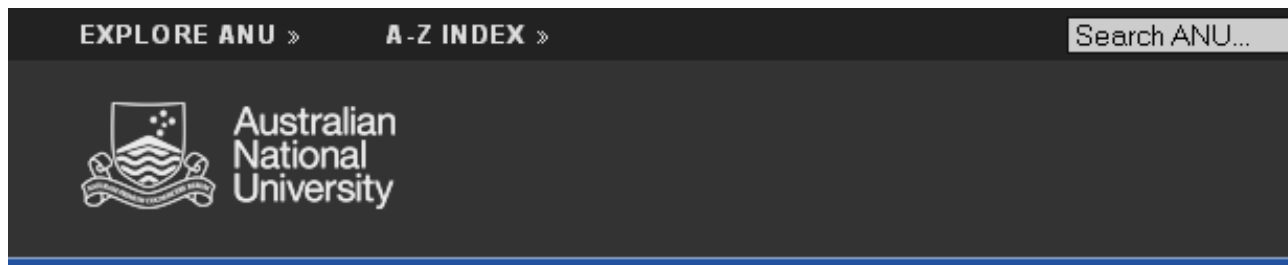


Basic web style principles



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



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Future students
What's your career?
Undergraduate
Honours
Graduate coursework



Home » Future students » Honours



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 and postgraduate study or employment; Honours prepares students for high achievement in both.

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

A variety of Honours programs, including single and double Honours, are available to students with an excellent record in previous undergraduate studies. In each Honours program, students have the opportunity to undertake higher level coursework, carry out an independent research project under the guidance 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](#)



Academic areas »

Programs & courses

Business & government »

Journalists & media

Library

Alumni

Giving to ANU

Reconciliation

Job opportunities



EVENTS



9 Aug Five months after 3.11: Japan's triple disaster and the challenges of Japanese civil society

9 Aug How much is enough: making decisions that help us to thrive

10 Aug Breaking the Sheep's Back

15 Aug Keywords Public Lecture Series: Dirk Moses on Genocide

[» more events](#)

NEWS



Sun shines on clean energy and water

The Australian National University continues to be at the forefront of national and international solar research thanks to funding provided by the Commonwealth via the Australian Solar Institute (ASI).

[» more news](#)

VISION



India Goes Outwards: Raghendra Jha and Sandy Gordon

[» more vision](#)

PODCASTS



Tales of stars and stellar systems - Helmut Jerjen

[» more podcasts](#)



Headings

- Headings should be sequential, not selected for appearance
- Don't skip levels
- H1 = page title
- H2 = sections of page
- H3 = subsections

Heading one

Heading two

Heading three

Heading four

Heading five

Heading six



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!)



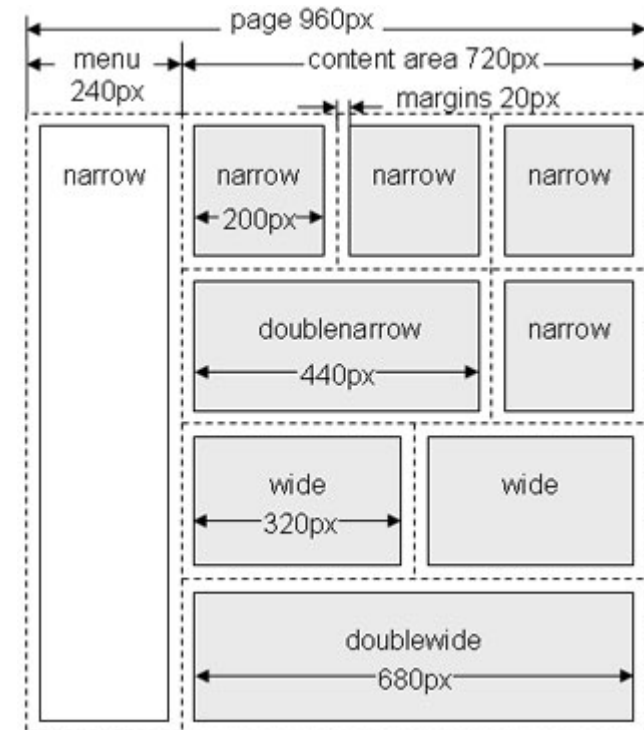
Lists

- 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!

Box styles

There are a number of different box styles available. Box styles can be applied to a range of elements such as P, TABLE, DIV etc.

Box

The basic box style has no border and no background colour - just padding and margins. The basic box can be added to with background and border classes - see *Additional box colours and borders* below.

`class="box"`

Box-solid

Replaces `box-solid2`, `box2-solid`, `box-dotted`

Filled with white and bordered with 100% colour.

`class="box-solid"`
`class="box-solid-uni"`

Box-solid defaults to the [relevant college colour](#) or platinum for other sites. `box-solid-uni` will always be the University colour (platinum). More options are available for colours and borders - see *Additional box colours & borders* below.

`class="box-solid-grey"`

Box-header

Designed for stacking on top of box-solid as a header. Filled with 10% colour with text and borders at 100% colour. 2px bottom border.

`class="box-header"`
`class="box-header-uni"`
`class="box-header-grey"`

Alignment & width

Boxes default to 100% of their container. You can use the [standard alignment and width classes](#) to change where they sit and how wide they are.

Combinations

This box has been created using box-header and box-solid. When combining box styles, they fit together better if you use DIV tags (rather than P).

The width of a box is 100% of the container they are in. To have a narrow right hand box use this one, you must first layout your page in columns, then add boxes to the relevant column. For example, this section is coded as:

```
<div class="narrow">  
  <div class="box-header">  
    header</div>  
  <div class="box-solid">  
    text</div>  
</div>
```



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



About us	Please contact
Lorem ipsum dolar set	Someone who cares



Name	Colour
John	Red
Mary	Pink
Nitsu	Orange



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
<http://styles.anu.edu.au/guide/images.php>
- 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



Title 2 nam euismod suspendisse libero magna

Curabitur porta, eros ac nonummy euismod. Sit amet ornare wisi diam non velit. Nullam ac turpis ac diam consequat imperdiet. Morbi tristique, est sit amet porttitor pretium, dolor blandit hendrerit ante.

1 2 3 4 5 6

- 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?