

General Web Guidelines

AgIT Development Team

General Information No. D3.2.1

Image Formats

There are different algorithms for compression for graphics that work best for different scenarios. Below are the two common ones found on the web. We try to stay away from the .png format. We have had problems with this format opening in different browsers.

1. .gif – This image format is best used when the image is large chunks of colors. (Example: a pie or bar chart, an illustration or drawing, and an image that needs a transparent background.)
2. .jpg – This image format is best when you have a photograph. It is also useful for gradient colors.

File Sizes

When creating a page you must remember to keep the file size down. I try to use a 50K limit per page for both graphics and text. The University guidelines that was publish suggests 75K. This really depends on your audience. Most of the web sites we work on are used by Extension Educators which means educators located in all 92 counties of Indiana. Most of these people work on modems and if it takes a long time to download a page most of the time the reaction from the user is to stop and go to a different web site that they can access easily. Losing your audience counteracts the creation and purpose of the web site.

When using graphics in web pages, size the images to the correct size to use on the page. Use Photoshop or fireworks to change the pixel size. This will prevent downloading a huge graphic when you are only looking at a small graphic on the page.

Resolution of images

When viewing your monitor you are looking at a lower resolution than you would if you were looking at a print out. The lowest resolution for a monitor screen is 72 dpi. A common printing dpi is 300. Change the image resolution to 72 dpi in photoshop or fireworks. The greater the dpi, the bigger the file size.

Disability Issues

The Rehabilitation Act, Section 508 mandates federally funded programs to provide access to electronic and information technology to employees and the public with disabilities (priority 1 level). Guidelines can be found on at these web sites:

<http://www.w3.org/WAI/Policy/#508>

<http://www.access-board.gov/sec508/guide/act.htm>

Alt tags for images must be used for images on the web. A description should be entered describing the image. If the image is used as a spacer, use a blank space in the ALT tag.

For tables you need to identify the headers of the row or column. To do this check the header box in the property box of Dreamweaver. This will change the <td> tag to a <th> tag in the html code.

You also need to identify what the table contains. The property box has a table id box which inserts an ID tag into the table html code. Fill in a brief explanation of what the table contains.

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Useful links

Purdue Marketing Communications

<http://www.pmc.purdue.edu/>

Site provides web tips, web guidelines for Purdue Identity, Purdue Logos and branding.

Information on copyrights: University Copyright Office

<http://www.lib.purdue.edu/uco/>

Disability Information: Purdue Universal Access Initiative

<http://www.purdue.edu/odos/puai/index.html>

Web Accessibility Initiative

<http://www.w3.org/WAI/>

Accessible Web Guidelines

<http://trace.wisc.edu/world/web/>