

# Web Design Content

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There are some standard "rules" for content on websites that are worth knowing and following.

Remember to keep on testing your site in the web browser (not in the WebPlus window): **File > Preview Site > Preview in Internet Explorer**

## ***Tip 0 – Consistency***

Most of the pages on a website look pretty similar. The navigation is in the same place, for example. The colours and fonts are the same. Be **consistent**.

## ***Tip 1 – Fonts and Font Sizes***

Always use **standard text frames** – the T icon on the left toolbar. Artistic text (the A icon) is for Word Art style text only.

**Keep font choices simple.** Size 10 or 12 for the main text will be fine – use 14-18 for headings and subheadings, which can also be bold.

Use a **sans-serif font** such as Arial or Verdana. These are easier to read on screen and are on almost every computer in the world so will work properly. There's no need to get fancy with fonts.

Comic Sans is fine – if you're designing for primary school children.

Don't underline unless it's a hyperlink.

## ***Tip 2 – Don't crowd the page***

Leave some space at the edges of the page. It helps them look better.

Leave some "white space" between things. It makes it easier for users to work out what the page is about.

### **Tip 3 – Colours**

A light background colour and dark text will usually work best.

Make sure you have **good contrast**. This means a text colour which will show up on the background. This makes your text much easier to read. Avoid poor contrast – e.g. light grey text on a white background.

**Avoid red and green together.** These are the two colours most likely to effect colour blind users. Blue is least likely to cause problems so consider dark blue text.

**Hyperlinks** should be blue. Followed hyperlinks should be purple. This is the way 95% of the sites on the internet do it so it's what your users will expect. Giving users what they expect makes it easier for them to use your website.

Make sure hyperlinks show up on your background. And they should almost always be underlined.

### **Tip 4 – Images**

**Save** images to a folder in the same place you are saving your website. Never copy and paste an image.

**Prepare images first.** Get them about the right size, crop them and deal with transparency (in Photoshop).

Add images using **Insert > Picture > From file**. Click once to drop the image to avoid pixilation.

Avoid distortion by **resizing** from the corner.

Try to avoid embedding images – **Right click > Edit picture > untick** the **Embed file in site** box. This will stop your WebPlus files getting massive and avoid image files being called odd names.

Always add **Alternative Text** to your images – **Right click > Edit picture > ALT/TITLE** tab > **Untick** and then add a description of the image. This makes the site accessible for blind users. This is a good thing to be doing.

**Photo galleries** can be helpful, but make sure you test them carefully.