

Arizona Judicial Department

Internet and Intranet

WEB STYLE GUIDE

**(The AJD interim guidelines to
web page development)**

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January 26, 2000**

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Arizona Judicial Department (AJD) Web Design and Development Overview

The Arizona Supreme Court is embarking on an ambitious effort to move a large volume of content to our AJD Internet and AJD Intranet web sites. This task will require the concerted efforts of many individuals working together with new technologies, tools and requirements. All staff will eventually be involved at some level, most commonly as content providers for the assigned Pagekeepers. Web Administrators will assist the Pagekeepers and the Webmaster will oversee more technical development and design issues as well as provide technical assistance at all levels of development when a solution is not provided by written documentation, Pagekeeper or Web Administrator. **This document is a dynamic medium that will frequently update as our web environment and web technology continues to move forward.**

Glossary of Terms:

Internet: External virtual web site that resides in a special protected area, publicly accessible and not in a domain. Our Internet address is <http://www.supreme.state.az.us> also know as Supreme8.

Intranet: Internal web site only reached by individuals in our domain via a network connection or dial-in. Our Intranet address is <http://supreme7.sp.state.az.us> also known as Supreme7.

Content Provider: Individual that provides content to a Pagekeeper with the desire to have the content published to a FrontPage web.

FrontPage Web: A FrontPage sub-web created for the purpose of displaying information and content for a particular project, division, area, or other special interest . It is located as a sub-web of our root web which is “www.supreme.state.az.us”.

Pagekeeper: Individual with the responsibility of preparing content for publication as part of the process to maintain and update one or more FrontPage webs on our web sites. If possible, a pagekeeper should be identified for each FrontPage web on our Internet and Intranet.

Web Administrator: Individual with the responsibility to ensure that the content (which is to be published on our web sites) prepared by the Pagekeeper meets the requirements mandated by the AJD Internet and Intranet Web Style Guide.

Web Tools: The software tools identified by the AJD Webmaster as the standard tools to create/enhance graphics, images, html, java script and web pages.

Written Documentation: A set of documents will be provided to assist the all staff, content providers, Pagekeepers, and Web Administrators in the development of web content. The first two documents are the “Arizona Judicial Department Web Site Interim Guidelines” and the “AJD Internet and Intranet Web Style Guide.”

Arizona Supreme Court Web Development & Design Tool Set

Software:	HTML/web page creation	Macromedia Dreamweaver (Advanced) Allaire Homesite (Advanced) FrontPage98(FrontPage2000) WordPerfect8 & Adobe Acrobat
	Graphic creation	Corel Draw9 & Xara (Advanced) Xara Webstyle (Basic)

Documents: Web design
Web Access

AJD Internet and Intranet Web Style Guide
AJD Web Site Interim Guideline

Authorization

A pagekeeper has been granted limited password authorization to design, update and present information of a specific nature that is accessed through the Arizona Judicial Department Internet and/or Intranet Web sites. A Web Administrator or the Webmaster will be the final review authority for all content and HTML being presented by a pagekeeper for addition to their respective FrontPage web(s).

Authoring “official” AJD (Internet) Web pages

Pagekeepers will be required to include certain graphic elements and contextual themes that clearly align or identify their FrontPage web site or Web pages as part of the Arizona Judicial Department Internet Web site. Page templates, samples, navigation bars and images are available to pagekeepers to use with any web projects. More information about these templates, images and samples can be obtained from the web-team web on Supreme7 under ITD, Application Services web. Pagekeepers are also free to incorporate images, photos, or illustrations that are specific to a particular project or page as long as they are presented during the “development” phase of page design and review and meet the approval of the web administrator and Webmaster reviewing the proposed content.

Authoring “official” AJIN (Intranet) Web pages

Pagekeepers will be encouraged to use standard design and graphic elements for the Intranet as well. Although there will be much greater latitude concerning design and content, since the Intranet is a AJIN “eyes only” web site accessible only by users within our domain. Additionally, because most users will connect to AJIN though a higher bandwidth network connection, there will be allowances for larger files sizes and more interactive content. Page templates, samples, navigation bars and images are available to pagekeepers to use with any web projects. More information about these templates, images and samples can be obtained from the web-team web on Supreme7 under ITD , Application Services web. Pagekeepers are encouraged to incorporate images, graphics or illustrations that are specific to a particular project or page as long as they are presented during the “development” phase of page design and review and meet the approval of the web administrator and Webmaster reviewing the proposed content.

Good Web Design

Visitors to our web sites should immediately feel comfortable with our content and have an easy understanding of navigation. The page content should flow with clear and concise functionality between all elements, graphics or text. The topology or depth of our web sites is kept very shallow to ensure that the visitor will only have to click 2 or 3 times to reach almost any item they may be searching for.

The Arizona Judicial Department (AJD) Internet and Intranet are structured around an idea that all

areas of this organization will have a defined presence on one or both of our web sites. The development of each of these areas will be an ongoing process with many new areas to be added as more staff start utilizing web document creation tools such as WordPerfect and Microsoft FrontPage. Each area (division, unit, project, etc.) will be responsible for maintaining the content for their webs or FrontPage webs.

The home (default) page will have many hyperlinks to all the main areas of interest. This will include a group of hyperlinks to New areas on our web sites. A simple navigation bar will be a permanent fixture on almost all pages on our Internet.

Two separate servers are employed, one for the Internet and one for the Intranet. The servers are the Production Environment. Individual content developers and page keepers use their personal workstations as the local Development Environment (local web server)

The file structure of the production Internet is designed to provide maximum security and allow access to only the authorized user or pagekeeper. In the future a development server will be added to further stabilize the web document development, testing and publishing process.

Web Publishing Process (note: a more defined process in hard-copy is available upon request)

1. The content provider, who may be a WordPerfect user creating an HTML document in WordPerfect sends the content to the pagekeeper.
2. The pagekeeper opens Microsoft FrontPage Explorer and publishes down the most current version of the production FrontPage web that is to be edited to his or her local PC/development environment. Once published to the pagekeeper's local PC, the local FrontPage web becomes the development version of the FrontPage web.
3. The pagekeeper closes the production Front Page web and then opens his or her local development FrontPage web. The pagekeeper proceeds to make changes and updates, adding files and content.
4. Once all changes are complete and have been tested locally, the pagekeeper will notify one of the web administrators via email, including the URL to the file on his or her PC.
5. The web administrator will review the document for legal compliance, technical features (all links work, HTML syntax is correct, graphic images are within specific guidelines), and overall conformity with the other web pages is maintained.
6. The web administrator will communicate back to the pagekeeper any changes to the FrontPage web. Upon completing the changes the FrontPage web will be reviewed again and when authorized (by the web administrator), ready to publish.
7. The pagekeeper will then publish the local FrontPage web up to the production environment FrontPage web. The publishing process will verify all files and update those files on the production FrontPage web with the updated version from the development FrontPage web.

Due to technical considerations, pagekeepers will only accept a few file types, these include:

- < Rich Text Format (.rtf)
- < Straight text (.txt)
- < HTML (.htm)
- < WordPerfect (.wpd)
- < MS Office documents
- < PDF files (.pdf)

Depending on the skill set of the pagekeeper and web project requirements, additional file types may be received and utilized by the pagekeeper, but only after notification and permission of the web administrator or Webmaster. For graphic images, only .GIF and .JPG graphics will be accepted. As our technology develops, more file types will be accepted. File names should be all lower case and limited to the standard 8.3 naming convention.

Page Design

Good graphic design is the optimal balance between the visual and written. Without the visual impact of shape, color, and contrast, pages are often boring and will not hold the attention of the audience. However, highly graphic pages risk disappointing the viewer by offering a poor balance between the visual and written text and often have the viewer waiting for the images to download. The average visitor will wait approximately 10 seconds for a web page to load in their browser.

The AJD Internet and Intranet web sites, have been designed for quick download and easy navigation with very shallow topology. A standard navigation bar is used on each page. The standard logo is a sharp vector enhanced image of the Arizona Supreme Court Building (North side) for the root home page. The standard logo for all sub-web default (home) pages will be based on the theme of the Division or Unit. The design and layout of the page will be consistent with the AJD Internet home (default).

Sample pages (which are to be used as templates) have been created to assist pagekeepers in layout of pages which meet the criteria as specified in this document. These templates and their associated graphic files can be found in a sub-web named “look2k” on both our Internet and Intranet. The use of the comment tag is encouraged to provide comments, invisible to the visitors, but visible to FrontPage users.

Design your page for a fixed window size of 640 x 480 pixels. Horizontal elements should not exceed 605 pixels in width. To ensure this page size requirement, it is best to set your screen resolution to 640

x 480. Pages should be easy to read, using high contrast colors on white, etc.) And clear, understandable graphics. Dark text on a light background tends to be easier to read than the inverse providing a better experience for the viewer.

Page Backgrounds:

- < Keep background images to 6K or less (in file size).
- < When choosing a background color, be sure to test it on a monitor with only 256 colors to be sure it doesn't dither into an unexpected shade. (Off-white on a high color - 1.6 million colors monitor can show up as green or pink on a low color - 16 or 256 color(s) monitor.)
- < Avoid strong colors or patterns on background images. These can easily obscure your text.
- < Test the background tiling and make sure that the pattern(s) produced do not conflict with the text or cause undue strain on the eyes.

Use of Frames (framesets)

Use of frames is allowed, a non-frames option is encouraged, but not required. The use of a splash or entry page with choices of the different versions (frame and non-frame) of the site is encouraged.. Limit your number of frames to three and try to avoid the use of scroll bars if possible. Page size is still developed at 640x480 resolution. Use a common frame template for consistency in size, look and feel. Define each frame's functionality (frame scrolling, if necessary, from the main frame set only) and allow sufficient white space around images.

Technical Considerations

Links

The presence and placement of effective links or hyperlinks can effect the utility of your web pages. The effective use of hyperlinks to bookmarks can greatly enhance web pages making a very large document quick and easy to navigate. This is accomplished by breaking up the large document into several smaller ones, then having links (from the master or main document) to bookmarks at the top of each new page. It is also necessary to have a link which will return the viewer back to the main document .

More suggestions for creating effective and appropriate links:

- Write about your subject as if there were no links in the text, keep it simple. Don't refer to the mechanism of the web, and don't attempt to guide or instruct your reader.
- Choose meaningful words or phrases to describe your link. Your reader should be able to scan the text of your links and learn something about their destination without much reference to the

surrounding text.

- Choose an appropriate length (one to three words on the average) for the link text.
- Create context for a link. Help your reader understand where links are headed, and what sections are contained in the linked page.. Remember the viewer is paying a time penalty for every link you have them follow. Help them understand what value they will receive if they transverse a link. Be critical of each link, if your surrounding text does not accurately predict the destination, examine the text or , more fundamentally, the reason for having the link, if you can't justify it, eliminate it.
- Choose your links so they support your sentence and concept. Adding a link to text does not actually emphasize a word or a phrase, and can make the text more difficult to read.
- Try to match the link conceptually with the title of the destination document.
- When using lists of links with similar text highlight only those words which are different. Example as follows:

Application summaries for Engineers
Application summaries for Architects
Application summaries for Masons
Application summaries for Artists

As opposed to:

Application summaries for Engineers
Application summaries for Architects
Application summaries for Masons
Application summaries for Artists

- Use basic simple text link colors. Some shades of alternate colors will show up as entirely different color when viewed through a color setting of 16 or 256 colors.
- The use of Cascading Style Sheets or styles can also help define the look and usefulness of your links.

Page Length

For very important information, remember that the length of the browser window is in effect the your window of opportunity to capture and hold your audience. Like the folds in a newspaper, the bottom edge of your browser window is as far as most people want to read. If you stay within this window with your entire page, then the viewer will not have to guess what is below the edge of the window.

If your pages present text that you are sure will hold their interest, it is all right to use a longer vertical

scrolling page up to a maximum of 4 or 5 view screen lengths. As a general rule, try to keep all pages no longer than one-and-a-half screenful of text. This is where links and bookmarks can offer you an alternative, by splitting up a very long document into several smaller ones. For printing or saving provide a separate link to an additional complete document.

Graphics

Images add much visual appeal and information to a web page. For certain subjects and some readers, images may be the most effective method of communicating your message. Well used graphic elements can be the catalyst for a powerful presentation; used poorly, images can confuse, distract and even kill the message on a web page.

Use images that help explain or demonstrate your subject, content, goals and purpose of the page. Remember that each image used on a web page will increase its page load time. Be certain that every image is essential to what the web page is trying to accomplish. If there is any doubt of the contribution an image makes, you may want to look for a new image or remove it.

Web pages take time to load and server space is finite. Therefore, page size and download bytes must be a higher consideration for pagekeepers of “official” AJD Internet Web pages viewable by the public. The recommend target limit of 20K-30K total for most pages and an upper limit of 50K for graphics-rich pages. Pagekeepers and those authoring content and HTML exclusive to our high bandwidth Intranet will not have to consider the recommended limits as closely. If a single image is essential and is very large, consider alternative methods of presentation such as using a thumbnail (very small version) of the image with a hyperlink to the full image. All graphic elements will be optimized to the fullest possible extent and sized to the exact pixel size needed on the page (with the exception of a completely transparent object being used for the sole purpose of controlling the placement of other elements). No graphic elements will be actively resized within an HTML document. Please adhere to the following recommended size guidelines for graphic elements:

Photos	Keep below 15K, save as .jpg
Graphic images	Full page 20K or less, 10K-15K or less for a page with other elements (java scripts, applets, etc.,).
Logo	18K or less
Generic bullets	2K or less
Custom icons	4K or less
Custom horizontal rules	5K or less

Here are some additional ideas for minimizing your image sizes:

- Use an interlaced GIF (this type of image will ghost in when the web page first loads, then it will load in multiple passes until complete (ideal for larger GIFs))
- Put height and width pixel dimension tags in your image reference, this will allow all the text on a page to load first before the image.
- Offer both low bandwidth (much smaller file with less colors) and high bandwidth (much larger file with higher resolution and more colors) versions of very large images.
- Image slicing tools can be used to turn one large image into several smaller ones which can then be downloaded much faster.
- Minimize the number of colors used in a single image. Design your pages so that they look good on 256 color screens, and 32 colors is a reasonable limit.

Always include an alternative text (ALT text) description with your images. Trying to limit the size of the ALT text to the size of your image will ensure that the page shape and layout remains consistent with the intended look of the graphical version. ALT text is very important, when using images on a navigation bar, because not all users view a page with a graphic browser. Text browsers just see text, so a text message with the same function as the button will provide easy and sure navigation. Alternate text is added through the image properties dialogue box.

Do not use a graphic file or image by reference from another web site or network. This will greatly increase the page load time, and there is no guarantee that the image will always be available. Make sure that all your graphic images are saved to the “images” folder located inside your respective FrontPage webs.

Graphical Bullets can reinforce the page layout and add emphasis, but poorly employed, they will distract from the content and make your page layout look haphazard and unprofessional. Animated Graphical Bullets should be used with very careful moderation. Consider the additional page load time and the possible hypnotic effect that can cause the complete loss of concentration, distracting the viewer from the real content and purpose of the web page.

Graphical Bullets which use a color borrowed from other graphical elements of a web page can be effective in adding symmetry and form to the theme of the web page.

Animated GIFs should only be used when they contribute to the content and purpose of the web page. They should be used in very careful moderation, considering the additional page load time that the viewer will incur.

Image Maps are an efficient and effective way to provide navigation. Image maps will only be created by pagekeepers and approved by the web administrator before their implementation. Where possible, the ALT text should reflect the same navigation link names as the image map. Additionally, small font

text links should be provided for each graphical navigation element to ensure easy navigation with text only browsers or text reader technology.

Remember, many Internet surfers are still limited by their connection speeds and their browser's ability to present frames and dynamic HTML. Pages should always be created and tailored for our targets' lowest common denominator of browser software and personal computer. Approximately 95% of our average public "target audience" is using Internet Explorer 4.0 or higher on a Pentium

PC (information based on client information gathered by our servers). A single page of HTML should not exceed a size that would take more than 10-15 seconds to load over a 28.8 modem. Check the bottom right corner of the Microsoft FrontPage Editor during web page creation to see how long the current HTML document will take to load over a 28.8 modem.

Navigation

All web pages on our Internet web site will have a navigation bar with links to some common areas. The first navigation button on all default level web pages will take the visitor back to the AJD (home) default page.

On all pages below the respective FrontPage web's default page, the first button on the top navigation bar will take the visitor up one level to that FrontPage web's default page.

The majority of all web pages will also have a bottom section which contains the date that the page was last updated, a copyright warning notice, an email point of contact for problems or questions concerning our web site and a bookmark that will return the visitor back to the top of the page.

ALT text for all graphic navigation buttons is required. Tables of Contents are required towards the top of all pages that have embedded bookmarks linking to additional pages related to the original page or that were once part of the original page.

The HTML title should reflect the textual title of the page but it should not be too long or bold because some browsers load the browser software name at the end of the HTML title.

When choosing a title, make sure it accurately summarizes the content of the page. Meaningful titles save your viewers time, and search engines can more precisely scan your pages, extracting titles, addresses, linked text, and other data for indexing.

Security

Any established security and proprietary information policies that the Arizona Judicial Department follow, will apply to web documents. If you are not sure what those are, ask someone, before you

publish anything.

Do not publish “registered” information

Do not publish “need to know information”

Keep “company proprietary” information behind the firewall. This type of information may be accessible via the AJD Intranet.

Quality

Test every link and remember to use “relative”(explained in example 1 below) path naming when defining a hyperlink that is within our web site. When assigning a hyperlink, if you use an absolute (path naming) address while in the development stage (remember, you are developing on your local PC) then the hyperlink will have the same absolute link address (which would be an address to a file on your local PC) after it has been published to the production Internet or Intranet server. This will result in a broken link.

To avoid this, look carefully at the file path location that you are linking to, in most cases you are linking to a file that is either one or two levels higher than your present location. Here are some examples of a relative hyperlinks.

Example 1

You are on a web page in the “selfserv” FrontPage web, you create a hyperlink to the Child Support Guidelines page in the “dr” FrontPage web. Both FrontPage webs **selfserv** and **dr** reside at the same file level, they are both sub-webs (think of sub-folders) of the Root/main web. The address for the hyperlink as a relative path would look like this: ../dr/guide.htm The ../ - takes you up one complete level from your present location; dr - takes you back down to the FrontPage web “dr” ; /guide.htm - takes you to the htm file “guide.htm” in the FrontPage web “dr”

If you mapped to the address using an absolute address, it may have turned out like this:
http://mypcname/dr4(local copy of dr)/guide.htm This address for that hyperlink works on the local PC (your development environment) when you test it, but when you publish it to the production Internet the absolute address remains and you get a broken link.

Example 2

You are putting a hyperlink on your default page to go back to the AJD (root/main)default page.

The relative hyperlink would look like this: ../ You do not have to type default.htm to go to the default page.

If there are errors in your links, the visitor will consider that your content is of the same quality as your broken links and will not stick around to read your pages.

Other things to do to ensure good quality in your web documents:

- Verify your HTML syntax and construction
- Keep your pages up-to-date. Good content is current content.
- Use the spell checking feature, it is always available, do not forget about it.
- Write well. Read what you write. You will be amazed at the flow and structure of your content and will be eager to correct the problems encountered when you read though it.
- Do not use the HTML “Blink” tag, if you want to attract attention to something you can highlight it using several different methods. Cell color in a table, bolding, bullets, and underling are a few examples.

CLOSING NOTE: Remember this set of “Guidelines” is a dynamic document, and as technology changes and bandwidth increases so will the parameters of this document and the abilities of Pagekeepers.