

CGS 3175: Internet Applications Fall 2009

Web Site Design – Part 2

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Web Site Design – Best Practices

- The major components of Web page design are:
 - Page layout design
 - Text design
 - Graphic design
 - Accessibility considerations
- Web sites that look great and are easy to use don't happen by accident. Outstanding Web sites are carefully planned and created by using recommended design practices.
- There are a number of factors to consider when designing a Web page. Some factors relate to the usability, accessibility, and appeal of the site to the target audience – use of color, text, graphics, and animations.
- Other factors relate to the medium of the Web itself – load time issues, browser support, and monitor screen resolution.



Load Time

- The last thing you want to happen is for your visitors to leave your Web page before it has even finished loading!
- Make sure that your pages load as quickly as possible. How long do you generally wait for a page to load? Many Web page visitors will not wait more than several seconds.
- It's a good practice to limit the total file size of a Web page and all of its associated images and media files to under 60KB. It takes about 8 seconds at 56Kbps for a browser to display a Web page and associated files of 60 KB.
- It's also a good idea for the home page and associated files to be well under this number to ensure the home page loads very fast. Go over the limit on content pages only when you're sure your visitors will be interested enough to wait and see what your site is presenting.



Above The Fold

- Placing important information “above the fold” is a technique borrowed from the newspaper industry. When newspapers are placed on counters and in vending machines waiting to be sold, the portion above the fold in the page is viewable. Publishers noticed that more papers were sold when the most important, attention-getting information was placed in this location.
- Web designers use this technique to attract and keep visitors on their Web pages. Arrange interesting content above the fold – the area the visitor sees before scrolling down the page.
- At a screen resolution of 800 x 600 pixels, the viewable amount of the screen, after subtracting browser menus and controls is about 410 pixels in height. Other common resolutions are 1024 x 768 and 1280 x 1024 with display areas of proportional sizes available.



Web Page “Real Estate”

- There is a saying in the real estate field that the three most important factors about a property are location, location, and location.
- The Web page location you choose for high-profile components such as logo banners, page heading, and navigation is also important.
- Web page visitor eye tracking studies have determined that a visitor’s eyes “most often fixated first in the upper left of the page, then hovered in that area before going left to right.”
- This makes the most valuable Web page “real estate” the upper-left side and top center of the page.
- Avoid placing important information and navigation on the far right side – as we’ll see later, this area may not be initially displayed by browsers at some screen resolutions.



Horizontal Scrolling

- In order to make it easy for visitors to view and use your Web pages, avoid creating pages that are too wide to be displayed in the browser window.
- These pages require the user to scroll horizontally. Using a screen resolution of 800 x 600 pixels, the amount of viewable screen is about 760 pixels in width.
- If you expect that the page will be printed often, it is a good idea to keep the width of the page to less than 560 pixels.

An aside on screen resolutions – A recent survey by The Counter (<http://www.thecounter.com>) regarding Web visitors for sites monitored by their service reported 1027 x 768 as the most popular screen resolution with 57% of the visitors reporting this resolution. 17% use 1024 x 768, 16% use 1280 x 1024 and 3% use 1152 x 864 and fewer than 1% use 640 x 480.



Use Of Color

- Younger audiences, such as children and preteens, prefer bright lively colors. Older audiences tend to prefer high contrast in colors.
- For instance compare the two Web pages shown in the next two pages. Can you guess the intended user group for each page?

An aside on browsers – A recent survey (2006) by Janco Associates' IT Productivity Center indicates that 86% of the Web users utilize Internet Explorer with 11.5% using Firefox, 1.61% using Safari, 0.69% using Opera, and about 0.12% using Netscape. A lot of Web statistics such as these can be found at <http://www.clickz.com/stats>.



The United States Mint Home - Windows Internet Explorer

http://www.usmint.gov/index.cfm?flash=yes

File Edit View Favorites Tools Help

Google G Go Bookmarks 89 blocked Check AutoLink AutoFill Send to Settings

CN www.cyclingnews.com | live. The United States Mint H...

The United States Mint
U.S. Department of the Treasury

WHAT'S NEW FAQs KEY TOPICS TOURS

Search

About Us
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Coins and Medals
Collector's Club
Consumer Alerts
Historian's Corner
Pressroom
Kids & Teachers

RSS

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James Monroe Presidential \$1 Coin

Add to your knowledge about our fifth president with February's Coin of the month. Click here!

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U.S. MINT QUARTERS \$250.00

Presidential \$1 Coin Program Informational Materials FREE

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Internet 100%



http://www.usmint.gov/kids/

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National Security Agen... H.I.P. Pocket Chan...

h.i.p. pocket change

SEARCH

Did you know?
Where's the world's biggest mint?

Columbus Day

Have fun with HPC

Cartoons

Tune in to the adventures of your H.I.P. Pocket Change pals!

Take animated trips through the world of currency.

Click on the Cartoons coin and let the show begin!

Flip in Coins of the World, Japan

Games

Time Machine

Coin News

Camp Coin

Teachers

The United States Mint

LIBERTY

Done Internet 100%



Another Aside on Web Site Design and Usage

Online product offerings require solid visual design to close the deal for many shoppers according to a report released by interactive marketing solutions firm [Questus](#).

Critical to making a decision to purchase goods on a Web site are site navigation (37 percent); the checkout process (32 percent); and product descriptions (38 percent). Perspective buyers left e-commerce sites without purchasing for a few key reasons. Twenty-nine percent didn't want to register with the site; 22 percent of online shoppers found it difficult to locate products; and 17 percent left to find other e-tailers because they didn't believe the site they were on was trustworthy or secure.

"We find that Web sites have three seconds to make an impression," said Jeff Rosenblum, co-founder and research and strategy director of Questus. "The actual usability is more important than aesthetics, but at the same time aesthetics are critical."

Clean site design is noted to be a more effective way of getting conversions from online shoppers, according to Rosenblum. "Information overload is a critical and consistent problem, and in this study we found that Web users were more likely to say that a site had too many links as opposed to too few links," he said.

The study reports this past holiday season, online shoppers were twice as likely desire fewer links on each Web page than more. Twelve percent of respondents want fewer links; 4.47 percent thought it would be better to have more links.

The marketing solutions firm advises [using the rule of sevens](#). "The rule of seven for any navigation bar or drop-down list is that seven items is the breaking point," said Rosenblum.



Page Layout

- Using tables and style sheets to create interesting page layouts can keep visitors interested in your Web site.
- Look at the page layout designs on the next three pages.
- Which is the most interesting layout? Why?



Page Layout

Site Logo

[Home](#) [Products](#) [Services](#) [Order](#) [Contact](#)

This is web page content. This is web page content. This is web page
content. This is web page content. This is web page content. This is
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web page content. This is web page content. This is web page
content.



Page Layout

Site Logo

Home

Products

Services

Order

Contact

This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content.

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This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content.



Page Layout

Site Logo

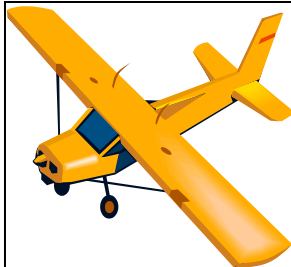
Home

Products

Services

Order

Contact



This is web page content. This is web page content. This is web page content. This is web page content. This is web page content. This is web page content.

This is web page content. This is web page content.

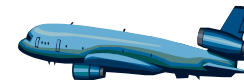
This is web page content. This is web page content. This is web page content. This is web page content.



This is web page content. This is web page content.

This is web page content. This is web page content. This is web page content. This is web page content.

This is web page content. This is web page content.



Page Layout

- The first layout is adequate, and may be appropriate for some content, but it is not a very interesting layout.
- The second layout contains the same content but uses a tabular format in three columns. Visually it is an improvement over the first layout, but something is still missing.
- The third layout, contains the same content as the first two layouts, but includes interspersed graphics. This is the most interesting of the three layouts. Notice how the images and columns make the same content more appealing.
- Often the page layout (storyboard) for the home page is different from the page layout used for the content pages. When this occurs, a consistent logo and color schemes will produce a more cohesive Web site.



Page Layout Design Techniques

- There are three very popular Web page layout designs:
 - Ice
 - Jello
 - Liquid
- We'll look briefly at each of these layout designs.



Ice Design

- The ice design technique is sometimes referred to as a solid or fixed design. The page hugs the left margin and generally a fixed width table is used to format the page.
- Due to the fixed width, the design has much control over the layout and formatting – configuring the page to look best at certain screen resolutions (have you ever visited a site with a message to the effect that “this site best viewed at XX x XX resolution?). The display will degrade gracefully at other screen resolutions.
- The right-hand side of the screen will often contain much empty space – especially at higher screen resolutions.
- The Adobe Corporation site (<http://www.adobe.com>) is an example of the ice design.



Adobe - Windows Internet Explorer

http://www.adobe.com/

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Adobe

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Submit your entry for the 2008 Adobe Design Achievement Awards

InfoWorld review: LiveCycle ES can "streamline IT development and reduce support costs"

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Done

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Jello Design

- The jello design technique is similar to the ice design in that the content is generally contained within a layout table. In this case, the table is centered and may be of either fixed width or a percentage width such as 80%.
- Jello design pages are typically more pleasing to view at higher screen resolutions than ice designs.
- No matter the screen resolution, the content is centered in the page with even margins on both sides.
- The Department of Energy site (<http://www.energy.gov>) uses the jello design.



Department of Energy - Homepage - Windows Internet Explorer

http://www.energy.gov/

File Edit View Favorites Tools Help

Google G Go Bookmarks 84 blocked Check AutoLink AutoFill Send to Settings

National Security Agency/Ce... National Park Service - Exper... Department of Energy - ...

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SEARCH GO

 **U.S. DEPARTMENT OF ENERGY**

SCIENCE & TECHNOLOGY ENERGY SOURCES ENERGY EFFICIENCY THE ENVIRONMENT PRICES & TRENDS NATIONAL SECURITY SAFETY & HEALTH

QUICK CLICKS

[FOR CONSUMERS](#)

[FOR RESEARCHERS](#)

[FOR EDUCATORS](#)

[FOR STUDENTS & KIDS](#)

[FOR EMPLOYEES](#)

ENERGY SAVINGS TIPS

During the heating season, keep the draperies and shades on your south facing windows open during the day to allow the sunlight to enter your home and closed at night to reduce the chill you may feel from cold windows.

[GO](#)

IN THE NEWS



Secretary Bodman delivers remarks at the 51st International Atomic Energy Agency General Conference in Vienna where he highlighted GNEP's membership tripling in size and significant new reductions in our

SPECIAL FEATURES

WE CAN ALL BE ENERGY EFFICIENT

 National TV campaign promoting energy efficiency brought to you by Disney*Pixar's Ratatouille and DOE.

[GO](#)

GLOBAL NUCLEAR ENERGY PARTNERSHIP

 The Global Nuclear Energy Partnership is a new initiative to expand safe, clean, reliable, and affordable nuclear energy worldwide.

[GO](#)

Internet 100%



Liquid Design

- The liquid design technique results in a fluid Web page with content that takes up 100% of the browser window no matter the screen resolution.
- There is no blank margin of the left or the right – the content will flow to fill whatever size window is used to display it.
- This type of design can be created with XHTML using a table with the width set to 100%.
- The State of Illinois uses the liquid layout design on their state web site at <http://www.illinois.gov>. You will find many other Web sites using this very popular page layout technique.



Illinois.gov - The Official Website for the State of Illinois - Windows Internet Explorer

http://www.illinois.gov/

File Edit View Favorites Tools Help

Google Go Bookmarks 89 blocked Check AutoLink AutoFill Send to Settings

Illinois.gov - The Official Website for the State of Illinois

www.illinois.gov

Rod R. Blagojevich, Governor

ILLINOIS

State Links

- News
- Illinois Facts
- Living
- Health & Wellness
- Working
- Visiting
- Learning
- Business
- Public Safety
- Technology
- Government
- Help
- Home

Search Illinois

[Search Tips]

Your Government

- State Telephone Directory
- State Agencies
- Executive Branch
- Legislature

Current Focus

Statement from Governor Blagojevich:

Friday, February 15, 2008

"Yesterday's shooting was a tragic, senseless and horrific event. At an institution devoted to learning, we've seen a terrible act of unthinkable evil. We will work with the University to help the community return to its core mission of education. If there was a way for this tragedy to be anticipated and stopped beforehand, we will find it. And we will work with the larger education community to keep them up-to-date as they review their own safety rules," said Governor Blagojevich. "Thanks to everyone who has opened their hearts and reached out to lend a hand, and I especially want to commend all the emergency personnel who are working hard to help the NIU community. Our prayers are with the families of those who lost a loved one and for the recovery of those who were injured in this senseless tragedy."

Latest News

 [02/15/08 - Governor Blagojevich visits NIU campus to meet with University officials, state and local responders](#)

Governor commends NIU community for support and immediate emergency response; pledges to provide continued state resources

 [02/15/08 - Honoring Victims of the](#)

Current Focus Library

Popular Links

- [File Your Taxes](#)
- [Find a Bill or Resolution](#)
- [Severe Weather Preparedness](#)
- [Driver and Vehicle Services](#)
- [Lottery Numbers](#)
- [Renew a Professional License](#)
- [Buy a Hunting / Fishing License](#)

Quick Reference

February 18, 2008

Weather

Your Local Weather by City or Zip Code

Stay Informed

- [Illinois Roads](#)
- [Traffic Alerts](#)
- [Amber Alerts](#)
- [Missing & Exploited Children](#)
- [RSS News Feeds](#)
- [Podcasts](#)

Features

Illinois Housing Development Authority

 **Homeowner Outreach Days**
SIGN UP TODAY

 **All Kids**
Governor Blagojevich's Healthcare for All Kids




```

messages[0]=NoOfTips;
//load the array with messages
messages[1]="<img src='/images/govhd_montage_section.jpg' alt='' width='275' height='60'>";
messages[2]="<img src='/images/govhd_montage_section2.jpg' alt='' width='275' height='60'>";
messages[3]="<img src='/images/govhd_montage_section3.jpg' alt='' width='275' height='60'>";
//calculate the tip to show
y=1/NoOfTips;
for(x= 1; x <= NoOfTips; x++) {
while(sid!="illinois"){};
if ( testNum > ( NoOfTips- x ) * y ) {
document.write(" " + messages[x]+ " ");
break; }
} }
PhotoRotate();
//End Script -->
</script><noscript></noscript></td>
<td class="tmpl_headerbackgroundcolor" height="60" rowspan="2" align="left" valign="bottom" width="275"><a href="/defa
<td class="tmpl_headerbackgroundcolor" height="60" rowspan="2" align="left" valign="middle" width="100%">&nbsp;</td>
<td class="tmpl_headerbackgroundcolor" height="40" width="255" colspan="2" align="right" valign="middle">
</tr>
<tr>
<td class="tmpl_headerbackgroundcolor" align="right" valign="bottom" height="20" width="20">Rod R. Blagojevich, Governor </a> </td>
</tr>
</table>
<table width="100%" border="0" cellspacing="0" cellpadding="0" >
<tr>
<td class="tmpl_tabbackgroundcolor"></td>
</tr>
</table>

<table class="tmpl_bdrclr" width="100%" border="0" cellspacing="1" cellpadding="1" height="85%">
<tr>
<td width="125" class="tmpl_sidebackground" valign="top">
<table width="100%" border="0" cellspacing="1" cellpadding="1" class="tmpl_bdrclr" >
<tr>
<td class="tmpl_tabbackgroundcolor">
<h1 class="tmpl_h1">
<strong>State Links</strong> <a href="#content"></a></h1>
</td>
</tr>

```



Page Layout And CSS

- The newer trend when designing pages is to use CSS to format the XHTML elements and configure the page.
- Rather than using tables to position the elements on the page and then setting the table to be 100% of the page width, CSS is used to position the elements on the page.
- As we will see soon, CSS has a number of advantages compared to using a table to format a page, including smaller Web page document files sizes, quicker loading of pages, and more accessible pages that are easier for screen readers to access.
- The home page of the NSA (<http://www.nsa.gov>) uses CSS to configure the page layout.





NSA Homepage – XHTML code

```
www.nsa[1] - Notepad
File Edit Format View Help
<?xml version="1.0" encoding="iso-8859-1"?>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/
<html xmlns="http://www.w3.org/1999/xhtml">
  <head>
    <title>National Security Agency/Central Security Service (NSA/CSS) -- Site Start Page</tit
    <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
    <style type="text/css" media="all">
      body {
        background-color: #000000;
        color: #FFFFFF;
        text-align: center;
      }
      img {
        border: none;
      }
      #ContentContainer {
        width: 760px;
        margin-bottom: 0%;
        margin-left: auto;
        margin-right: auto;
        margin-top: 0%;
        padding: 0%;
      }
    </style>
  </head>
  <body>
    <div id="ContentContainer">
      
        <area shape="rect" alt="Link: View the HTML version of the home page." coords="494,3
        <area shape="rect" alt="Link: View the Flash version of the home page." coords="587,
        <area shape="rect" alt="Link: Download the current version of the Macromedia Flash F
      </map>
    </div>
  </body>
</html>
```



Page Layout – Best Practices Checklist

- ☐ 1. Appealing to target audience.
- ☐ 2. Consistent site header/logo.
- ☐ 3. Consistent navigation area.
- ☐ 4. Informative page title that includes the company/organization/site name.
- ☐ 5. Page footer area – copyright, last update, contact e-mail address.
- ☐ 6. Good use of basic design principles: repetition, contrast, proximity, and alignment.
- ☐ 7. Displays without horizontal scrolling at 800x600 resolution.
- ☐ 8. Balance of text/graphics/white space on page.
- ☐ 9. Good contrast between text and background.
- ☐ 10. Repetitive information (header/logo and navigation) takes up no more than $\frac{1}{4}$ - $\frac{1}{3}$ of the browser window at 800x600 resolution.
- ☐ 11. Homepage has compelling, interesting information “above the fold” before scrolling down at 800x600 resolution.
- ☐ 12. Home page downloads in 10 seconds on dial-up connection.



Browser Compatibility – Best Practices Checklist

- ☐ 1. Displays on current versions of Internet Explorer (6+).
- ☐ 2. Displays on current versions of Firefox.
- ☐ 3. Displays on current versions of Netscape (7+).
- ☐ 4. Displays on current version of Opera.
- ☐ 5. Displays on current version of Safari.
- ☐ 6. Displays on both PC and Mac platforms.



Navigation – Best Practices Checklist

- ☐ 1. Main navigation links are clearly and consistently displayed.
- ☐ 2. Navigation is easy to use for the target audience.
- ☐ 3. If image, Flash, or DHMTL is the main navigation, clear text links are in the footer section of the page (accessibility issue).
- ☐ 4. Navigational aids, such as a site map, skip navigation link, or breadcrumbs, are used.
- ☐ 5. All navigation hyperlinks work.



Color and Graphics – Best Practices Checklist

- ☐ 1. Use of different colors in page background/text is limited to a maximum of three or four.
- ☐ 2. Color is used consistently.
- ☐ 3. Color has good contrast with associated text.
- ☐ 4. Color is not used alone to convey meaning (accessibility issue).
- ☐ 5. Use of color and graphics enhances rather than distracts from the site.
- ☐ 6. Graphics are optimized and do not slow download significantly.
- ☐ 7. Each graphic serves a clear purpose.
- ☐ 8. Image tags use the `alt` attribute to configure alternate text to display if the browser or user agent does not support images (accessibility issue).
- ☐ 9. Animated images do not distract from the site and either do not repeat or only repeat a few times.



Multimedia – Best Practices Checklist

- ☐ 1. Each audio/video/Flash file used serves a clear purpose.
- ☐ 2. The audio/video/Flash files used enhance rather than distract from the site.
- ☐ 3. Captions are provided for each audio or video file used (accessibility issue).
- ☐ 4. Download times for audio or video files are indicated.
- ☐ 5. Links to downloads for media plug-ins are provided.



Content Presentation – Best Practices Checklist

- ☐ 1. Common fonts such as Arial are used.
- ☐ 2. Techniques of writing for the Web are used: headings, bullet points, short sentences in short paragraphs, use of white space, and so on.
- ☐ 3. Fonts, font sizes, and font colors are consistently used.
- ☐ 4. Content provides meaningful, useful information.
- ☐ 5. Content is organized in a consistent manner.
- ☐ 6. Information is easy to find (minimal clicks).
- ☐ 7. Timeliness: The date of the last revision and/or copyright date is accurate.
- ☐ 8. Content does not include outdated material.
- ☐ 9. Content is free of typographical and grammatical errors.
- ☐ 10. Content provides links to other useful sites.
- ☐ 11. Avoids the use of “Click here” when writing text for hyperlinks.
- ☐ 12. If standard link colors are not used, all links use a consistent set of colors to indicated visited/nonvisited status.
- ☐ 13. If graphics and/or media is used to convey meaning, the alternate text equivalent of the content is provided (accessibility issue).



Functionality – Best Practices Checklist

- ☐ 1. All internal hyperlinks work.
- ☐ 2. All external hyperlinks work.
- ☐ 3. All forms function as expected.
- ☐ 4. No Javascript errors are generated by the pages.



Accessibility – Best Practices Checklist

- ☐ 1. If image, Flash, or DHTML is the main navigation, clear text links are in the footer section of the page.
- ☐ 2. Color is not used alone to convey meaning.
- ☐ 3. Image tags use the `alt` attribute to configure alternate text to display if the browser or user agent does not support images.
- ☐ 4. Captions are provided for each audio or video file used.
- ☐ 5. Use attributes designed to improve accessibility such as `longdesc`, `title`, and `summary` where appropriate.



More On Accessibility

- The Internet and Web are such a pervasive part of our culture that accessibility is protected by laws in the United States. Section 508 of the Rehabilitation Act requires electronic and information technology, including Web pages, used by federal agencies to be accessible to persons with disabilities.
- The W3C is also very active in this cause and has created the Web Accessibility Initiative (WAI) (see it at <http://www.w3.org/WAI>) to create guidelines and standard applicable to Web content developers, authoring tool developers, and browser developers.
- The Web Content Accessibility Guidelines 1.0 (WCAG 1.0) created by the WAI are organized into three groups of checkpoints – Priority 1, Priority 2, and Priority 3.
 - Priority 1 guidelines must be met by Web developers to ensure accessibility of page content.
 - Priority 2 guidelines are stricter in nature – they should be met by Web developers to ensure that all visitors can access their pages.
 - Priority 3 guidelines are the most stringent and may be met by Web developers.



The screenshot shows a Windows Internet Explorer browser window. The address bar displays <http://www.w3.org/WAI/quicktips/>. The page title is "WAI, Quick Tips to Make Accessible Web Sites". The left sidebar contains a navigation menu with links: "Evaluating Accessibility", "WAI Groups", "About WAI", "WAI Site Map", "Help with WAI Site", "áßε本κ Translations", "RSS About RSS", and "Search". The main content area has a heading "10 Quick Tips" and a list of tips. The status bar at the bottom shows "Internet" and "100%".

Quick Tips are available as a free **business-card-size reference card** in 11 languages, through the [order form below](#). The previous online version is available in over [40 languages](#).

10 Quick Tips

The links in the Quick Tips below mostly go to the [techniques documents](#) that provide implementation guidance - including explanations, strategies, and detailed markup examples.

1. **Images & animations:** Use the **alt** attribute to describe the function of each visual.
2. **Image maps.** Use the [client-side map](#) and [text for hotspots](#).
3. **Multimedia.** Provide [captioning and transcripts of audio](#), and [descriptions of video](#).
4. **Hypertext links.** Use text that makes sense when read out of context. For example, avoid "click here."
5. **Page organization.** Use [headings](#), [lists](#), and consistent structure. Use [CSS](#) for layout and style where possible.
6. **Graphs & charts.** Summarize or use the [longdesc](#) attribute.
7. **Scripts, applets, & plug-ins.** Provide [alternative content](#) in case active features are inaccessible or unsupported.
8. **Frames.** Use the **noframes** element and meaningful [titles](#).
9. **Tables.** Make line-by-line reading sensible. Summarize.
10. **Check your work.** [Validate](#). Use tools, checklist, and guidelines at <http://www.w3.org/TR/WCAG>

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How to Order

Complete the form below to order the Quick Tips on a vinyl business-card-sized reference card, in large print, and in braille. If you cannot use the form, please e-mail all of the information from the form to wai-quicktips@w3.org.



More On Accessibility

- The WAI released the WCAG 2.0 standard in December 2008, which aims to address the variety of new Web technologies now available, to be easier to understand, and be more precisely tested.
- Watchfire's WebXACT is a free validator that will check your web page for common accessibility issues. You can use it at: (<http://webxact.watchfire.com>).
- The Cynthia Says Portal (<http://www.cynthiasays.com>) also provides a free accessibility validation service. Note: that it validates against a lot of areas, some of which are not applicable to this document.



Summary Of WCAG 2.0

Perceivable

Provide **text alternatives** for non-text content.

Provide **captions and alternatives** for audio and video content.

Make content **adaptable**; and make it **available** to assistive technologies.

Use **sufficient contrast** to make things easy to see and hear.

Operable

Make all functionality **keyboard accessible**.

Give users **enough time** to read and use content.

Do not use content that causes **seizures**.

Help users **navigate and find** content.

Understandable

Make text **readable and understandable**.

Make content appear and operate in **predictable** ways.

Help users **avoid and correct mistakes**.

Robust

Maximize **compatibility** with current and future technologies.



HiSoftware® Cynthia Says™ - Web Content Accessibility Report

Powered by [HiSoftware Content Quality](#) Technology

Verified File Name: <http://pegasus.cc.ucf.edu/~mllewell/AboutMe.html>

Date and Time: 2/18/2008 1:35:06 PM

Passed Automated Verification



HiSoftware can help you meet all of your accessibility needs and more. Our industry leading [enterprise](#) and [desktop](#) products provide you with an automated, full-featured Accessibility monitoring, testing, and repair solution to make sure your ever-changing Web content is always compliant. Visit www.hisoftware.com to find out more about how HiSoftware solutions can help you meet your Web compliance goals and request a trial copy.

Read [Understanding Accessibility](#) today! [Download Now](#)

The level of detail setting for the report is to show all detail.

Verification Checklist

Checkpoints	Passed		
	Yes	No	Other
508 Standards, Section 1194.22			
A. 508 Standards, Section 1194.22, (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).	Yes		
<ul style="list-style-type: none"> ○ Rule: 1.1.1 - All IMG elements are required to contain either the alt or the longdesc attribute. <ul style="list-style-type: none"> ○ No IMG elements found in document body. ○ Rule: 1.1.2 - All INPUT elements are required to contain the alt attribute or use a LABEL. <ul style="list-style-type: none"> ○ No INPUT Elements found within document 			



Cynthia Says Report - Windows Internet Explorer

http://www.cynthiasays.com/mynewtester/cynthia.exe

File Edit View Favorites Tools Help

Google www.cynthiasay.com Go 89 blocked Check AutoLink AutoFill Send to Settings

Cynthia Says Report

Checkpoints	Passed		
	Yes	No	Other
508 Standards, Section 1194.22			
A. 508 Standards, Section 1194.22, (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).	Yes		
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B. 508 Standards, Section 1194.22, (b) Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.			N/A
<ul style="list-style-type: none"> Rule: 1.4.1 - Identify all OBJECT Elements that have a multimedia MIME type as the type attribute value. <ul style="list-style-type: none"> No OBJECT elements found in document body. Rule: 1.4.2 - Identify all OBJECT Elements that have a 'data' attribute value with a multimedia file extension. <ul style="list-style-type: none"> No OBJECT elements found in document body. Rule: 1.4.3 - Identify all EMBED Elements that have a 'src' attribute value with a multimedia file extension. <ul style="list-style-type: none"> No EMBED elements found in document body. 			
C. 508 Standards, Section 1194.22, (c) Web pages shall be designed so that all information conveyed with color is also			

Internet 100%



Things to Try Yourself

- Visit the following sites and determine what layout design they are using: ice, jello, or liquid:
 - <http://www.nps.gov>
 - <http://www.census.gov>
 - <http://www.officedepot.com>
 - <http://www.velonews.com>
 - <http://wwwcfnews13.com>
- Use one of the accessibility validators listed on the previous page and check your About Me (Assignment 1) page for accessibility issues.



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 - <http://www.cfnews13.com> (ice)
- Use one of the accessibility validators listed on the previous page and check your About Me page on Pegasus for accessibility issues.

