

Some Technology Hints

Guidelines for Web Pages:

- Keep it short. And remember to edit – spelling errors are just as unexcusable on the web as they are on paper.
- Make it scannable. People don't read web pages, they skim them.
- Web pages and online articles should have nested headings and bullet points. Headings should always be meaningful and not cute.
- Make highlighted text look distinct from hyperlinks.
- Split up your information coherently. Web pages should not be excessively long, but don't unnecessarily send readers to another web page.
- Put your most important information at the top of the web page. Readers may not scroll down to the bottom.
- Make sure you write good page titles (the ones specified in the HTML header tag). These titles are not only used by the readers, but also by search engines and browser history lists.
- Web pages must be legible.
- Have high contrast between the text and the background. Black on white or off-white is optimal.
- Use large fonts. Reserve tiny fonts for information you don't want your readers to read (e.g. legal notices).
- Text should stand still. Readers ignore blinking, moving text.
- Avoid the use of all capitals.
- Avoid the use of large quantities of multimedia. It takes way too long to download.
- Do use tables. "Invisible" tables (ones with invisible border lines) control for the size of chunks of text and their relative location on the page and to each other.

Some Scanning and Image Tips:

- Scan images at 300 dpi and then scale them down using imaging software.
- Do most of your scaling using imaging software because Netscape Composer won't rescale the number of KB in your image. Keep web pages under 150 KB!
- Use .jpeg format for color photos, use .gif format for just about everything else.

Uploading Your Web Page:

- When uploading your web page remember to upload all linked documents. This will include all of your images and downloadable files (e.g. .pdf documents or Word documents).
- When creating your web page, it often helps to put all the documents and you are linking to in a single directory. Then upload the entire directory, and your links should still work.

Where to go for help with technology:

- Center for Digital Humanities at <http://www.cdh.ucla.edu> (Jasmin Harvey, jasminic@humnet.ucla.edu, is our ITC)
- Faculty New Media Center at <http://www.oid.ucla.edu/FNMC/Index.HTM>