Introductions

- Bill Cullifer - Executive Director
  World Organization of Webmasters
- Jeff Koh - Education Acc't Executive
  Computerland Silicon Valley
- John Avakian - Statewide Director
  Multimedia & Entertainment Initiative

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Overview of WOW

Multimedia & Entertainment Initiative

Advancing the Business of Creativity

The World Organization of Webmasters (WOW) is a ten-year-old non-profit professional association dedicated to the support of individuals and organizations who create, manage or market web sites.

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WOW Technology Minute

Multimedia & Entertainment Initiative

Advancing the Business of Creativity

- Technology News
- Trends
- Best Practices
- Editorials
- www.wowtechminute.com

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Page Layout

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. Displays without horizontal scrolling at 800x600 and higher resolutions

Page Layout

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7. Balance of text/graphics/white space
8. Good contrast between text and background
9. The repetitive information (header/logo & navigation) take up no more than 1/4 - 1/3 of the browser window at 800x600 resolution
10. Home Page has compelling, interesting information "above the fold" (before scrolling down) at 800x600 resolution
11. Home Page downloads within 10 seconds on phone connection.

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Navigation

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1. Main navigation links are clearly and consistently labeled

2. Navigation is easy to use for target audience

3. If image, Flash, or DHTML is the main navigation, clear text links are in the footer section of the page. (accessibility)

4. Navigational aids, such as a site map or breadcrumbs, are used

5. All navigation hyperlinks work.

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Color and Graphics

1. Use of different colors in page backgrounds/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)

5. Use of color and graphics enhances rather than distracts from the site.

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Color and Graphics

6. Graphics are optimized and do not slow download significantly

7. Each graphic used 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)

9. Animated images do not distract from the site and either do not repeat or only repeat a few times.

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Content Presentation

1. Common fonts such as Arial or Times New Roman are used

2. Techniques of writing for the Web are used: bullet points, short sentences in short paragraphs, use of white space, etc.

3. Consistent use of fonts, font sizes, and font colors

4. Content provides meaningful, useful information

5. Content is organized in a consistent manner

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Content Presentation

6. Information is easy to find (minimal clicks)

7. Timeliness: The date of 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.

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Content Presentation

11. Avoid 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, alternate text equivalent of the content is provided. (accessibility).

National Standards

WOW is working with the Department of Education, businesses and industry to establish education and career pathway resources

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