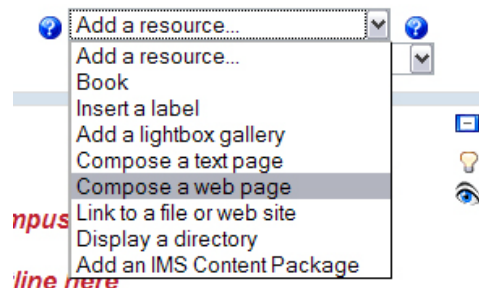




## Compose a webpage – formatting guidelines

Use the following internal webpage format guidelines if you are creating an internal web page using the eLearn 'compose a web page' function under **Add a resource...**

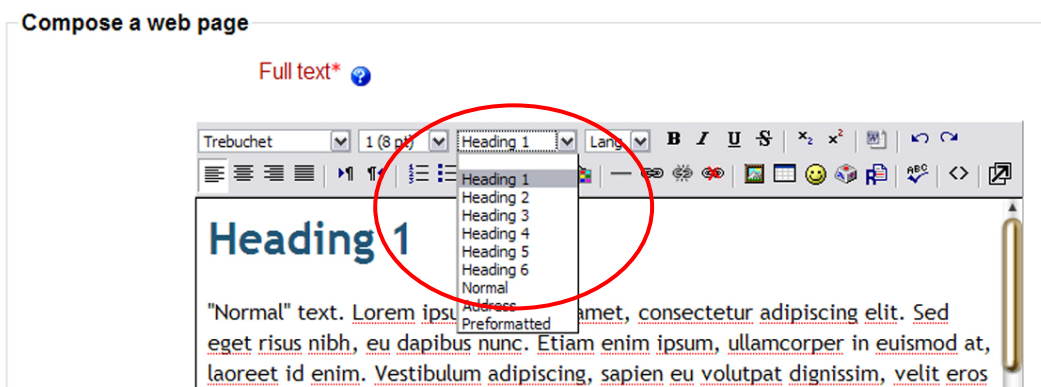


### Headings

Headings should use the correct heading attribute as can be found in the html editor.

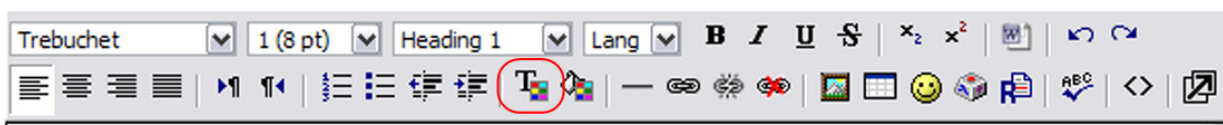
**Use Heading 1, Heading 2, etc**, according to content needs. This will ensure that your content is *fully accessible* by those who require a screen reader.

It will also ensure that your content is broken up into easily recognisable sections.



The blue colour used for the above heading is **#215676**. This is the colour to use to ensure your webpage fits in with the overall design of your eLearn subject.

You will be able to enter this number when you select the **text colour editing tool**.



## Body Text

You should assign body text the 'Normal' attribute. This will apply the *paragraph* style to your body text and give it the desirable size and font-family attributes required for ease of reading and good design.

If some people believe the font size to be too small, they can easily increase the size of the font (and page) by pressing **Ctrl +** on their keyboards. (Press **Ctrl 0** or **Ctrl -** to zoom out again)

## Text block size

Blocks of text should not be too long or too wide.

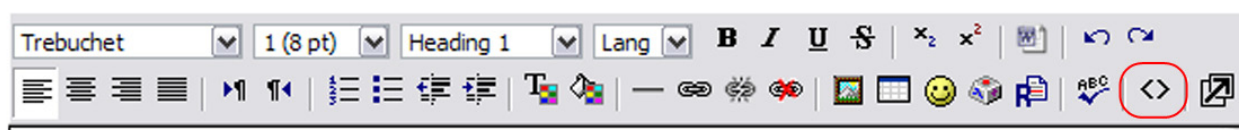
When paragraphs get long, they're harder to read because there's less white space. White space gives paragraphs shape, which acts like visual bearings, making it easier to find your place, and to find the start of the next line. Using more, smaller paragraphs suits web content particularly, because it lets you subtly highlight more useful phrases, by putting them in their own paragraph, or starting a new paragraph.

For similar reasons, long lines (wide paragraphs) are slower and harder to read than narrower ones. Lines of around 100 characters present neat bite-size chunks of text that can easily be decoded, and also make it really easy to scan round to the start of the next line. That's why newspapers and magazines use several columns on a page, and why books use the same common format.

*Taken from 'Readability – making web pages easy to read' (see url below).*

In order to ensure your text blocks reflect the optimum width you can add a simple bit of html code to your page.

To add this code, click the 'Toggle HTML Source' button

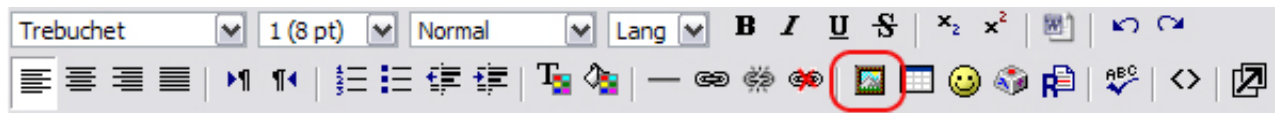


and add `<div style="width:75%; margin:auto;">` to the beginning of the page. If you would like, you could reduce the width of the page even further by entering a smaller percentage.

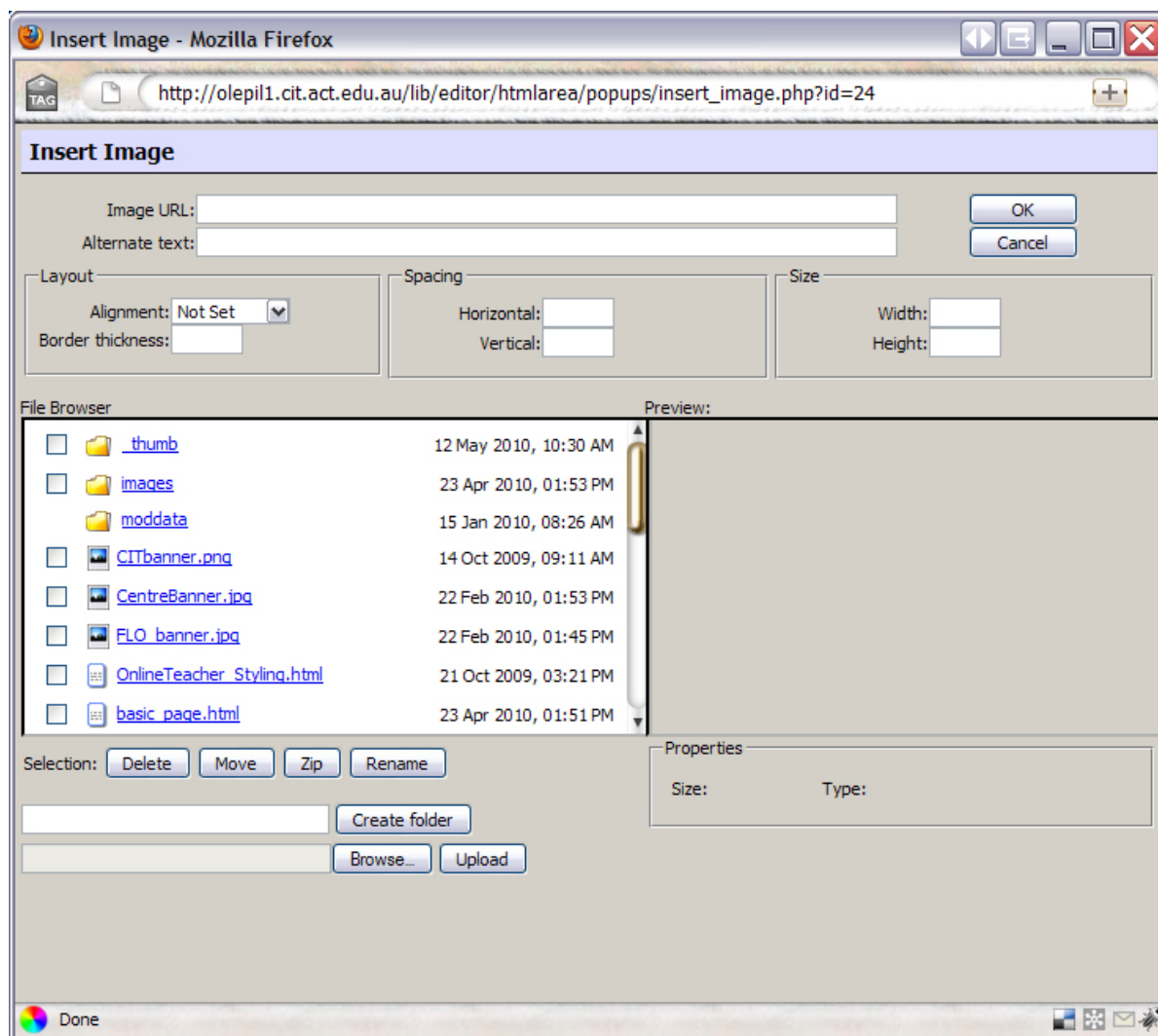
Now scroll to the bottom of the html editor and finish the tag by adding `</div>` after all of the text.

## Adding images

To add an image to your page, select the **Insert Image** option from the toolbar.



You will be presented with the following:



If you need to upload the image first, click the **Browse...** button and locate the image on your hard drive. Click **Upload** and then select it from the File Browser area of the screen. Once the image is selected, add appropriate Alternate text to it.

*Appropriate Alternate text means text that describes the image. For example, if you have inserted an image of an apple, type in 'Apple' (you can define whether it's red or green if you like!), or if you have an image that has text in it, you would type in what the text says.*

To position the image on your page, choose an option under **Layout > Alignment**.

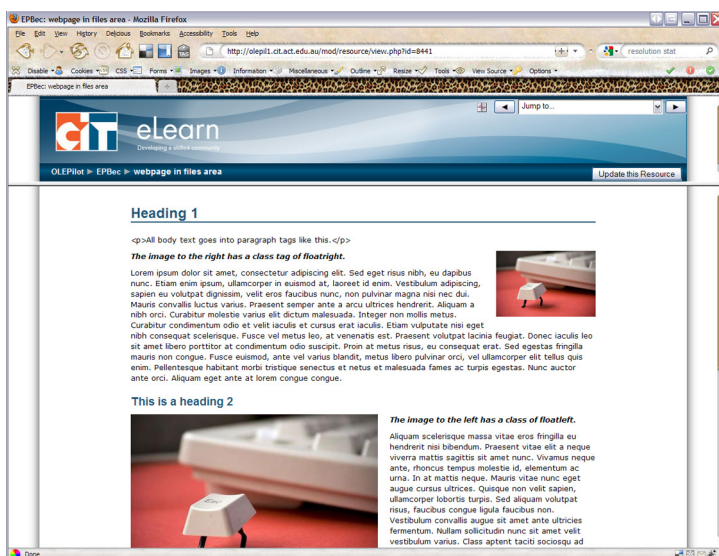
*If you aren't happy with the alignment you can always come back and change it later.*

The image on the right shows two types of positioned images. One that is aligned to the right, so that the text wraps around it on the left, and another that is aligned to the left so the text wraps to the right.

The wrapping of the text is determined by the position of the image in the flow of the page. For instance, the first image appears directly after the heading 1 and *before* the body text. The second image is positioned after the Heading 2 and *before* the following text.

Experiment with positioning to find the correct location you desire. To edit the picture and its location after already having added the image, simply click on the image and then click on the Insert Image icon in the toolbar – you should see the Insert Image dialogue box with the Image URL already filled in.

To add a bit of **space between your image and the text**, add a number to the Spacing fields Horizontal and Vertical. 10 – 20 should be fine.



### Links

**Readability – making web pages easy to read**

<http://www.webdesignfromscratch.com/basics/readability.php>

