CONTENT AND RESOLUTION TIPS

Writing
• Write for scanability - short paragraphs, lists, use headings and subheadings when appropriate
• Information should be clear, succinct, and useful
• Copy should have personality, but humor should be used with caution – tone of voice and context can be misread on the Web
• Proofread and spell check

Treatment of Text
• There should be content on EVERY page of your site
• Apply hierarchy to the information – headers should use largest type, then subheads, then body copy
• Split large bodies of information into separate pages or use anchor tags to break up the information to make it more accessible
• Your site is not an island, make careful decisions about links that take your viewer out of your site
• Use colors with high contrast to separate text (foreground) and background; keep backgrounds simple
• Reversed text (white text or light text on a dark background) slows readability
• Smaller text is more readable in san serif typefaces (not enough pixels to resolve fine details of serif typefaces on the Web)

Resolution (dots or pixels per inch)
Screen/web resolution – 72 dpi
Print resolution – 300 dpi (recommended)
JPEG - Preferred graphic format for continuous tone images such as photographs