

# Drexel University

Office of Information Resources and  
Technology presents:

# INSTITUTE on INNOVATION in TRAINING and TEACHING



# Creating and Editing Web Content for the Non-Expert

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# A Tale of Two Kitchens

**Which do you prefer...**







**The obvious:**

**A clean and ordered kitchen  
is easier to use; not just for  
you, but for everyone.**

**So who wants to use your  
~~kitchen~~ website?**





# Google™

Google Search

I'm Feeling Lucky

[Advanced Search](#)

[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

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**Good websites are like good kitchens.**

Good websites are like good kitchens.

The neater they are, the easier they  
are for *everyone* to use.

**Which bring us to today's topic:**

# **Best Practices in Using Content Management Systems (CMS), Course Management Tools, Web Editors, and Blogging Tools**

**They all promise:**

**They all promise:**

**The ability to easily create and maintain Web content without requiring a background in Web technologies.**

**Surely, a good thing...**

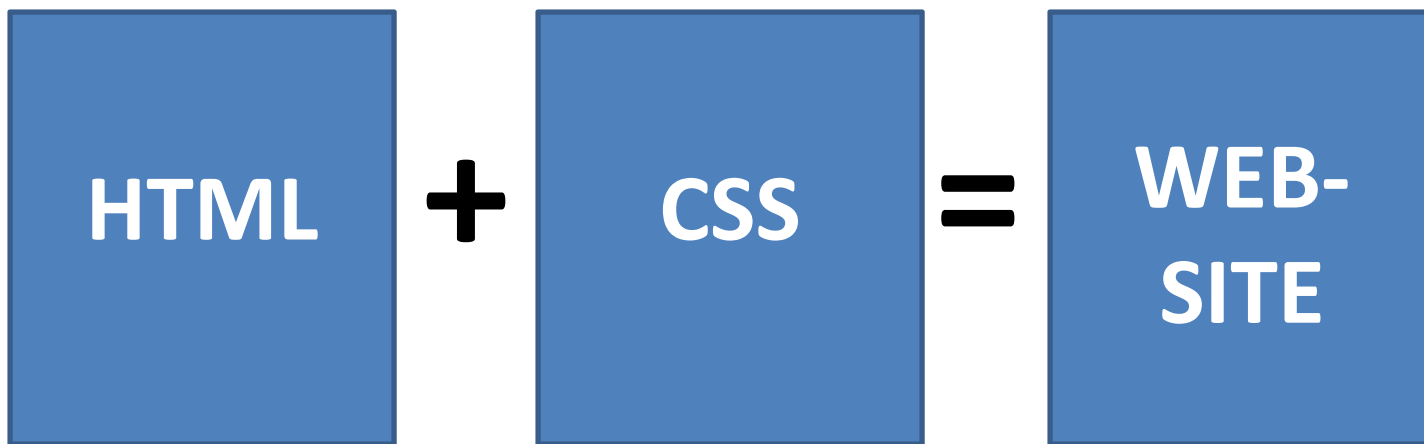
**And yet, problems arise.**

**Our goal today: avoiding the  
problems.**

**As promised, you don't need a  
Background in Web  
technology...**

**However...**

A very basic understanding of what **HTML** and **CSS** do will go a long way.



**HTML = Hyper Text Markup  
Language**

It is designed to *structure* the content on your Web page.

**CSS = Cascading Style Sheets**

**It is designed to control the appearance of your site.**

**Together, HTML and CSS  
structure your content and  
control its appearance.**

**But they should be maintained  
as separate files.**

**The general concept:**

as much as possible, keep  
**content** separate from  
**presentation.**

Otherwise, you end up with a messy kitchen.

**A quick overview...**

# Wissahickon Diary -- Dispatches from ...

dan@danspages.com [Dashboard](#) [My Account](#) [Help](#) [Sign out](#)

**Posting** Settings Layout Monetize [View Blog](#)

[New Post](#) [Edit Posts](#) [Comment Moderation](#)

Title:

[Edit Html](#) [Compose](#)

Font  T T **b** *i* [Preview](#)

[Post Options](#) Labels for this post: e.g. scooters, vacation, fall  [Show all](#)

Shortcuts: press Ctrl with: B = Bold, I = Italic, P = Publish, S = Save, D = Draft [more](#)

**PUBLISH POST** [SAVE NOW](#)

Adobe Dreamweaver CS3 - [Untitled-1 (XHTML)]

File Edit View Insert Modify Text Commands Site Window Help

▼ Insert Common Layout Forms Data Spry Text Favorites

**B** *I* **S** *em* ¶ [""'] PRE | **h1** **h2** **h3** | **ul** **ol** **li** | **dl** **dt** **dd** | abbr. W3C | — ▼

Untitled-1

Code Split Design Title: Untitled Document

0 50 100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950

<body>

100% 995 x 395 1K / 1 sec

▼ Properties

Format None Style None CSS **B** *I* Link

Font Default Font Size None Target

Page Properties... List Item...

► Results

Blackboard Learning System - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://learning.dcollege.net/webct/urw/lc5116011.tp0/cobaltMainFrame.dowe... exel university blackboard vista

Most Visited Getting Started Invitation without env... Latest Headlines Bookmark on Delicious My Delicious Readability

Live Regions ARIA Table Inspector Colour Contrast Analyser

WAVE Errors, Features, and Alerts Structure/Order Text-only Outline Reset Page Disable Styles Icons Key Tools

Drexel University Bb Vista Home | Accessibility | Help | Log out

Build Teach Student View **Accessibility and Usability - Content Migration - Best Practices**

Your location: Home Page > Create File

### Create File

\*Title:

\*Content:  Disable HTML Creator

WYSIWYG Source View edit-on® Pro by RealObjects Insert

Insert equation: New >

Applet editor started learning.dcollege.net

10:30 AM



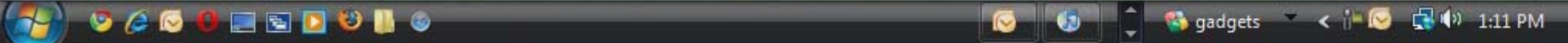
# My Home Page

## A Heading

Now is the time for all good men to come to the aid of their party.

Here is an example of a bullet list:

- Red
- Green
- Blue



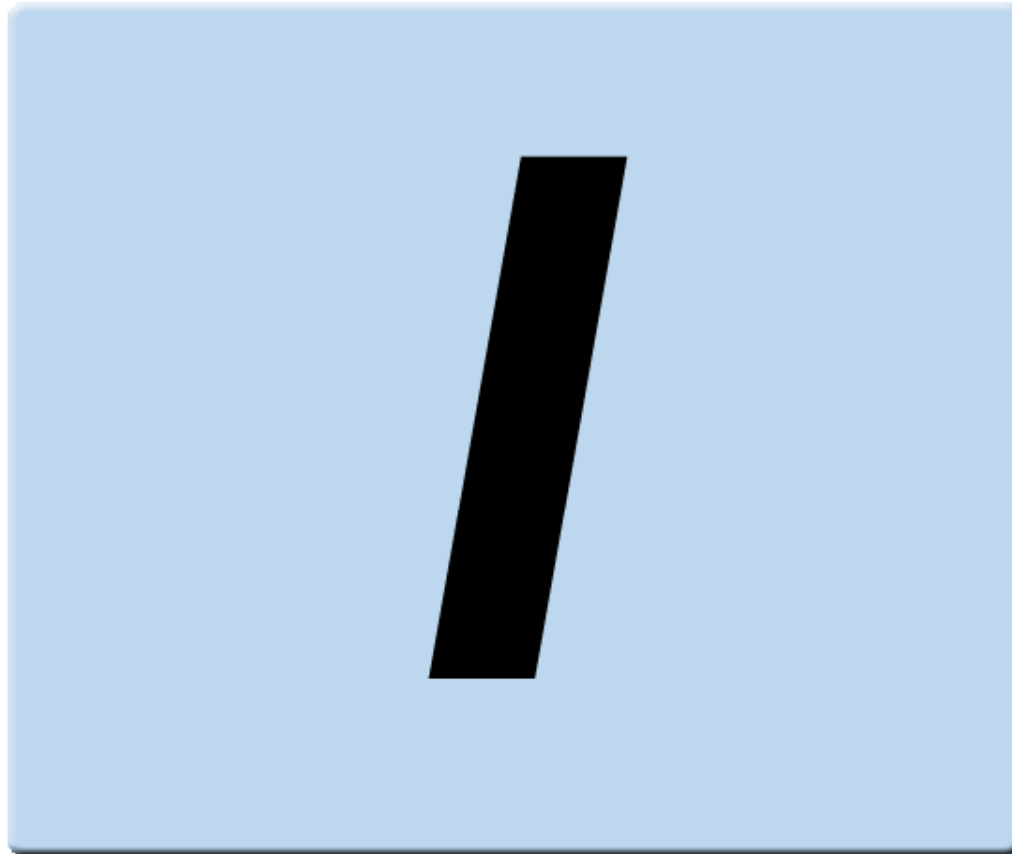
**Just like in a kitchen,  
best practice is to use the right tool  
for the job at hand.**

**Some specifics...**

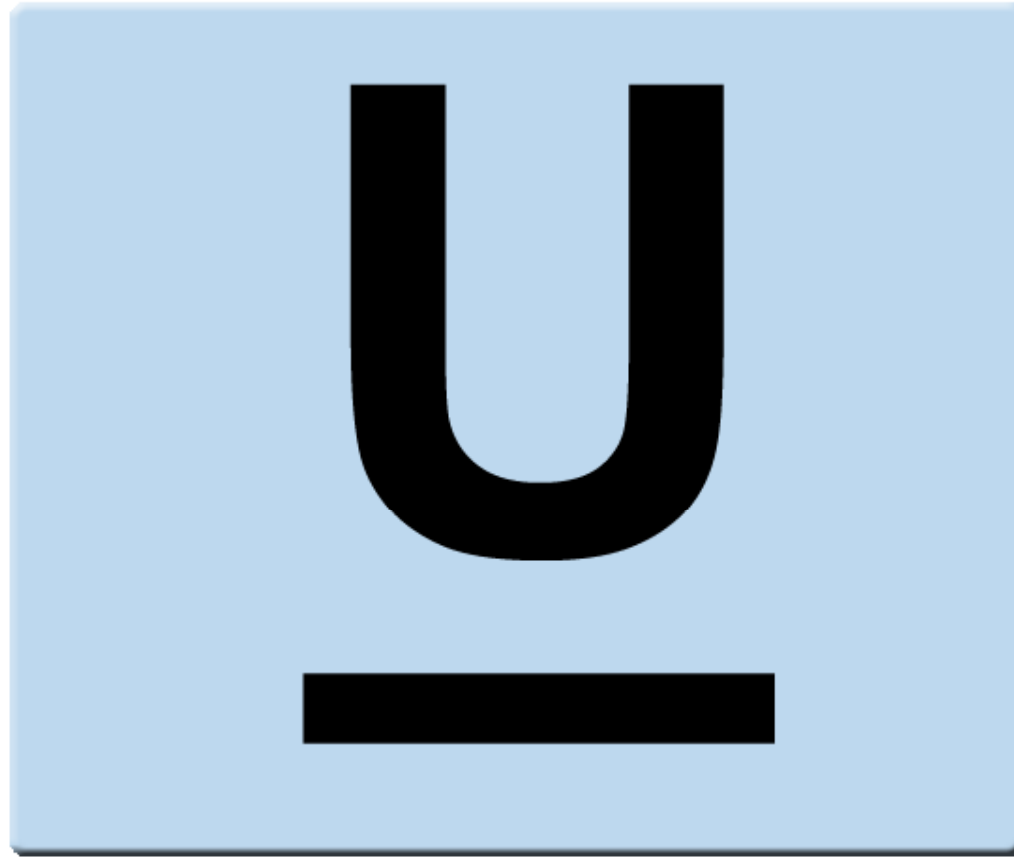
**B**

Use **bold** – sparingly, please –  
to create **emphasis** or denote a  
**title**.

**Do not use bold to create headings.**



Use *italics* to create  
*emphasis* or denote *titles*.



Never, ever, use underline  
on a web page.

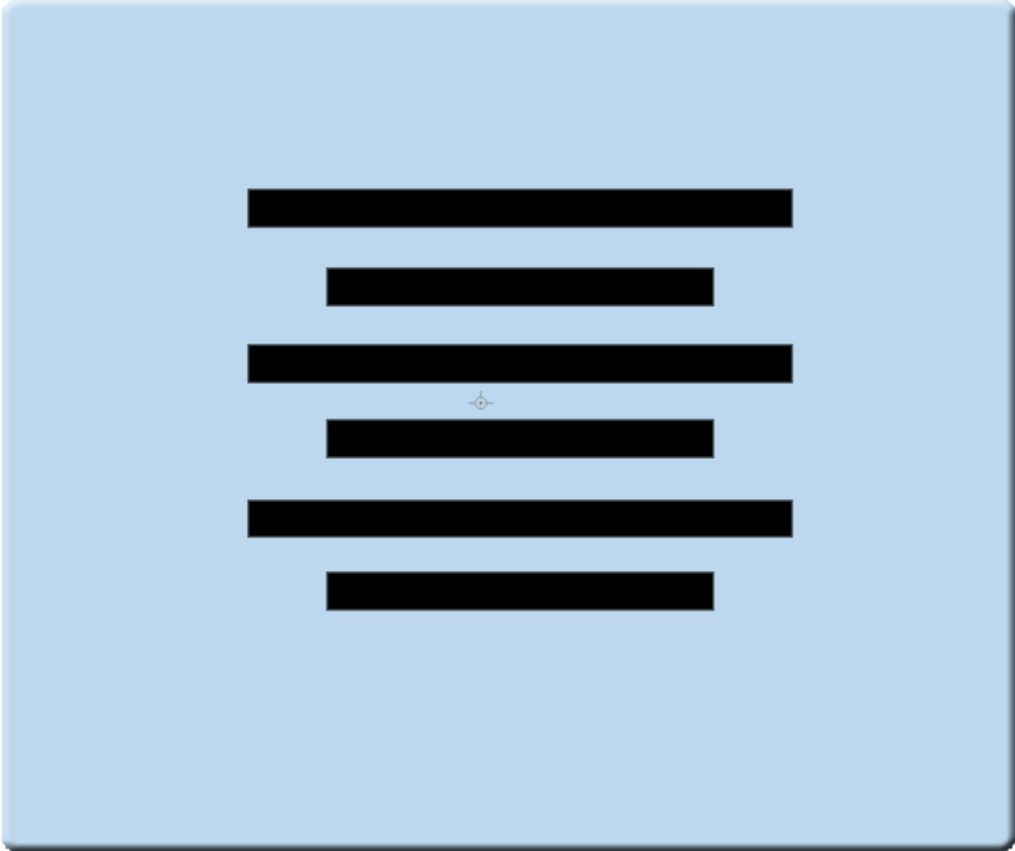
**Seriously.**

**Underlined text on the  
Web is for hypertext only.**



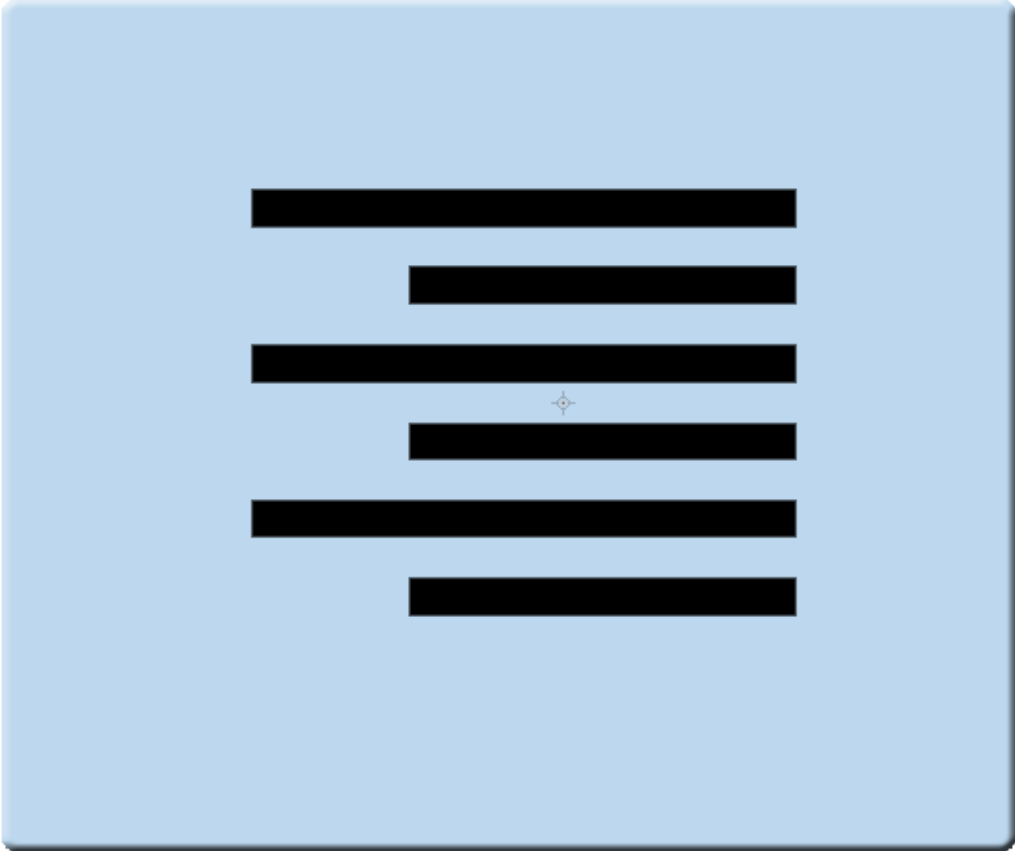
**Left justified text is the  
default in Web browsers.**

**And that's as it should be.**



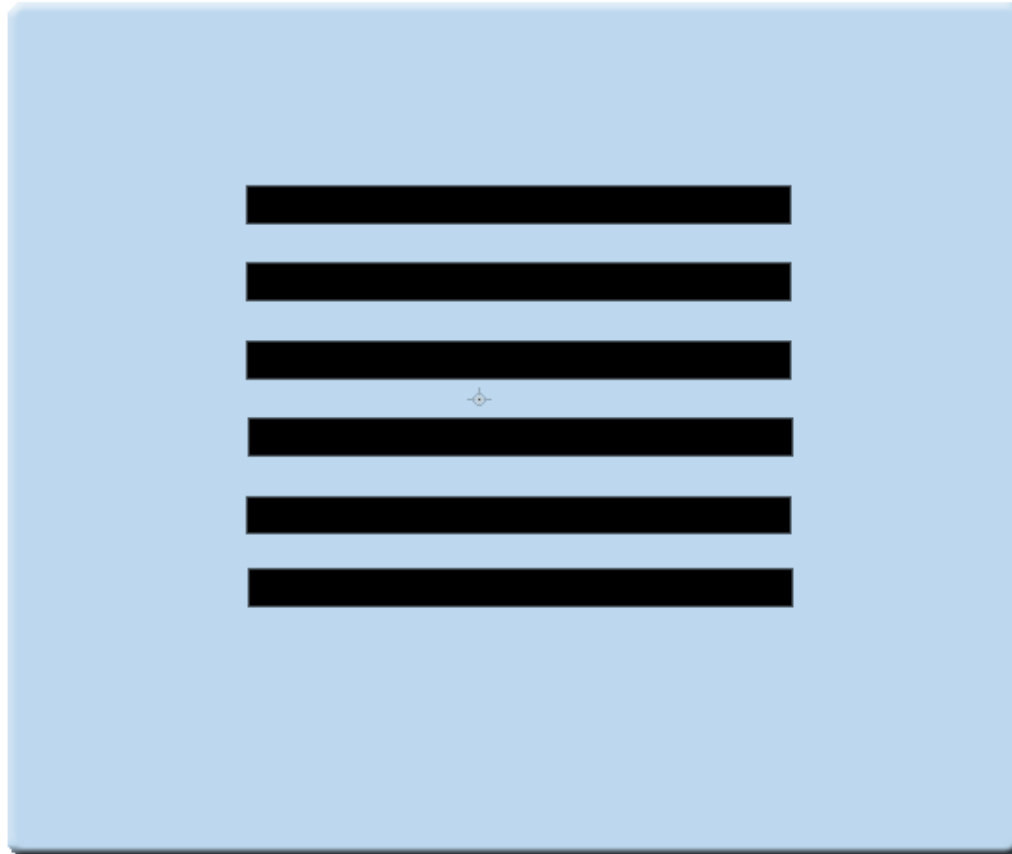
**Centered text is good for  
wedding invitations.**

**And not much else.**

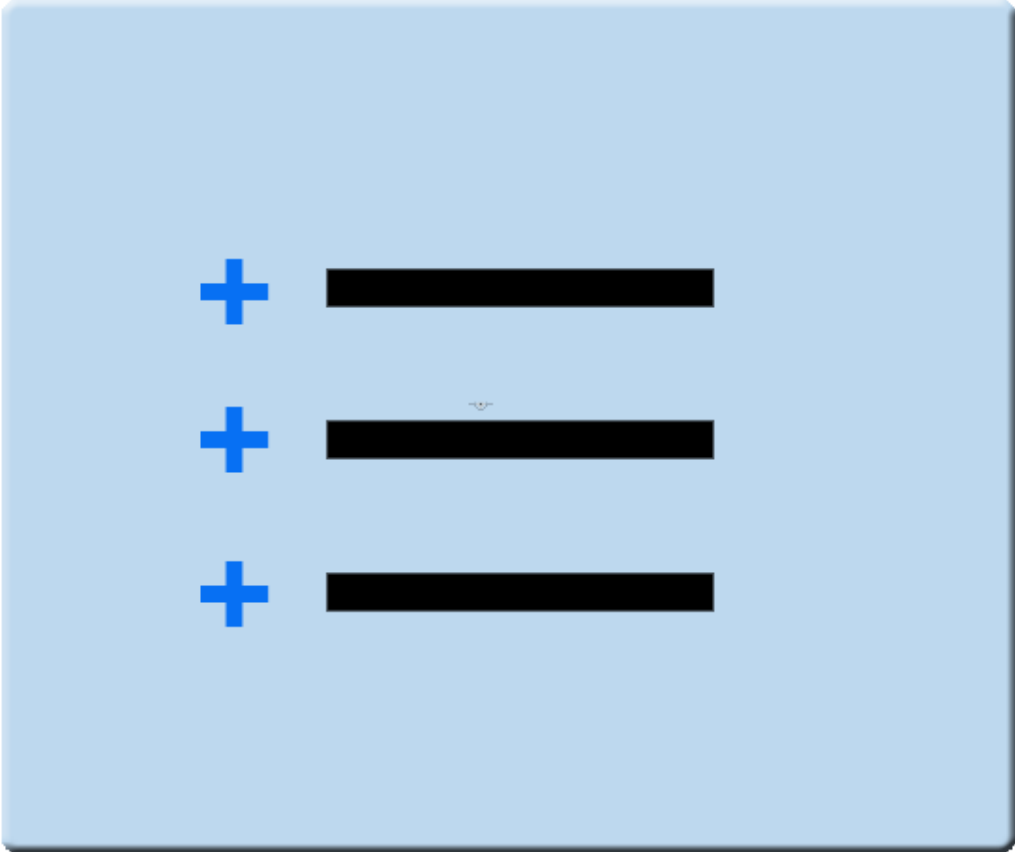


Right justified text – maybe  
for the occasional pull quote,  
if you want to be that  
elaborate.

**Otherwise, forget it.**



**Justified text. Elegant on the  
printed page. Doesn't work on  
the Web.**



**Bulleted lists – often a good idea, helping users to scan the content of your Web page.**

1



2

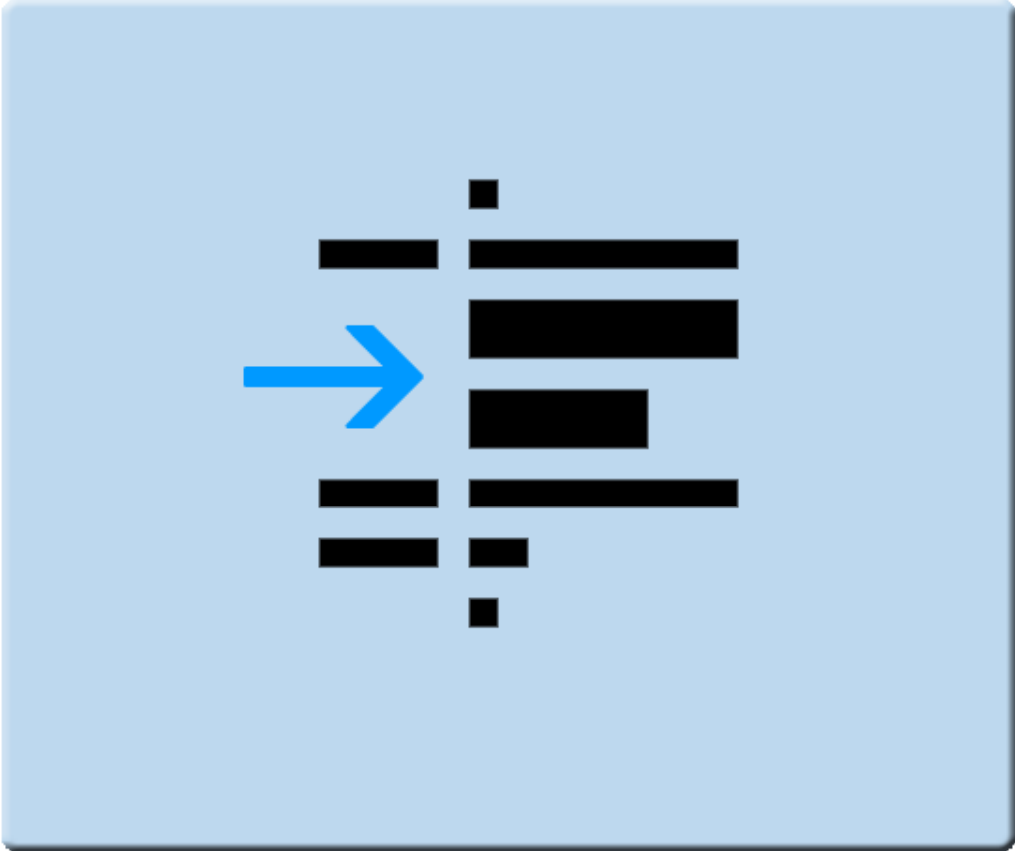


3



**Numbered lists – like  
bulleted lists, often a good  
idea, especially when  
describing a sequential  
process.**

**For example, a standard recipe: bulleted list for ingredients; numbered list for process.**



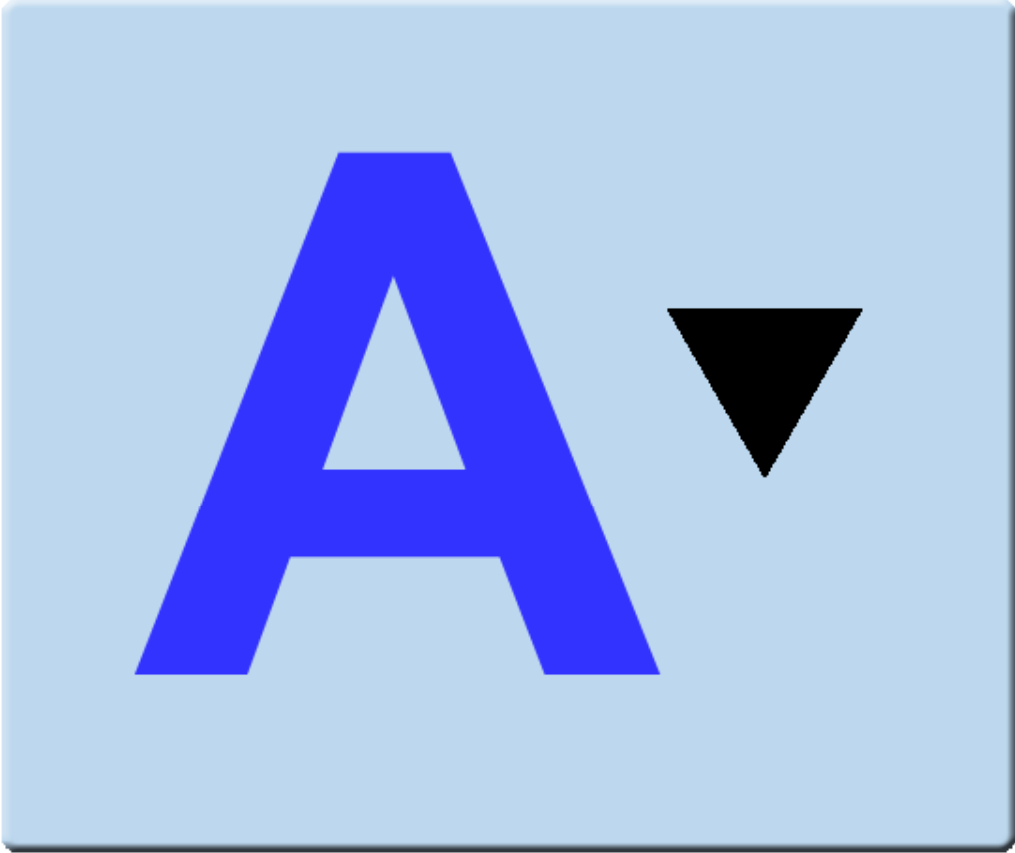
**This creates block quotes.**

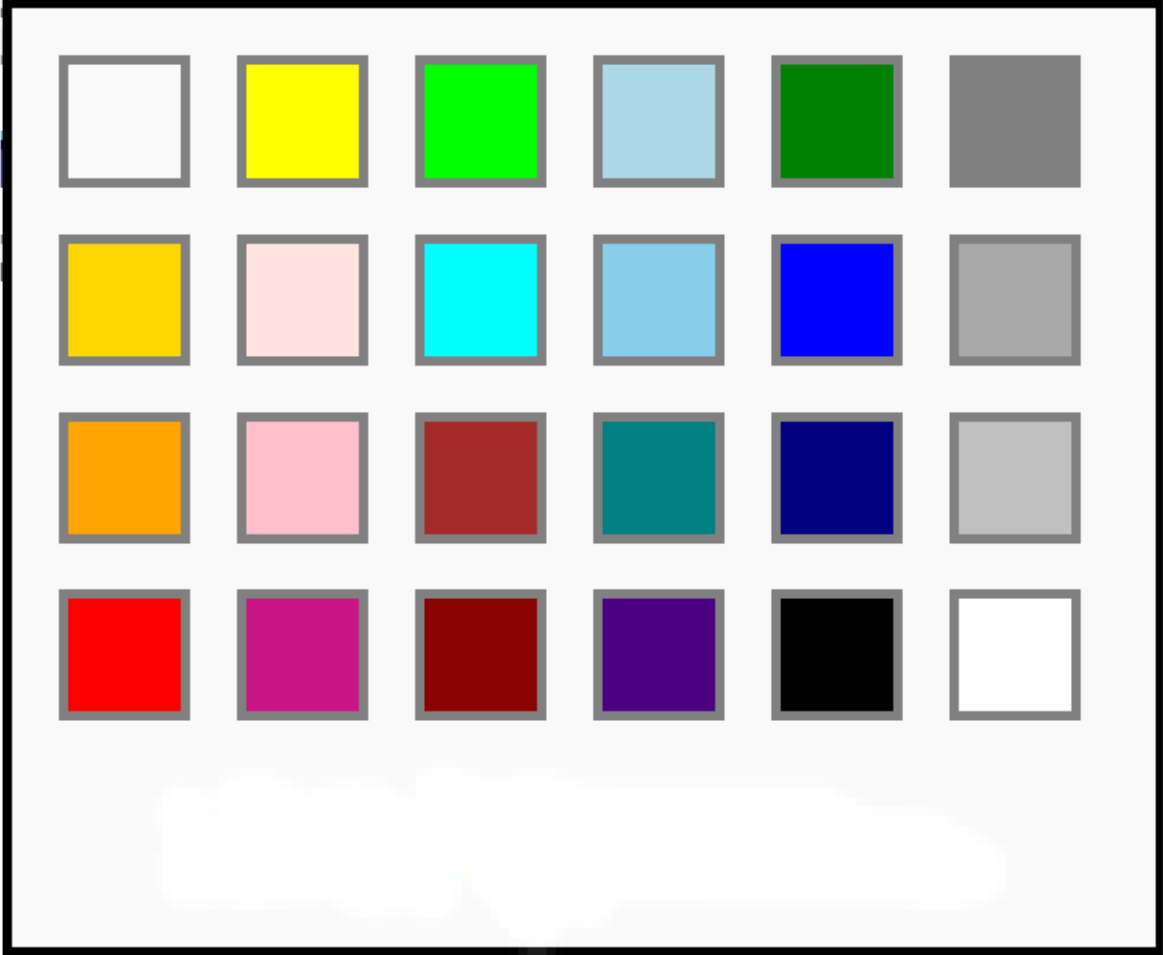
**Use it to create block quotes.**

**Do not use it to indent text.**

**And now:**

**the dreaded colored  
text.**





**Please...**

**If you must use color, use it sparingly and judiciously.**

**Like, for example, adding  
spices to your stew.**

**And never convey information  
solely through the use of color.**

# For example

**Bad**

This is an  
**important**  
announcement.

**Okay**

This is an  
***important***  
announcement.

# For example

**Bad**

This is an  
important  
announcement.

**Okay**

This is an  
*important*  
announcement.

**Let's look at dropdown menus.**

Rich text editor toolbar containing icons for undo, redo, font color, background color, bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, table, table border, link icon, and help. It also includes dropdown menus for font name (none), font size ([Default]), and font style (Normal).

I

Headings done the wrong  
way...

edit-on® Pro Version 4.2.106.1

none [Default] Normal **B** *I* U A | [List Icons] | [Table Icon] [Calendar Icon] [Image Icon] [Link Icon] [List Icon] [List Icon] [List Icon]

[Image Icon] [Image Icon] [Image Icon] [Image Icon] [Image Icon] [Image Icon] [Image Icon] [Image Icon]

I

WYSIWYG Source View edit-on® Pro by RealObjects Insert

Applet editor started

learning.dcollege.net

gadgets 11:15 AM

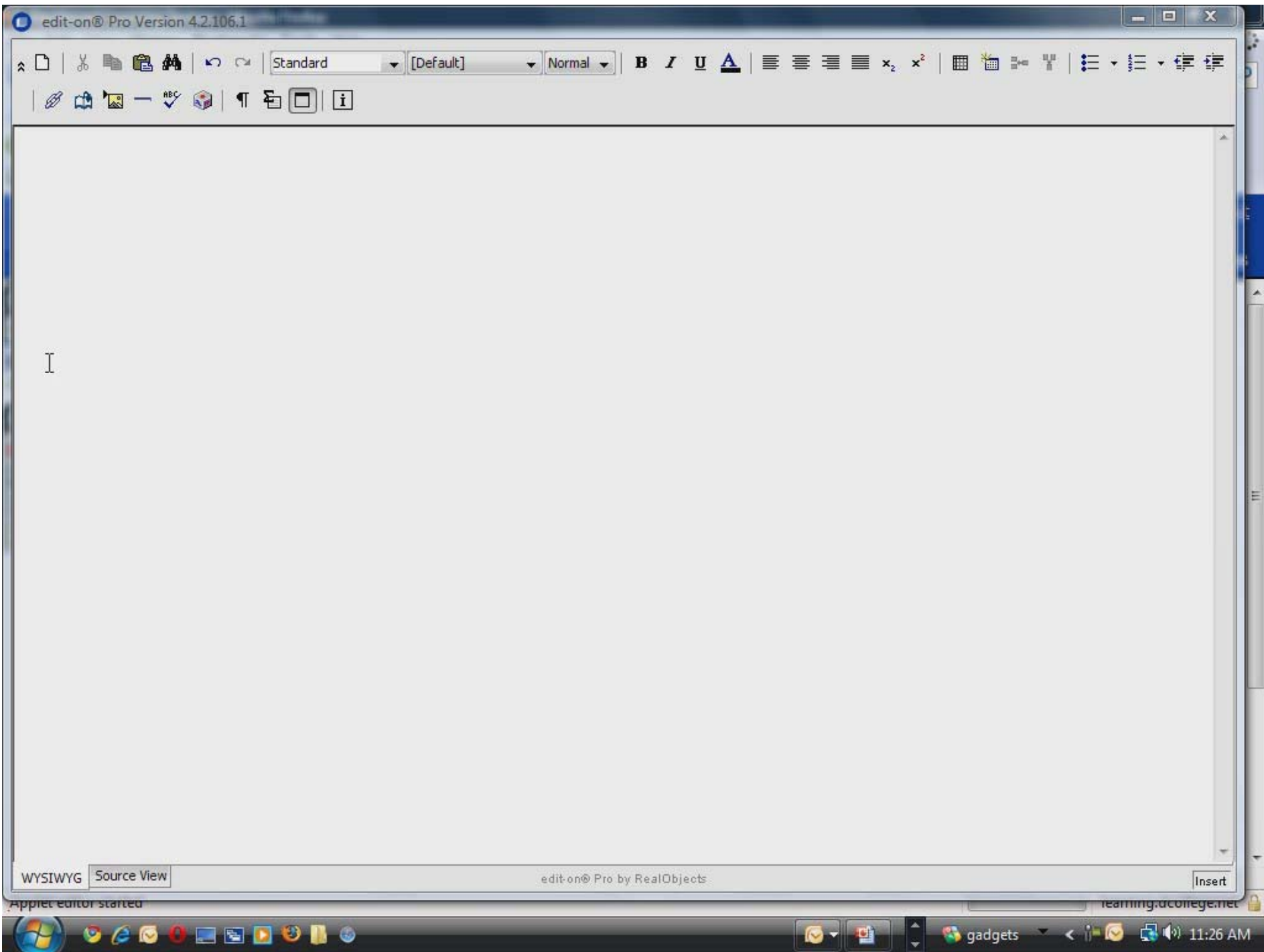
# This...

```
<span style="color:#dcl43c">  
<strong>  
<span style="font-family: Comic Sans MS; font-size: 24pt">  
This is the Wrong Way to Create a Heading  
</span>  
</strong>  
</span>
```

Leads to this...



**Headings done the correct  
way...**



# This...

```
<h1>This is the Correct Way to Create a Heading</h1>
```

**Leads to this...**



**Adding images to your page.**



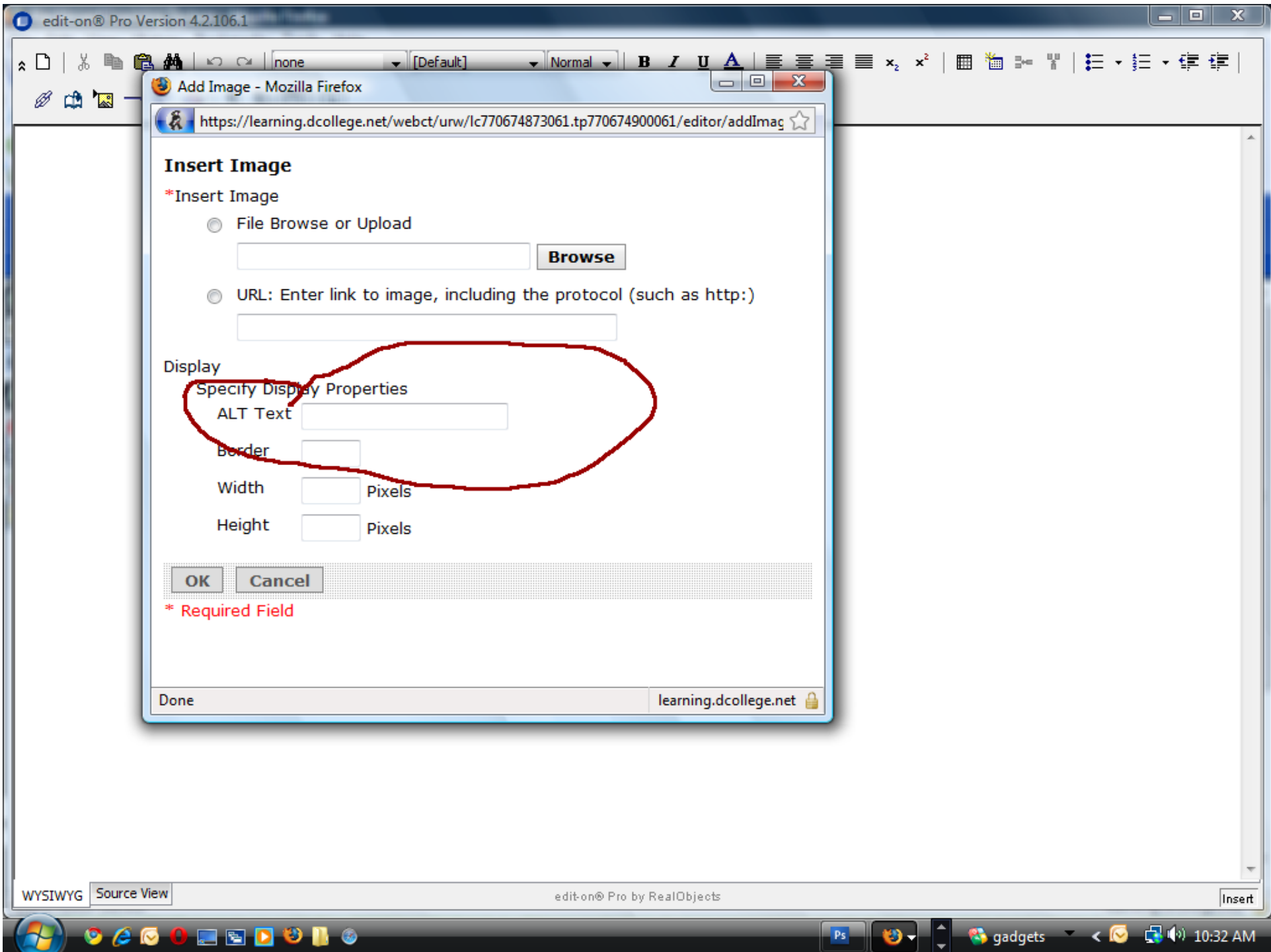
**What if visitors to your site  
can't see your images?**

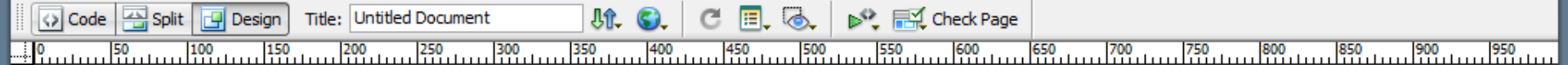




**ALT = Alternative**







**Image Tag Accessibility Attributes** [X]

Alternate text:

Long description:  [Folder icon]


If you don't want to enter this information when inserting objects, [change the Accessibility preferences.](#)

[OK] [Cancel] [Help]

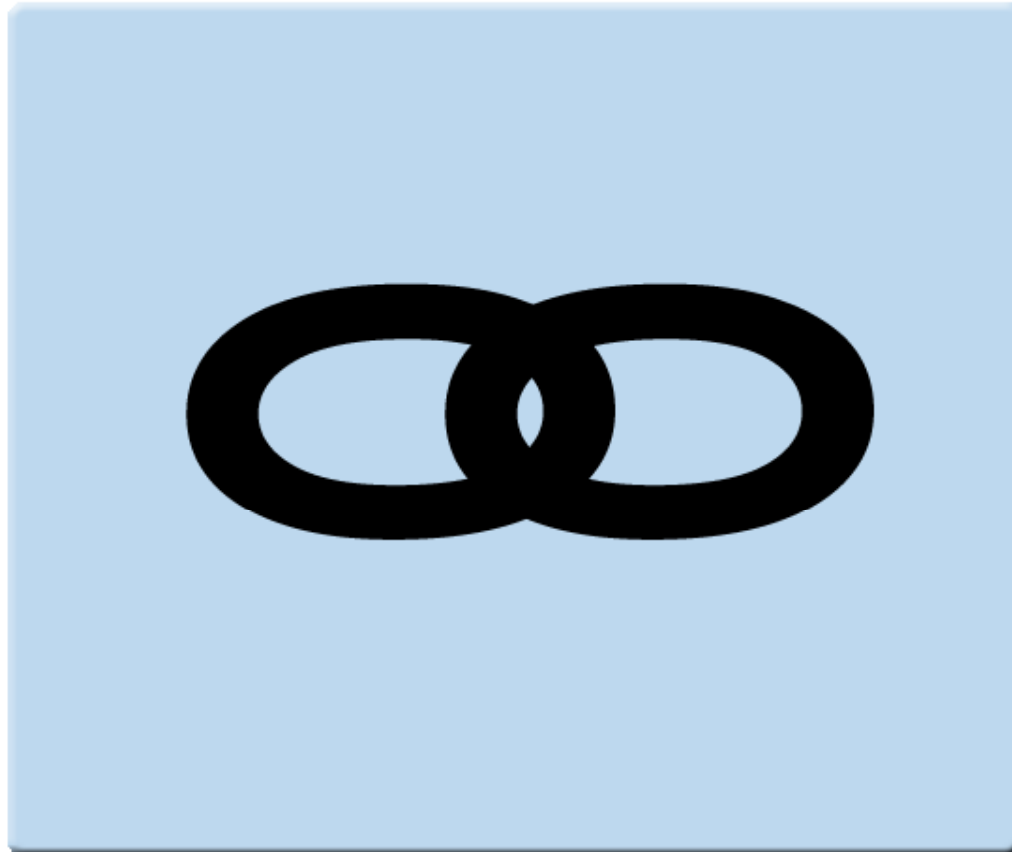
Format  Style  CSS **B** *I* [List icons] Link  [Icons]

Font  Size  [List icons] Target

[Page Properties...] [List Item...]

 Alternative text describes the image.

# Links



**Click here is evil.**

So is more.

**Link text should be intuitive.**

**This is bad...**

For more information on class requirements, [click here](#).

**This is good...**

**More information on**  
**class requirements.**

# Writing for the Web 101

The most important thing to remember: people **don't read on the Web; they scan.**

**Therefore: facilitate  
scanning...**

**Use the inverted pyramid style:**

# Use the inverted pyramid style:

1. Most important idea first
2. Supporting stuff
3. Extra details

**Drastically cut your copy.**

**That means...**

**Cut out the marketing stuff...**

**...and the spin.**

**Use a lot of headings.**

**One idea per paragraph.**

**Simple, declarative sentences  
are good.**

**Passive voice is bad.**

# Resources

The  
award-winning  
best-selling  
book  
about design!

# The Non-Designer's Design Book

Third Edition

Design and Typographic Principles  
for the Visual Novice



# Robin Williams

<http://www.webstandards.org>



<http://www.zeldman.com>

**Jeffrey Zeldman Presents**

<http://www.useit.com>

**Useit.com**

<http://www.webaim.org>

**WebAIM**

**Web Accessibility in Mind**

**Q and A**

# Contact Info

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