

# GUIDELINES FOR WEB PAGE CREATION

- ◆ Decide what screen size you want to design your pages to be, either 640 X 480 or 800 X 600. With the popularity of larger monitor sizes, 800 X 600 seems to be the norm now. However, there are still several computers set to 640 X 480. If your page is wider than approximately 620 pixels, the computers that are set to 640 X 480 will have to scroll horizontally to view the whole page.
- ◆ Scan your pictures to be used on your web page at 72 dpi (dots per inch). That is the screen resolution of your monitor. If you scan your pictures in at a higher resolution, they will appear huge on your screen.
- ◆ Check the size (in Kb) of the pictures or images on your pages to make sure that they are not too large. Please try to keep each image down below 30K. Add up the size of all the images and, as a guide, try to keep the total size of your page under 100K. Remember that visitors to your site are probably on a slower dial-up connection and will not wait very long for a page to load.
- ◆ If you choose a color for the background of your page, make sure you choose a text color that is easily read and doesn't get lost in the background. For example, if you choose a black background, don't choose black text or your text will not be visible. In the same respect, if you choose an image as your background, don't choose one so busy that the text gets lost in it.  
Note: If there is a possibility that someone may want to print the information from your site, please don't set your text to white. This sometimes looks good on a dark background, but printers can't print white.
- ◆ Do not use copyrighted material on the web page you are creating. This could include clipart, photographs, musical sound clips, or other audio clips included on your page. Be very careful to check that someone else does not own the material you include. This is a very hot topic now and companies are constantly checking to see if others are using their copyrighted work.
- ◆ Name the first page of your web site index.htm. By doing this, you will not have to include a page name in your URL. For example: <http://www.branson.k12.mo.us/sports/football>  
Instead of: <http://www.branson.k12.mo.us/sports/football/football.html>
- ◆ Please use relative links in your site. If you are referencing a page in your site that is in the same directory, reference just the files name that is sample.htm and not <http://www.branson.k12.mo.us/sample/sample.htm>.
- ◆ Do not place a link on your pages to a commercial site. This does include banners or awards that you are presented that serve to build traffic for profit on someone else's site. All links will be checked and must be approved.
- ◆ All students must have written permission to publish on the Internet, or to be published (including pictures).
- ◆ No names can be associated with a student's picture. Group pictures are acceptable with the group name (for example: Branson Pirate Baseball Team).
- ◆ If a student's work is being published, only first names can be used, no last names can be used at all. When publishing a sports roster or awards, students' first and last names may be used, but they may not be associated with a picture.
- ◆ All content is subject to approval and must reflect the values of the Branson School District.

# **Branson Public Schools' Internet Publishing Guidelines**

## Purpose

The purpose of Branson School District web site is to provide information via the internet about district policies, procedures, curriculum, instruction, and authorized activities. Web pages can be a powerful way to communicate ideas and information about the whole district or individual schools.

Staff or students wishing to post web sites on district servers must follow these guidelines:

## Guiding Principals

**Educational Value** – Posted material must comply with the acceptable use policy of the district and may not display, access, or link to materials deemed offensive. All published material must have educational value and/or support the district guidelines, goals and policies.

**Privacy** – At no time will a student's personal information be posted on the web site (postal mailing address, phone/fax number, email address). Pictures are to be generic and can contain captions identifying the activity or class. Student full names are never to be posted along with pictures. It should not be possible for a visitor to associate a student's name with their picture.

**Copyright** – Rights to intellectual property must be respected. The author of the web page is responsible for adhering to copyright law.

**Publishing Agreement** - Only materials authorized by a sponsoring district organization will be published on district servers. All personnel involved in publishing on the internet must have a signed acceptable use policy on file.

## Site Guidelines

**Active Links** – The internet is very dynamic. It is recommended that links to external sites are checked frequently for changes.

**Active Files** – Only active files that are required for proper operation of the web site should be stored on the district web server.

**Default Home** – Each directory should contain an "index.htm" file so users do not have to include the filename along with the web address.

**Credits** – External resources are to be credited. Authors are expected to respect copyrights.

Levels of Web Publishing – Listed below are different expectations that exist at each level of the entire website.

- District Level – The district level refers to pages that represent the district as a whole. This may be site structure changes, district information postings, etc...
- Department Level – Administrative departments (such as Technology, Transportation, etc.) may publish their own web pages as part of the district’s web site. The supervisor or department webmaster is responsible for maintenance and content.
- School Level – School Web sites are the responsibility of the building principal who designates a school Web publisher. All official material originating from the school will be consistent with the district style and content guidelines. At the school level there are guidelines for the various potential contributors to the school’s web site, and are to be used in the publishing process.
- Staff Level – Teachers and staff may create web pages for use in class activities or to provide resources to teachers and parents. Staff that publish web pages are responsible for adhering to the guidelines listed above as well as maintenance and content for their page.
- Student Level - Students may create and publish web pages as part of a class or school sponsored activity. The classroom teacher or activity sponsors are responsible for making sure they follow Branson School District guidelines. Material presented on a student web site must meet the educational objectives of the school related activity, as well as follow district policies and guidelines. Personal web pages are not allowed on Branson School District web servers. Teachers should get written parent permission before posting student work or information on the website.

I have read and understand the Branson Public Schools’ Internet Publishing Guidelines and agree to abide by their provisions.

Printed Name: \_\_\_\_\_ School/Dept: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_