

## J202

Culver

Tip Sheet: Web

Week 10

### Technical Terms and Hints

#### Image Formats for Web

- RGB
- JPEG – for photos
- GIF – for spot color
- resolution = 72 dpi

#### Image Formats for Print

- CMYK
- TIF – for photos and other images rendered by pixels
- EPS – for line art and text rendered by vectors
- resolution = 300 dpi or higher

#### Valid File Name Extensions

- .html or .htm (for Web page itself)
- .jpeg or .jpg (for JPEG images)
- .gif (for GIF images)
- .pdf (for PDF files)
- .css (for cascading style sheet file)

#### File Names for Web

- home page must be named index.html
- do not use:
  - spaces
  - numbers
  - uppercase
  - special characters other than an underscore (e.g., &, \*, %, \$, !, -, ^, ~, /)
  - “culver\_bio.html” = good
  - “culver bio.html” = bad
  - “culver/bio.html” = bad
  - “CulverBio” = bad

#### Directories

- index.html must sit in the “root directory” (the main folder for the site), not in a subfolder
- folder names must follow file name rules (all lowercase, no spaces, etc.)
- use subfolders to organize materials, (e.g. images, documents, subsections)

#### Checklist

- when you’re assembling a site, make sure you have:
- home page viewable at 800 x 600
- relative links for all links within your site
- exact links for all links outside your site
- external links opening in a separate window
- separate CSS file with all pages linked to it (no embedded styles)
- alternate text tags for all images
- title on every page
- text navigation on each page
- autoplay turned off on plugins
- spellchecked