

The Eli Broad College of Business
Web Site Style Guide

(For reviewing new web content)

Language Style Guides

HTML

- All documents must use the appropriate html headers and footers, no exceptions
- If you need headers developed or modified for your site contact the web team
- Use the W3C 4.0 Specifications
- Web pages must comply with Section 508 Federal Web accessibility guidelines
- Include the Document Type Data
- Include keyword meta tags
- Include title in head of document
- Close all tags including paragraph and list elements
- Use quotes around all HTML attributes (including numbers)
- Total page size should be kept as small as possible
- Use the CSS styles as defined by the college (S:\template\style.css)
- When centering a paragraph, use the align attribute of the paragraph element
- When centering multiple paragraphs, use a table
- Avoid embedding lists in paragraphs due to unpredictable font behavior
- All option lists in a form must be properly closed
- Avoid using deprecated tags and tag attributes (includes FONT tags)
- Avoid frames
- Avoid using pop-ups or creating new windows unnecessarily
- For site consistency, all HTML files should end in **.html**
- No more than two font faces can be used on any page
- Avoid blinking or moving page elements and text
- All html pages must be tested and usable with Netscape 4.7 and IE 5.0
- All content should be proofread and edited
- Sites must deliver information in a clean and organized manner
- Readability, Content, and Usability should be main focus
- For Bold and Italic text use `` and `<i></i>`
- Because Netscape doesn't support CSS or inheritance very well:
 - Apply styles to the smallest of elements `<td><p>`
 - Avoid nesting tables

Directory Structure

- Images should be stored in the images directory within the main folder, nowhere else
- Documents (pdf, word, movies, audio) should be stored in the documents directory
- Subdirectories should be created under the following circumstances
 - This section of the site has sub links on the left navigation
 - When dealing with a specific event
 - When creating a large application that contains more than several functions
 - Instances where it is logical to create a new directory

Language Style Guides (cont)

CSS

- Use the styles as defined by the College (s:\template\style.css)
- Use 1.0 Specifications
- Inline style use is permitted, but must be approved before publication
- Comment style blocks (using these delimiters `/*comment*/`)

JavaScript

- Use JavaScript 1.2 Specifications
- Functions should reside in the head of the document
- Follow outlined coding conventions (see below)
- No malicious code:
 1. Code intended to harm the server or client machines
 2. Code intended to disrupt and/or confuse the user
 3. Poorly written code that violates number 1 and/or 2
- Primary functionality cannot be based on JavaScript, unless provisions are made with the `<noscript>` tag.

Cold Fusion

- Use Cold Fusion 5.0
- No malicious code (see JavaScript)
- Follow outlined coding conventions (see below)
- All code must be reviewed before it is accepted/published

SQL

- Multiple expressions and joins must be commented (see coding conventions)
- Commands and Boolean operators should be in ALL CAPS
- Only table, column names and data should be in lowercase

Images

HTML Considerations

- The WIDTH and HEIGHT attributes should be used with all images
- All images require an ALT attribute
- Images used as hyperlinks should have the BORDER attribute set to "0"
- Images should be resized in a graphics program, not in the HTML attributes

Image Formats

- All images should be stored in the "Graphics" folder within the site folder
- Images should be optimized
 - JPEG for pictures
 - GIF for graphics/logos
- Navigational images (buttons) should not total more than 50KB per page
- Include the original images (preferably in .psd format) in the site "images" folder

Coding Conventions

Commenting

The following sections should contain the described comments:

- Template/Function Header
 - What does the template/function do?
 - What are the inputs?
 - What are the outputs?
 - Are there any changes made to variables with a higher scope?
 - What template/function calls it?
 - What template/function does it return values to?
- Variables
 - What is this variable for? (Inline comments should work fine)
- Logic
 - IF statements should be commented as to what is tested and the consequences of each test
 - LOOP statements should be commented as to how long it loops, and what possible breaks are there from the loop?

Formatting

Standard TAB bases nesting blocks should be used in the following:

- Function definitions
- Conditional statements
- Loops
- Other logic
- Tables
- Style blocks

Variable Naming

- Global variables should have the prefix g_
- Constants should have the prefix const_
- Data Types should also be identified in the name
 - Array a
 - Boolean bln
 - Byte byt
 - Currency cur
 - Date (Time) dtm
 - Double dbl
 - Error err
 - Integer int
 - Long lng
 - Single sng
 - String str
 - Structure st
- Variable names should follow either of the 2 formats
 1. Use underscores to separate prefixes and multiple words
 - Global string: g_str_name
 - Constant double: const_dbl_days_in_week
 2. Prefixes should be all lowercase and the first letter of each word in the variable name should be capitalized
 - Global string: gstrName
 - Constant double: constdblDaysInWeek

Style Guide Compliance Statement

I, the undersigned, agree to follow the guidelines laid out within this style guide. I will not knowingly disregard any of the practices or procedures outlined above. I will check the updated version of this document located on the web regularly in order to keep with the most current standards of the College. I understand that the style guide is a fluid document and that the standards and guidelines will change as technology advances and becomes more refined. I understand that my web materials may be sent back to me if they do not meet the above guidelines. I give the Eli Broad College of Business web team permission to review my web materials and to make small structural changes that bring the code into compliance with the standards. I understand that I will be informed of the changes.

Signature

Date

Department/Company