**Best Practices for the web**

Images:

* Make sure images are sized appropriately for the web (1000px wide or less at 72 ppi). Large images can cause website performance problems, which in turn can cause people to leave your site.
* Always use alternative text on images. If you don’t use alternative text anyone who is visually impaired will not be able to understand what the image is.
* Avoid making your pages too image heavy.
  + As mentioned above images cannot be read by screen readers and require alternative text for viewers using screen readers to understand them. Thus someone using a screen reader doesn’t get much out of an image heavy page.
  + When you don’t put much text on a page the search engine optimization typically isn’t good either. Search engines search text content so images aren’t very useful.
  + Also using a lot of images in your content can cause display issues with viewing items on mobile devices. Mobile screens are obviously smaller so content is condensed on the screens which means images are shrunk and become less useful on mobile. Text on the other hand can be setup to still be easily readable on mobile devices. Web content should easily flow and resize on a variety of devices. Large images and pages with lots of images don’t flow and resize well.

Tables:

* Make sure to include Table summaries on all tables. Table summaries help people with screen readers understand the purpose of the table and allow them to determine if they want to read it.
* Tables should only be used for statistical data. Tables should not be used to control the look of the website.
* Do not use fixed widths on tables or table cells. Since content has to be fluid and work on multiple screen sizes fixed table and table cell sizes will cause design problems. If you want to set sizes on tables use percentages. Using percentages will allow the table to resize to fit any screen size.

Styles/Branding/Color/Headings

* Don’t make everything on a page colored or the same color. It is ok to leave standard copy the default color.
* Reserve colors and special heading styles for headings.
* Do not use colors outside of the site’s color palette. Ex: Don’t use red or green on the UNK site. All colors on the UNK site should be blue, gold, white, or grey.
* Always make sure to use officially approved logos and identity marks.