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Communication and Information

WEB PAGE DESIGN AND PUBLISHING

COMPLIANCE WITH THIS PUBLICATION IS MANDATORY

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This instruction implements AFD 33-1, *Command, Control, Communications, and Computer (C4) Systems*. It establishes policies, responsibilities, and procedures for web page design and publishing issues. It applies to all organizations publishing information on the 944th Fighter Wing Home Page.

1. Responsibilities:

- 1.1. The 944th Fighter Wing Commander (944 FW/CC) is ultimately responsible for the content of the 944 FW Intranet and Internet.
- 1.2. The 944th Communications Flight Commander (944 CF/CC) is responsible for:
 - 1.2.1. Determining, implementing and enforcing appropriate HTML publishing policy for the wing.
 - 1.2.2. Primary management oversight of the wing Intranet site and ensuring publishing activities meet the provisions of this instruction and AFI 33-129, *Transmission of Information VIA the Internet*.
 - 1.2.3. Developing standards and guidance for the wing HTML publishing activities.
 - 1.2.4. Appointing a Webmaster to review material for content, format, etc., prior to posting information on the Internet site.
 - 1.2.4.1. Responsible authorities, as described, may direct pagemasters to revise or modify HTML pages not in compliance with the provisions of this instruction.
- 1.3. Group Commanders will appoint points of contact (POCs), i.e., pagemasters.
- 1.4. Pagemasters must ensure information to be placed by their agencies on the wing Intranet site meets the requirements of this instruction.

1.5. Squadron Commanders and staff agency Chiefs are responsible for developing and maintaining their home and subordinate pages per this instruction.

CRAIG S. FERGUSON, Colonel, USAFR
Commander

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

Terms

Browser—A software package that permits navigation of an intranet.

Home Page—The basic entry page to an agency's area on the intranet. Regardless of the type and amount of other information published by the agency, the home page will occupy the highest hierarchical level in the collection.

HTML—A subset of International Standards Organization Standard 8879, *Standard Generalized Markup Language (SGML)*, developed to facilitate graphical presentation of information via the World Wide Web (WWW). SGML has been a federal information processing standard since 1988 (FIPS 152).

Internet—An informal collection of government, military, commercial and educational computer networks using the transmission Control Protocol/Internet Protocol (TCP/IP) to transmit information. The basic Internet is a text-based system that does not support graphical presentation of information.

Intranet—Similar to the WWW, but with access restricted to a limited class of users.

Uniform Resource Locators (URLs)—Specifies a document's location and transfer protocol, which is stated as a protocol/path/port/label. For example: <http://wwwmil.afrc.af.mil> is the URL for the HQ AFRC home page; <http://lufnt02/default.html> is the URL for the 944 FW home page.

Wing Agency —A definable organizational unit of the 944 FW that appears in the 944 FW table of organization. This includes, but is not limited to, any element of the 944 FW structure.

World Wide Web (WWW) —A subset of the Internet that allows graphical formatting and presentation of information through the use of hypertext transfer protocol and HTML in combination with a browser application capable of interpreting and rendering HTML-tagged text in a graphical user interface. It allows users to find information via hypertext reference documents.

Attachment 2

GENERAL GUIDELINES FOR HOSTING WEB PAGES

A2.1. The following specifies the wing standards for hosting page documents and sites:

A2.2. Policy. We encourage all 944 FW organizations to use our Web server to host their intranet information. This policy saves resources and takes advantage of a centralized username and password system to allow Reservists to access official information via the Intranet. Each group-level organization may have its own set of pages on the 944 FW server. Subordinate squadron pages will be included under the group's home page.

A2.3. Procedures. The appointed group/staff agency POC also know as (a.k.a.), the Pagemaster works with our Webmaster to upload and maintain the wing's Intranet pages. Within the 944 FW, several people may create web pages, but must coordinate the material submitted through their group POC.

A2.4. Pagemaster. The Pagemaster is responsible for providing the HTML formatted files and any other associated files, such as graphics or sound files, to our Webmaster.

A2.4.1. If any of the unit pages are to be released to the public for viewing, those pages must be coordinated with the 944 FW Public Affairs office (PA) for security and policy review in accordance with AFI 35-205, *Air Force Information Protective Metrics and Measurement Program*.

A2.4.2. When the HTML pages and other associated files are ready, the Pagemaster transmits copies by electronic means, preferred, or on floppy disk to our Webmaster.

A2.4.3. The Pagemaster keeps the original files to modify as necessary. Whenever a file is modified or additional files created they are transmitted to the Webmaster for uploading.

Attachment 3

GUIDELINES FOR HTML PUBLISHING

A3.1. The basic goal is for pages to be neat, uncluttered, and professional, with a minimum of wasted or empty space. While some variation is allowable, significant departures from this guidance may result in the directing of revisions to pages within areas of responsibility.

A3.2. If a page exceeds two vertical screens, the first screen will contain hypertext references to other sections of the same page, such as alphabetical or subject area indices. Each linked section of the page should include hyperlinks back to the top of main index listing of the page to facilitate browsing.

A3.2.1. **Page Uniformity.** Material must be professionally presented, current, accurate, factual, and related to the organizational mission. Limit to easily read fonts, i.e., Times New Roman and Ariel with color combinations which do not stress the eyes. Limit backgrounds to light colored themes that show consistently throughout the pages.

A3.2.2. **Page Size.** Intranet pages will be designed to optimally work with 800x600 resolution and 256 colors for screen viewing. HTML pages should not normally exceed one or two vertical screens at this resolution.

A3.2.3. An exception to page size is for HTML documents consisting primarily of text, possibly with some supporting graphics, presented in letter or narrative format such as talking papers or online magazine articles where breaking up the material into separate pages would interfere with the flow of the information.

A3.3. Design. While HTML can be used to create complex and highly functional page layouts, some combinations of page colors, graphics and fonts may result in a cluttered page layout, decreasing usability and legibility. Most pages should use a light gray background, with or without texture design, with black or blue text

A3.4. URL Formatting. URLs will be displayed as underlined text or graphical buttons. Previously viewed links should appear as underlined purple text.

A3.4.1. Graphical buttons should be consistent in look and design.

A3.4.2. **Hyper Link** to authorized sites only (no commercial or limited-access sites). Link to military sites within either the operational or functional chain of command. All web page links must link up the chain of command to at least the 944 FW intranet page. If downloadable files are available somewhere else on the WWW, link to that site, otherwise make sure the link is embedded in the HTML versus using an anonymous FTP. Because of the security risks associated with anonymous FTP, (i.e., ability to upload to the server), embedded links in an HTML document will be the preferred method of retrieving files off the server.

A3.5. Other Graphics, Animation, Other Multimedia and Forms. Graphics are an important part of HTML publishing. However, gratuitous and indiscriminate use of large graphics or animations can consume an unacceptable amount of network hard drive space and bandwidth, and also significantly slow down response times for users.

A3.5.1. Biographies should be limited to squadron/organization commander or staff agency chiefs and less than 100 kilobytes (kb) in size. Ensure all biographies have been reviewed by Public Affairs (944 FW/PA).

A3.5.2. Download Times. Pages with graphics should be downloaded within 10 seconds. The 944th Communications Flight can assist in compressing pictures and other graphics.

A3.5.3. Do not use graphics or icons that advertise or endorse commercial products or businesses.

A3.5.4. It is technically possible to include video and audio clips in a HTML document. However, multimedia can consume extremely large amounts of network space and bandwidth. Page designers who wish to embed any of these functions into HTML pages must coordinate their requirement through the Webmaster and receive approval, as appropriate, for each multimedia application.

A3.5.5. Interactive HTML pages that function as electronic forms must be coordinated with the Webmaster. This includes forms created using Active Server Pages, Active X, Java, or any similar web technology.

A3.6. Required Elements. All HTML documents published on the 944 FW site must contain the following elements:

A3.6.1. OPR Information. Place the OPR's name, office symbol, telephone number and the date the page was last revised, for functional area pages only, at the bottom of each page. Any legible presentation is acceptable. Use of italics is not recommended with smaller fonts, as they can be difficult to read on screen.

A3.6.1.1. Telephone number format. List the five-digit number needed to dial locally.

A3.6.1.2. The reference information may also contain a hyperlink to the OPR's e-mail address, if desired.

A3.6.2. Web Pages. All web pages will contain at least one URL link that returns the user to an agency home page. If they contain no other links, all HTML pages will have a URL link to the home page, or the wing site, depending on where the document is located. Units or functional areas may include other home page URLs, as they deem appropriate.

A3.7. Home Pages. All units or functional areas that publish information on the wing Intranet site will develop a home page.

A3.7.1. Graphics. Place the wing seal in the upper left corner. Use of the wing seal is not required on other pages.

A3.7.2. Wing Identifier. Use the words "944 Fighter Wing" at the top of the page.

A3.7.3. Unit Identification. Center the unit title below the wing identifier.

A3.7.4. Other Elements. Units may add other elements to their home pages as needed. These elements may include, but are not limited to, links to other unit pages, individual documents and information repositories, graphics, animation and executable applications. There should not be any commercial endorsements of any kind.

A3.7.5. Sample Home Pages. View the 944 FW homepage link for examples of well-designed web sites.