



# Web Design Standards

2008

# Agenda

- ▶ Introduction and Expectations
- ▶ Review Other State Designs
- ▶ Review New Design Comps
- ▶ Whiteboard Design Elements
- ▶ Wrap Up and Next Steps

# Scope and Objectives

- ▶ Agencies and Public Institutions of Higher Education in the Executive Branch of State Government
- ▶ Comptroller, Judiciary, Legislature\*
- ▶ Local Government\*
- ▶ Customer Service -- Efficiencies and Effectiveness through Standardization of the Web, eGov Initiatives and Online Services

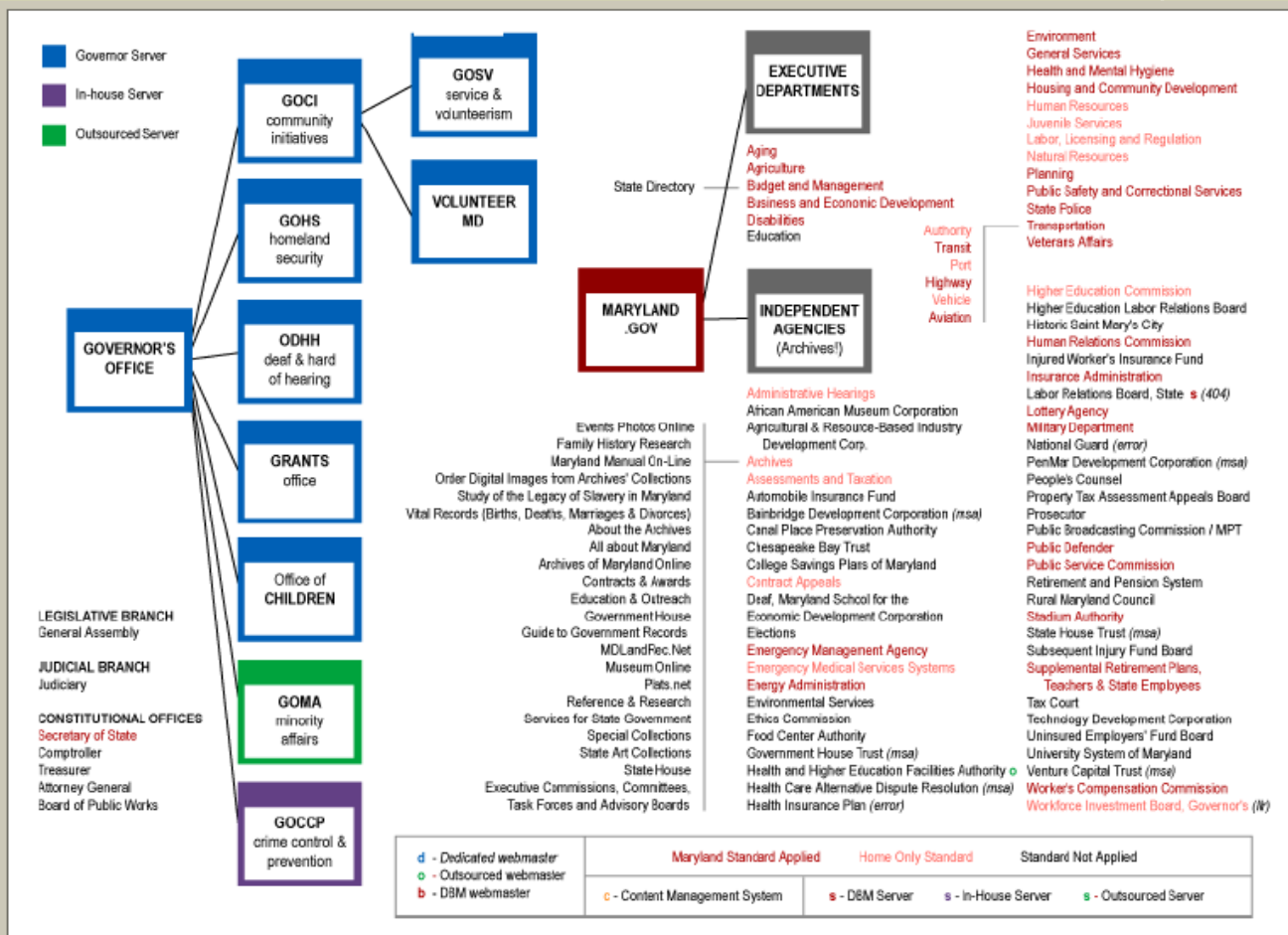
# Guiding Principles

- ▶ Citizen/Visitor Top Tasks -- Customer Service Oriented
- ▶ Non-Visual Accessibility Standards
- ▶ Research-Based Web Design & Usability Guidelines

# Decisions Made

- ▶ Statewide search standard
- ▶ Branding *all* pages
- ▶ Off with the heads
- ▶ Favicon introduced
- ▶ More inclusive participation

# Progress



# Considerations

## ▶ Trends

- Monitor sizes
- CSS (cascading style sheets)
- Mobile devices
- Web 2.0 (file and media formats)
- Browsers

## ▶ Other sites -- best practice

# Summary of Other States



# Form and Function

- ▶ Common Design Elements (composition, logos, colors, fonts, page width, graphics, etc.)
- ▶ Agency-specific Banner Elements
- ▶ Statewide Navigation (common links)
- ▶ Statewide Search
- ▶ Content (layout, navigation, file formats)
- ▶ Footers
- ▶ Secondary Page Banners
- ▶ Maryland.Gov URL Addresses
- ▶ Others?

# Review Design Comps



# Common Design Elements

## Whiteboard Discussion

- ▶ Composition
- ▶ Logos
- ▶ Colors
- ▶ Fonts
- ▶ Graphics (lines/images, etc.)
- ▶ Page Width (fixed or liquid)
- ▶ Page Background for fixed width
- ▶ Page Position (center or left)

# Agency-specific Banner Elements

- ▶ Title
- ▶ Tag line
- ▶ Contact Us (Statewide Telephone Directory)
- ▶ Logo
- ▶ Graphics
- ▶ Color Scheme

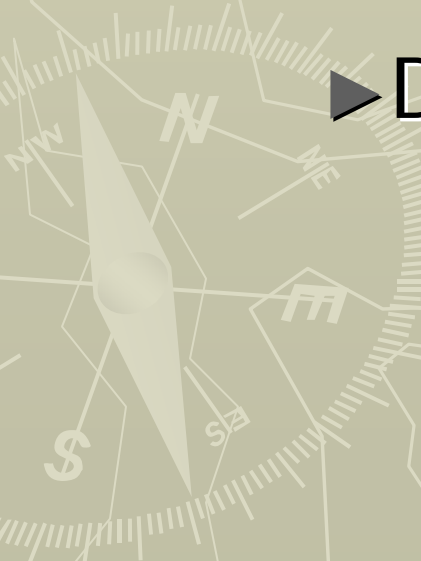
# Statewide Navigation

## Common Links

- ▶ Governor O'Malley
- ▶ Maryland.Gov
- ▶ Online Services
- ▶ Citizen Alerts
- ▶ Agency Index
- ▶ Contact Us
- ▶ Kids Pages
- ▶ Amber Alert
- ▶ Maryland State Police (Tips)
- ▶ Traffic
- ▶ RSS Feeds
- ▶ Events
- ▶ Press Releases
- ▶ Weather
- ▶ Others?

# Statewide Search

- ▶ Search Button (placement, size, text)
- ▶ Design Template



# Content Layout

- ▶ Navigation
- ▶ Common Information
  - Governor presence
  - State employees
  - Events
  - Online services (Top Tasks)
  - Press releases
  - Surveys
  - Others?
- ▶ PDF cover pages (logo and link to agency)

# Page Footers

- ▶ Accessibility Statement
- ▶ Privacy Statement
- ▶ Linking Policy
- ▶ Copyright Date

# Maryland.Gov

## url Addresses

[www.agency.maryland.gov](http://www.agency.maryland.gov)

- ▶ State Flag – Favicon



- ▶ Statewide communication strategy

# Next Steps

- ▶ Refine designs based on feedback
- ▶ Solicit Governor's direction
- ▶ Prepare for Rollout
  - Accessibility
  - Usability standards and testing
  - Style Sheet Templates
  - Webcom Development Tools
- ▶ Implement Maryland.Gov and Phase 1 Agencies
- ▶ [www.maryland.gov/webcom](http://www.maryland.gov/webcom)
  - login: webcom – pw: design2008



# ...The Beginning

Thank You!

