Web Sites For Advocacy and Community Organizing:
Basics, Essentials, and Best Practices

Design Element Best Practices

Learning Goals

► Appreciate design best practices

► Learn what needs to go "above the fold"

► Understand appropriate front page, featured content, "side" links, and footers

► Enumerate essential page-based elements

Design Elements

► Best Practices

- Provide consistent navigation throughout the site
- Create organization brand through images and fonts
    - Your design impacts how people relate to you
- Offer entry point for each audience
- Use a universal color palette
- Design for accessibility
    - www.watchfire.com

ASPIRATION

BETTER
TOOLS
FOR A
BETTER
WORLD

Design Elements – Above the Fold

► Banner area should contain:

- Organizational Name

- Logo

- Tag Line

- Photos

- Have banner area linked to index page

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Design Elements – Above the Fold

► Global Navigation

- Main site destinations should be consistent across site

- Be wary of drop-down navigation menus

- Sub navigation links help people get to destinations faster

► Language Links

- Should be readily visible on front page for sites with multi-lingual content

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Design Elements – Above the Fold

▶ Search Box

- One of most-often-used navigation methods
- Never hurts to use Google code…

▶ Email List Sign Up

- Email, Zip Code
- Validation Check

▶ Donate Button

- Consider breaking out of donate button with a different color or graphic

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Design Elements

► Front page features should tell the story of your organization

- Mission statement

- Featured Campaign

- Slide show depicting work and issues
  - Should convey passion and relevance

- Quote(s) from member or noteworthy supporter

- Member profile told as story with picture

ASPIRATION

BETTER
TOOLS
FOR A
BETTER
WORLD

Design Elements

► Featured content gives updates and new information to supporters and repeat visitors

- What's New

- Campaign updates

- Featured Events

- Action Alerts

- From Our Blog

- Featured Video

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Design Elements

► "Side links" can provide contextual navigation

- Other content in this section

- Featured campaign icon

- Flickr badge for page-specific event

- Store Items relevant to page content

- Related links

- Link to site map

Design Elements

► Page footers contain essential boilerplate

- Repeat the global navigation links
- Address and Phone Number
- Contact Us
- Site Credits

Design Elements

▶ Page footers

- Privacy Policy
- User Agreement
- Copyright Notice
  - Consider Creative Commons (creativecommons.org)
- Fair Use Statement
- Editorial Policy

Design Elements

► Page-based elements make the site easier to user

- Printer-safe page version
- "Email this page to a friend"
- Change font size
- Breadcrumbs to document navigation path
- RSS/XML icon where appropriate
- Home page link

SVTC

SILICON VALLEY TOXICS COALITION

e-alerts & newsletter

Sign Up | GO

ACTION CENTER

Your Global Center to promote health and environmental justice in response to the rapid growth of the hi-tech industry.

GO

Get Connected—Get Involved

- Electronics Purchasing Guide
- Toxics & Your Health
- Electronics Recycling Guide
- Student Action Center
- Global E-Waste Crisis
- Tierra Viva Healthy Food Campaign
- Electronics Industry Overview
- Faces of Community Struggle
- Computer TakeBack Campaign
- Silicon Valley Toxic Tour

SVTC Photo Gallery

GO

Tell Electronics Companies to Design Cleaner, Take Back their products, and Recycle Responsibly

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Tell Electronics Companies to Design Cleaner, Take Back their products, and Recycle Responsibly

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Tell Electronics Companies to Design Cleaner, Take Back their products, and Recycle Responsibly

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End Of Section

►Questions?

►Comments?

Thank You!