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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 (FW) web page.

**SUMMARY OF REVISIONS**

**This document is substantially revised and must be completely reviewed.**

**1. Responsibilities:**

- 1.1. The 944 FW Wing Commander is ultimately responsible for the content of the 944 FW intranet and internet.
- 1.2. The 944th Communications Flight (CF) Commander is responsible for:
  - 1.2.1. Determining, implementing and enforcing appropriate Hyper Text Mark-up Language (HTML) publishing policy for the wing.
  - 1.2.2. Primary management oversight of the wing intranet site and ensuring publishing activities are in accordance with this instruction and AFI 33-129, *Transmission of Information Via the Internet*.
  - 1.2.3. Developing standards and guidance for the wing publishing activities.
  - 1.2.4. Appointing a webmaster to review material for content, format, etc., prior to posting information on the intranet site.
    - 1.2.4.1. Responsible authorities may direct web page masters to revise or modify pages not in compliance with the provisions of this instruction.

- 1.3. Group and squadron commanders will appoint web page masters by appointment letter and forward the letter to the webmaster in order for web page masters to be granted permissions on the web server.
- 1.4. The squadron commanders, section chiefs, and web page masters are responsible for maintaining the currency of their sections' home and subordinate pages.
- 1.5. Web page masters must ensure information on their sections' pages meets the requirements outlined in [Attachment 2](#) and [Attachment 3](#).

CRAIG S. FERGUSON, Brig Gen, USAFR  
Commander

## Attachment 1

### GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

#### *References*

AFPD 33-1, *Command, Control, Communications, and Computer (C4) Systems*

AFI 33-129, *Transmission of Information Via the Internet*

AFI 35-101, *Public Affairs Policies and Procedures*

#### *Abbreviations and Acronyms*

**CF**—Communications Flight

**FW**—Fighter Wing

**HTML**—Hyper Text Mark-up Language

**URL**—Uniform Resource Locator

**WWW**—World Wide Web

#### *Terms*

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

**Home Page**—A starting point or center of an info structure on the WWW. A typical home page will consist of hypertext links (pointers) to other web documents. 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.

**Hyperlink**—A way to link access to information of various sources together within a web document and to connect two internet resources via a simple word or phrase on which a user can click to start the connection.

**Hypertext Markup Language (HTML)**—The native language of the WWW.

**Internet**—An informal collection of government, military, commercial and educational computer networks to transmit information. The global collection of interconnected local, mid-level, and wide area networks.

**Intranet**—A restricted-access network that works like the web, but is not on it. Usually owned and managed by an organization, an intranet enables an activity to share its resources with its employees without sensitive information being made available to everyone with internet access.

**Uniform Resource Locators (URL)**—An internet “address” of a resource. For example:  
<http://www.af.mil/> is the URL for the Air Force home page.

**Web Server**—A software/hardware combination that provides information resources to the WWW.

**World Wide Web (WWW)**—Uses the internet as its transport media and is a collection of protocols and standards that allow the user to find information available on the internet by using hypertext and/or hypermedia 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. All 944 FW organizations will use the Luke Air Force Base 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 will have its own set of pages on the web server. Subordinate squadron pages will be included under the group's home page.

**A2.3.** Procedures. The appointed group/staff agency web page master works with the webmaster to maintain their intranet pages. Several people may create web pages but must coordinate the material submitted through the group web page master.

**A2.4.** The web page master is responsible for providing the formatted files and any other associated files, such as graphics or sound files, to the webmaster for review.

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 35-101, *Public Affairs Policies and Procedures*.

A2.4.2. When the pages and other associated files are ready, the web page master posts them to the web server.

A2.4.3. The web page master keeps the original files to modify as necessary. When a file is modified or additional files created the web page master will post them to the web server to be reviewed by the webmaster prior to making the final hyperlinks.

### 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, Arial) with color combinations which do not stress the eyes. The background will be gray to keep a consistent look throughout.

A3.2.2. Page Size. Intranet pages will be designed with 800 x 600 resolution and 256 colors for optimal screen viewing. Pages should not normally exceed one or two vertical screens at this resolution.

A3.2.3. An exception to page size is for documents consisting primarily of text, presented in letter or narrative format such as talking papers or 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. Pages will use a gray background 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. Hyperlinks are permitted to authorized sites only. No hyperlinks to commercial web pages. All web pages within the 944 FW must link back to the 944 FW intranet home page. If downloadable files are available on the web, link to the site directly instead of placing the files on the web server. Hyperlinks that direct a user to a page other than a 944 FW page will open a new separate window for viewing.

**A3.5.** Graphics, Animation, Other Multimedia and Forms. Graphics are an important part of web pages. 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 and less than 100 kilobytes (kb) in size. Ensure all biographies have been reviewed by 944 FW Public Affairs.

A3.5.2. Download Times. Pages with graphics should be downloaded within 10 seconds. The 944 CF 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 web page. However, multimedia can consume extremely large amounts of network space and bandwidth. Web page masters who wish to use any of these functions in web pages must coordinate their requirement through the webmaster and receive approval, as appropriate, for each multimedia application.

A3.5.5. Interactive web 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 web documents published on the 944 FW site must contain the following elements:

A3.6.1. Webmaster Information. Place the name '944th Fighter Wing Webmaster' and the date the page was last revised, at the bottom center of each page. The reference information will also contain a hyperlink to the webmaster's e-mail address.

A3.6.2. Web Pages. All web pages will contain at least one URL link that returns the user to the 944 FW home page. 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.

A3.7.2. Wing Identifier. Use the words "944th 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, and graphics.

A3.7.5. Sample Pages. View the 944 FW intranet home page and group pages for examples of the design layout required for all 944 FW web pages.