

Newsletters on the Web

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Formats:

- ! HTML
- ! PDF
- ! Both

HTML format

- ! One page (file) with linked Table of Contents at top
 - " Use "Return to top" link after each article
 - example: CIT Information
- ! Each article as separate page (file)
 - " Table of Contents page links to articles
 - " Articles link back to Table of Contents
 - example: "C & T News" CSU Extension

PDF format

- ! "Avoid PDF for On-Screen Reading," Jakob Nielsen's Alertbox, June 10, 2001.
 - " Update 2003: PDF Still Causing Trouble
 - "...severe usability problems when users were dumped directly into PDF files for online reading..."
- ! NOT = "printer friendly version"
 - " Think of this as "screen reading friendly" and "screen reader friendly"

Producing PDF files

- ! MS Word users need Adobe Acrobat
 - " print files to "Acrobat Distiller"
- ! WordPerfect 9, 10, and 11
 - " Publish to PDF feature
- ! Use common fonts
 - " serif: Times New Roman, Times
 - " sans serif: Arial, Helvetica
- ! Use descriptive link on Web page
 - " ex: July 2003 Issue (PDF - 2 pages, 31KB)

WP's Publish to PDF

- ! Recommend WordPerfect 10
 - " better conversion
 - " smaller files
 - " supports links within the PDF document

Questions?

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