


Style Standards for Online Course Development – COMPANY NAME

| Rule | Example |
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| Page Styles and Colors | |
| <p>Screen Background Apply to course to match blue of the course title screen No image; background color only R-25, G-95, B-165</p> | <p>Background color</p> |
| <p>Course Title Screen Source File – course title template fla Source File –Start course & disclaimer.gif</p> <ul style="list-style-type: none"> • Center FLASH file on the screen • Center instructions directly underneath flash file | <p>[file removed]</p> <p>[file removed]</p> <p>(Note: Proprietary files removed)</p> |
| <p>Simulations</p> <ul style="list-style-type: none"> • Module includes one page titled “XXX Simulations” • Simulation titles begin with an action verb <p>Note: CUSTOMER will provide the simulations and index files that open the simulations. IT team then copies the simulations and index files to the server. Developer creates external link to files based on complete filepath of the files. Note: All external files supplied must be in a format to match the style of the course.</p> | <p>Click a simulation title to begin the simulation. To end a simulation and return to this page, click the X (<i>image</i>) in the new browser window.</p> <p>Activating Processing ... Opening ...</p> |
| <p>Module Style Sheet (System Wide) File/style: background.jpg</p> <ul style="list-style-type: none"> • Requires title to be placed in table to accommodate left-side border on background • 2 column table <ul style="list-style-type: none"> ○ Column 1 = 100 width • Title left-justified • Title text color = R-25, G-95, B-165 | |
| <p>Module Ensure module title consistency</p> <ul style="list-style-type: none"> • Use names from Overview document • Duplicate names in module maps • Number modules after the Introduction Module, and for brevity’s sake do not repeat the names of the courses here <p>Note: Do not number modules if using a Roadmap.</p> | <p>Introduction to XXX</p> <ol style="list-style-type: none"> 1. Getting Started 2. XXX 3. XXX 4. XXX |

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| <p>Module</p> <ul style="list-style-type: none"> • Course Introduction module in every course. • 4 pages in this module. | <p>Welcome to (name of course)</p> <ol style="list-style-type: none"> 1. Course Overview 2. Course Objectives – animated GIF 3. What Do You Want to Do? - image map links to system-wide Los 4. Next Steps <ul style="list-style-type: none"> • Link to pre-assessment |
| <p>End of Module</p> <ol style="list-style-type: none"> 1. Present Summary in bullet list or small exercise. 2. Create 2-column table 3. Left column, type “What Do You Want to Do?” 4. Center title over links to restart or continue. <ul style="list-style-type: none"> • Source File: ICON-move-on.gif • Source File: ICON-take-this-module-again.gif 5. Right column, type navigation text that appears on every screen. | |
| <p>Page</p> <p>Include reference to service guide at the end of every topic. Use exact wording:</p> | <p>For more information on this topic, refer to our Services Guide (available from your Relationship Manager) or our Electronic Documentation Library at http://www.xxx.com.</p> |
| <p>Page</p> <p>Navigation Instructions to be placed on every page. (“here” link to a LO about how to return to your last location.)</p> | <p>Click the Next button below to continue. (line break)</p> <p>To end the course, click the  in the upper right hand corner of your screen. (line break)</p> <p>Click here for instructions on how to return to your last location in the course.</p> |
| <p>Page - Images</p> <p>Only use images that convey the concept (not just trees, rivers, mountains, etc.) or screen shots.</p> <p>Save in GIF format only.</p> | <p>It is appropriate to use an image of a person getting a haircut if you’re talking about a “Collateral Haircut”.</p> |
| <p>Page Text</p> <p>Arial 12 pt. (size 3) black</p> | |
| <p>Page</p> <p>Screen Shot Placement</p> <p>Place directly on the page in a two-column table.</p> <p>Left column – descriptive text</p> <p>Right column – screen shot</p> | |

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| <p>Page</p> <ul style="list-style-type: none"> • Screen Shot Size 569 x 384 maximum • Sharpen for clarity • Drop shadows. All images will have drop shadows. • Crop out any blank space to eliminate scrolling | |
| <p>Page</p> <p>Link color = navy blue Visited link color = orange</p> | |
| Grammar, Punctuation, and Capitalization | |
| <p>Use bold style for button names and entry data</p> <p>If the bolded word appears at the end of a sentence, the ending punctuation should also be bold.</p> | <p>Type 12345 and press ENTER.</p> |
| <p>Use all uppercase for keyboard keys.</p> | <p>ENTER TAB SHIFT</p> |
| <p>Use <i>italics</i> for emphasis</p> | <p>Which of the following is <i>not</i> an example of the correct way to submit an order?</p> |
| <p>Interaction instructions in italics</p> | <p><i>Select the correct answer, then click Feedback.</i></p> |
| <p>Capitalization of Pre- and Post-Assessment</p> | <p>Pre-Assessment Post-Assessment</p> |
| <p>Use serial comma before a conjunction.</p> | <p>The colors in the America flag are red, white, and blue.</p> |
| <ul style="list-style-type: none"> • Capitalize all nouns, verbs, adjectives, adverbs, and pronouns in titles. • Always capitalize the last word of a title • Do not capitalize articles or coordinating conjunctions in titles. | <ol style="list-style-type: none"> 1. Record This Transaction 2. The Text to Look For 3. Take a Walk or Ride a Bike |
| <p>Use singular pronouns. Always refer to the learner as “you”</p> | <p>The first thing you do is click Submit.</p> |
| <p>Acronyms Spell out the first time in every module or simulation.</p> | <p>Use the Participant Terminal System (PTS) to make this change.</p> |
| <p>Capitalization</p> <ol style="list-style-type: none"> 1. Acronyms – YES 2. Accounts – NO 3. Clients – NO 4. Products and Services - YES | <ol style="list-style-type: none"> 1. The MBS is a new offering. 2. All entries go through the general free account 3. The participant reviews the details. 4. Select the ATAM function. 5. Risk Management Controls |

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| <p>Numbers</p> <ol style="list-style-type: none"> 1. Spell out numbers less than nine. 2. Use numerals for date, time, money, or measurement. 3. Use all numerals if there are numbers both above and below nine. 4. Spell out numbers to begin a sentence. | <ol style="list-style-type: none"> 1. Every hand has five fingers. 2. The prime rate is less than 8 percent. 3. There are 3 ways to combine the 13 options. 4. Third generation software is easier to use. |
| <p>Present numbered steps with no ending punctuation:</p> | <p>Follow these steps:</p> <ol style="list-style-type: none"> 1. Do this 2. Do this 3. Do this |
| <p>Punctuation in bullet lists:</p> <ul style="list-style-type: none"> - No punctuation if presenting lists - Ending punctuation if a complete sentence. | <p>There are three colors in the flag:</p> <ul style="list-style-type: none"> • Red • White • Blue <p>This module teaches you how to:</p> <ul style="list-style-type: none"> • Open a bank account. • Make deposits to your account. • Make withdrawals from your bank account. |
| <p>Spell out the word "percent".</p> | <p>The prime rate is less than 8 percent.</p> |
| <p>e-Learning Elements</p> | |
| <p>Interactive page introductions –</p> <ol style="list-style-type: none"> 1. Present the interaction as a question. 2. Tell how to answer the question. | <p>What must you do in order to use the Settlement services? <i>Drag the words on the right to complete the sentences on the left, then click Submit.</i></p> |
| <p>Learning Objects should include navigation text.</p> | <p>Click Next to return to the question (page).</p> |
| <p>Interactive learning</p> <ul style="list-style-type: none"> • Don't give new information in the feedback popup window. • OK to learn new content through practice, but only reinforce in the feedback window. | |
| <p>Don't use fill-in template unless the learner is required to type a numeral.</p> | |
| <p>Links on a page to learning objects should be text, not images.</p> | <p>Click here to learn more about ATAM.</p> |
| <p>Links on a page to a simulation should be an image. Filesource: ICON-try-simulation.gif</p> | |
| <p>E-mail links</p> | <p>"Either click here to send an e-mail directly to xyz.... using Microsoft Outlook or copy the address to your preferred e-mail program."</p> |

Accepted by:

Name:

Title:

Signature:

Date:
