Lowell Milken Center
FOR *Unsung Heroes*

Discover **Create** **Change**

Website Development Tips

General website development tips:
1. Color scheme should fit your unsung hero
2. Homepage should be feature your thesis and unsung hero
3. Every source, photo, or quote should be given credit in your annotated bibliography
4. Must have graphics that clearly explain your unsung hero, impact and change over time.
5. Present historical context on the website
6. Keep it historical! Need to use: government documents, newspaper clippings, books, journals, articles, graphs, charts, maps, primary photographs, etc. – If it is between a graphic you made or a historical graphic always choose the historical graphic because it will support and validate your research and project.
7. Keep it simple. Do not use lots of fancy graphics, animations, or colors. Viewers are more interested in the overall academic impact of the website and content.
8. Can play music in the background that is related to the topic. Make sure reader can shut it off.

Website Copy:
1. Determine your page headings based on unsung hero and information
2. Write your script to clearly portray the information you want people to walk away with.
3. Do not fill script with fluff. Make every word count.

Showing Photos:
1. Each photo should be high resolution
2. Do not repeat photos more than twice

Gathering Photos:
1. Scan in photos
2. Download off of the internet
3. Take screen shots and crop for a photo
4. Scan in Newspapers, Magazine, Journal articles, charts, graphs, maps, government documents etc. to use as photos

Interviews:
1. 2 to 3 live interviews – historically accurate
2. Very short sound bite - no more than 20 seconds
3. Make sure the short clip supports the unsung hero or is very engaging