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Research-Based Web Design & Usability Guidelines

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Chapitre 14

Graphiques, Images et Multimédia

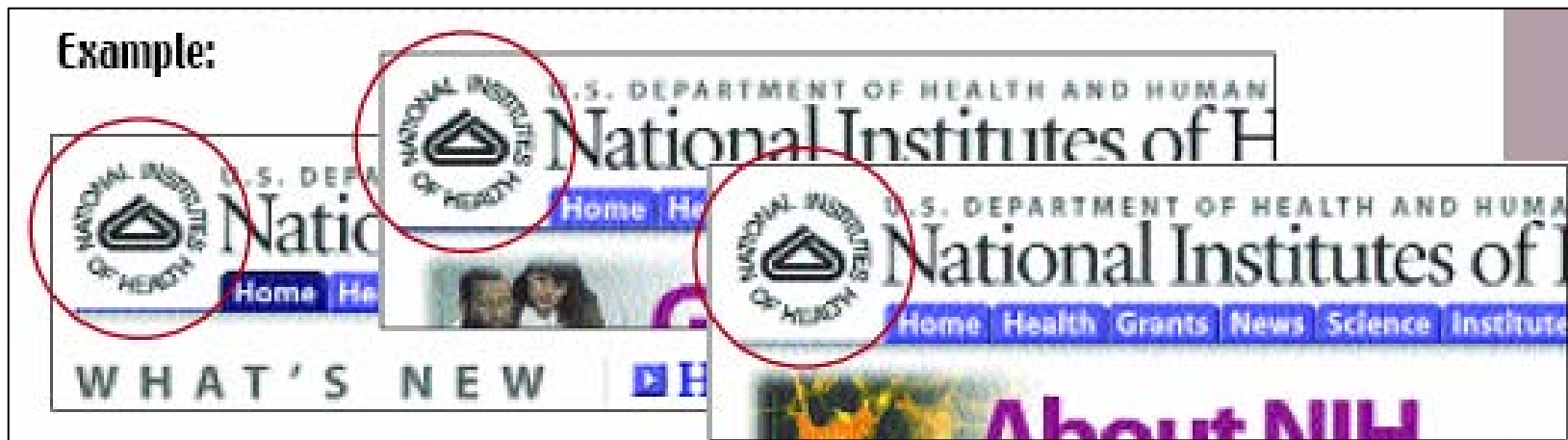
Résumé des 15 recommandations

14.1 Utiliser des vidéos, animations et audio qui ont du sens

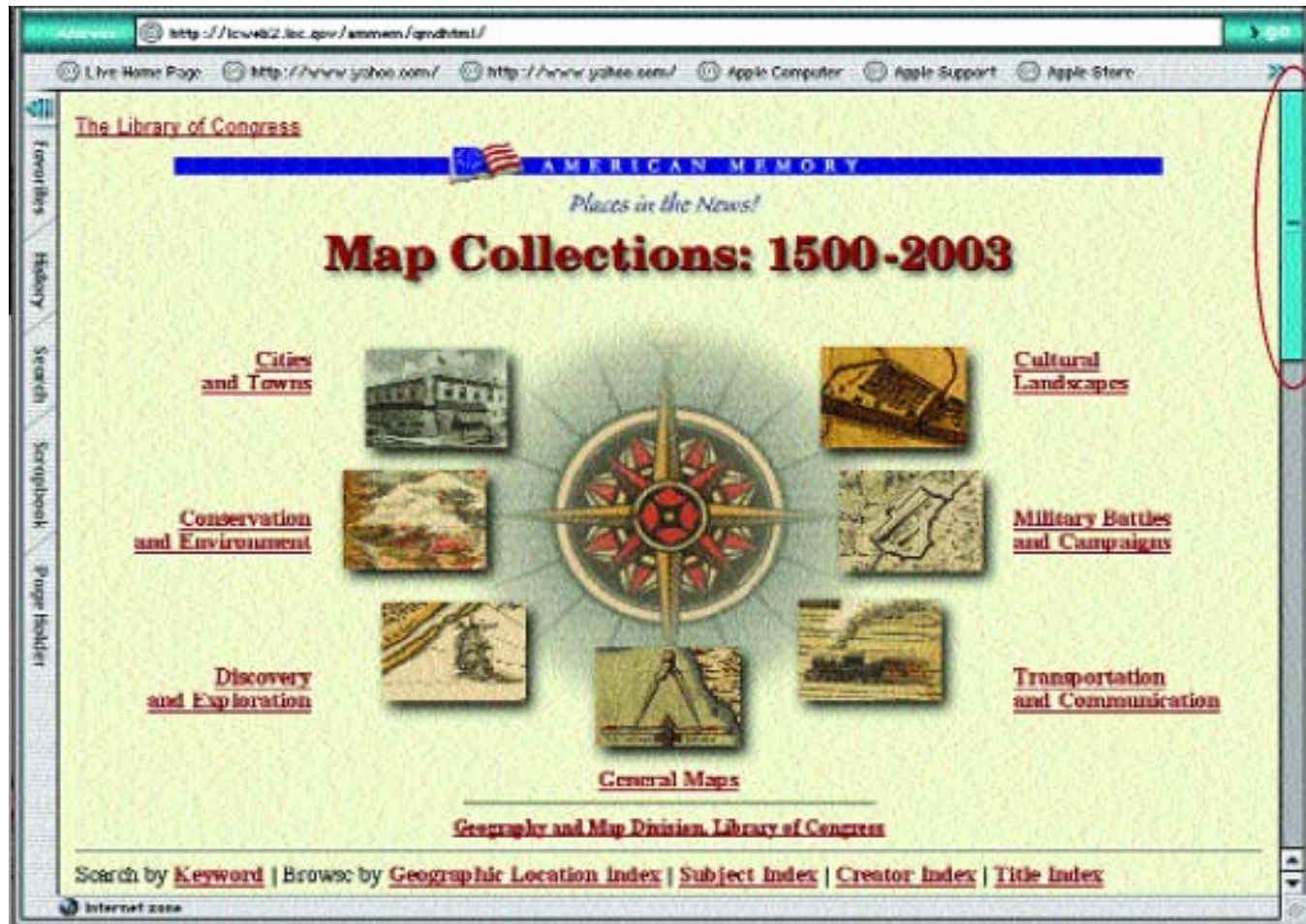
- Les éléments multimédias attirent l'attention. Éviter de distraire inutilement des utilisateurs.
- Montrer le délai de téléchargement
- Les utiliser pour ajouter une grande valeur au contenu : diriger l'attention des utilisateurs vers l'information la plus importante et dans l'ordre voulu.

14.2 Inclure un logo à la même place sur toutes les pages

- La plupart des logos sont placés en haut à gauche



14.3 Eviter de mettre de grandes images s'il y a du texte en dessous



14.4 Limiter l'utilisation des images

A moins qu'elles apportent une valeur ajoutée et augmentent la clarté de l'information

Example:

The placement of this image disrupts the left justification of the other page elements and it is visually distracting, drawing the user's attention from the site's content.

U.S. Department of Health & Human Services
Administration for Children & Families

Home | Update | Working with ACF | Research/Planning | About ACF | ACF News | Search

OFFICE OF CHILD SUPPORT ENFORCEMENT
OCSF Home | Program Information | News | Publications | Policy | State Links | OCSF Search | Help

Welcome to the Federal Office of Child Support Enforcement Home Page

OFFICE OF THE COMMISSIONER

Commissioner Bill Tompkins, and his staff provide overall policy and management direction to the department. The commissioner's office oversees the task programs that are provided to departmental employees and other licensed Federal agencies. The Office is responsible for the Public Safety Academy, which trains law officers, under the Alaska Police Standards Council, and includes various seminars, on-site and training classroom for police officers. The Commission's Office for the purpose of administrative support. Its other activities are: annotations:

The Commission Domestic Violence and Sexual Assault provides technical assistance to municipal governments, with domestic violence, sexual assault, adult, and crime prevention, community legislation, and consultation; the domestic violence and sexual assault activities of the Department of Law, Education, Health and Social Services, and Public Safety.

The Victim Crime Compensation Board works to reduce the financial burdens caused by crime related medical expenses or loss of income sustained by innocent victims of violent crimes in Alaska. It also provides financial payments to dependents of deceased victims.

The Meth Abuse Lab supports its requests by interdepartmental agencies for forensic services, including analysis on controlled substances, sociology, transcription cards, toxic evidence, water, wildlife, fingerprint analysis, and photographs of crime-scene data.

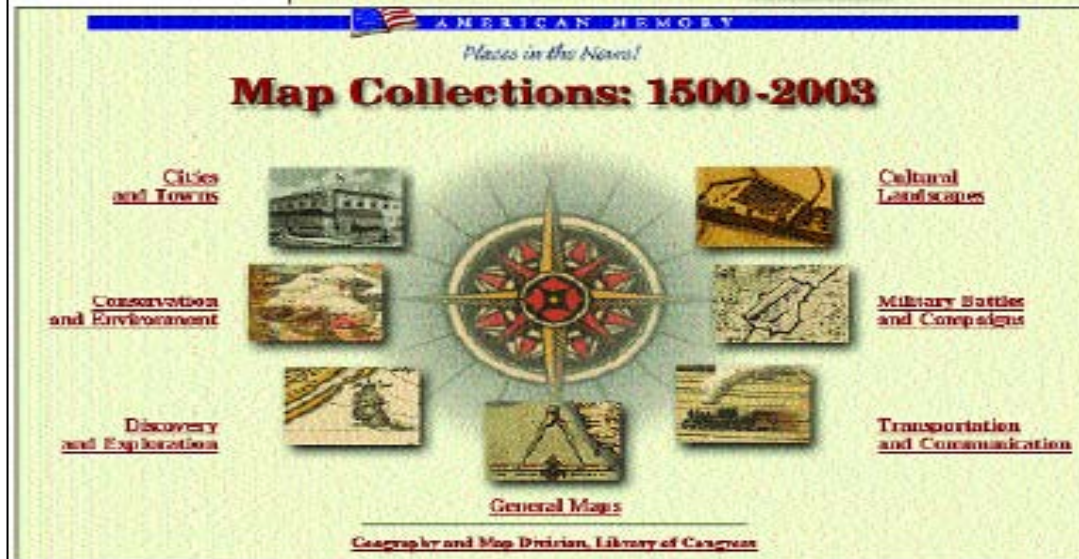
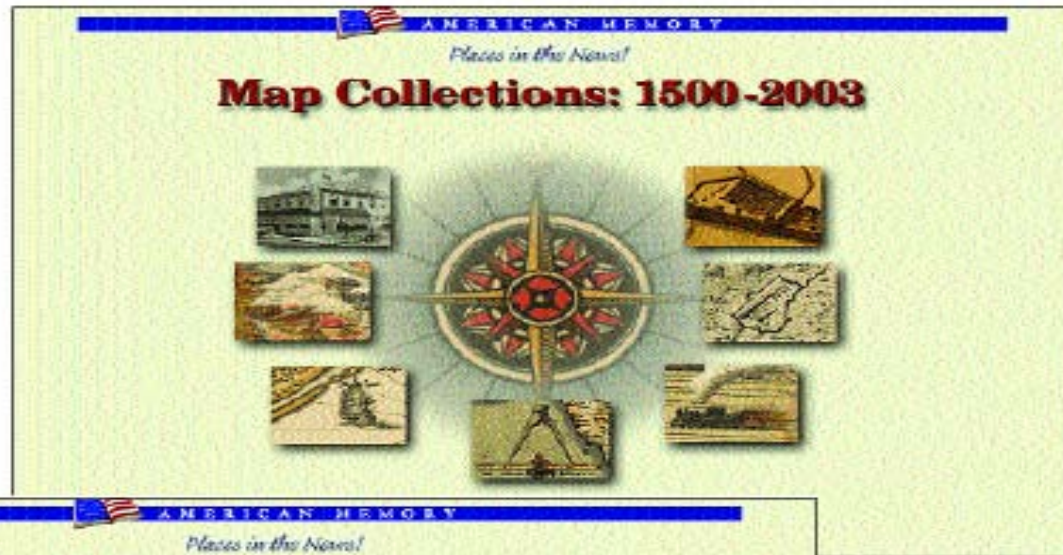
Department of Public Safety Annual Report for 1995. The 1995 Annual Report provides an overview of the activities of the Department of Public Safety during 1995 and includes program information provided by Alaska's various services, State Trooper, Fire Protection, Fish and Wildlife Protection, Motor Vehicle, the Public Safety Training Academy, the Crime Lab, and the Highway Safety Planning Agency. Also included in this report are the Mission/Purpose/Designations Annual Report, and the FY 1995 Drug and Alcohol Report. It is the hope of the Department that the publication of these reports at one volume will be helpful and informative to the reader regarding the activities of the Department of Public Safety.

Notice of Proposed Changes in the Regulation of the Department of Public Safety

This image is unrelated to the accompanying content.

14.5 Étiqueter toutes les images cliquables

Example:



The addition of labels is essential for a user to understand the clickable image links.

14.6 Les images ne doivent pas ralentir le téléchargement des pages

1. **Affichage en 5 secondes : « bon »**
2. **Au-delà de 10 secondes : « frustration des utilisateurs »**
3. **Limiter la taille d'une page à 30 kb.**

14.7 Utiliser des images réduites pour prévisualiser les grandes images

- Ce sont les utilisateurs qui décident s'ils veulent voir l'image en grand

Example:

Click on the number above the image to see the data page. For an enlarged JPEG image, click on the thumbnail photo.



14.8 Les images ne doivent pas ressembler à des bannières publicitaires

Example: This graphic, which contains three major, linked headers, looks like a banner advertisement. Consequently, users may skip over this design element, thus missing the headers.



The banner features the PCPFS logo on the left, the slogan "Get Up. Get Out." in large green letters, and a photograph of a person running on a treadmill. Below the slogan are three links: "About PCPFS", "President's Challenge", and "Presidential Sports Award".

NEWS!

- [PCPFS Meets Longtime Physical Activity Advocate](#)
- [COUNCIL CHAIRMAN TESTIFIES "It's Never Too Late to Move for Health"](#)
- [REMARKS OF CHAIRMAN LYNN SWANN AT THE NATIONAL PRESS CLUB](#)
- [COUNCIL ANNOUNCES NEW FITNESS AWARD TO ENCOURAGE PHYSICAL ACTIVITY](#)
- [COUNCIL MEMBERS SHARE FITNESS TIPS](#)

Pep Up Your Life
A Fitness Book for Mid-Life and Older Persons
[Click Here](#)

FAST FACTS ABOUT THE PRESIDENT'S COUNCIL

Click on the links below for more information

- [New Executive Order for the President's Council](#)
- [Biographies of the Council members](#)
- [President's Council Fact Sheet](#)
- [Physical Activity Fact Sheet](#)
- [History of the President's Council](#)
- [Report: Physical Activity Fundamental to Prevention Effort](#)

14.9 Utiliser des images de fond simples

Les images complexes augmentent :

- La difficulté de lecture du texte
- Le téléchargement

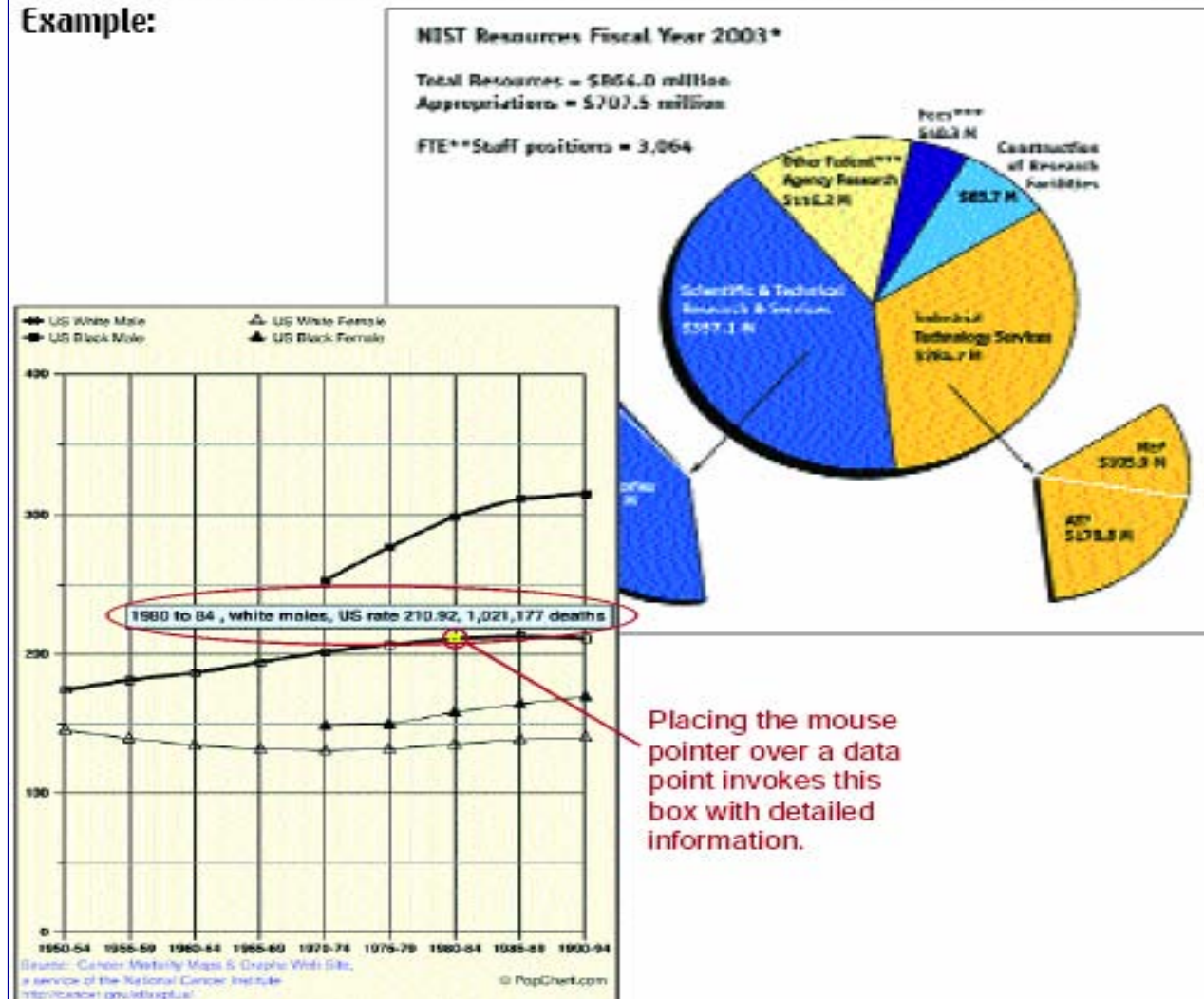


INDIAN ARTS AND CRAFTS BOARD
U.S. Department of the Interior
Indian Arts and Crafts Board
Mission and Activities

Indian Arts and Crafts Act of 1990	The Indian Arts and Crafts Board, a separate agency located in the U.S. Department of the Interior, was created by Congress to promote the economic development of American Indians and Alaska Natives through the expansion of the Indian arts and crafts market. A key priority of the Board is the implementation and enforcement of the Indian Arts and Crafts Act of 1990, a truth-in-advertising law that provides criminal and civil penalties for marketing products as "Indian-made" when such products are not made by Indians, as defined by the Act.
Indian Arts and Crafts Board Commissioners	
Indian Arts and Crafts Board Museums	
Museum Exhibitions	The Board's other activities include providing professional business advice, affirmations on the Act and related marketing issues, fundraising assistance, and promotional opportunities to Native American artists, craftspeople, and cultural organizations. As an integral part of its mission to promote contemporary Indian arts and crafts, the Board operates three regional museums, the Sioux Indian Museum, the Museum of the Plains Indian, and the Southern Plains Indian Museum. The Board also produces a consumer directory of approximately 150 Native American owned and operated arts and crafts businesses.
Source Directory of Arts and Crafts Businesses	
Link to DOI Home Page	
Email the Indian Arts and Crafts Board	
Contact the Indian Arts and Crafts Board	These activities are not duplicated in either the federal or private sector. The Indian Arts and Crafts Board is the only federal agency that is consistently and exclusively concerned with the economic benefits of Native American cultural development. The Board's policies are determined by five commissioners who are appointed by the Secretary of the Interior and serve without compensation. The Board's activities and programs are carried out by 25 professional and experienced staff.

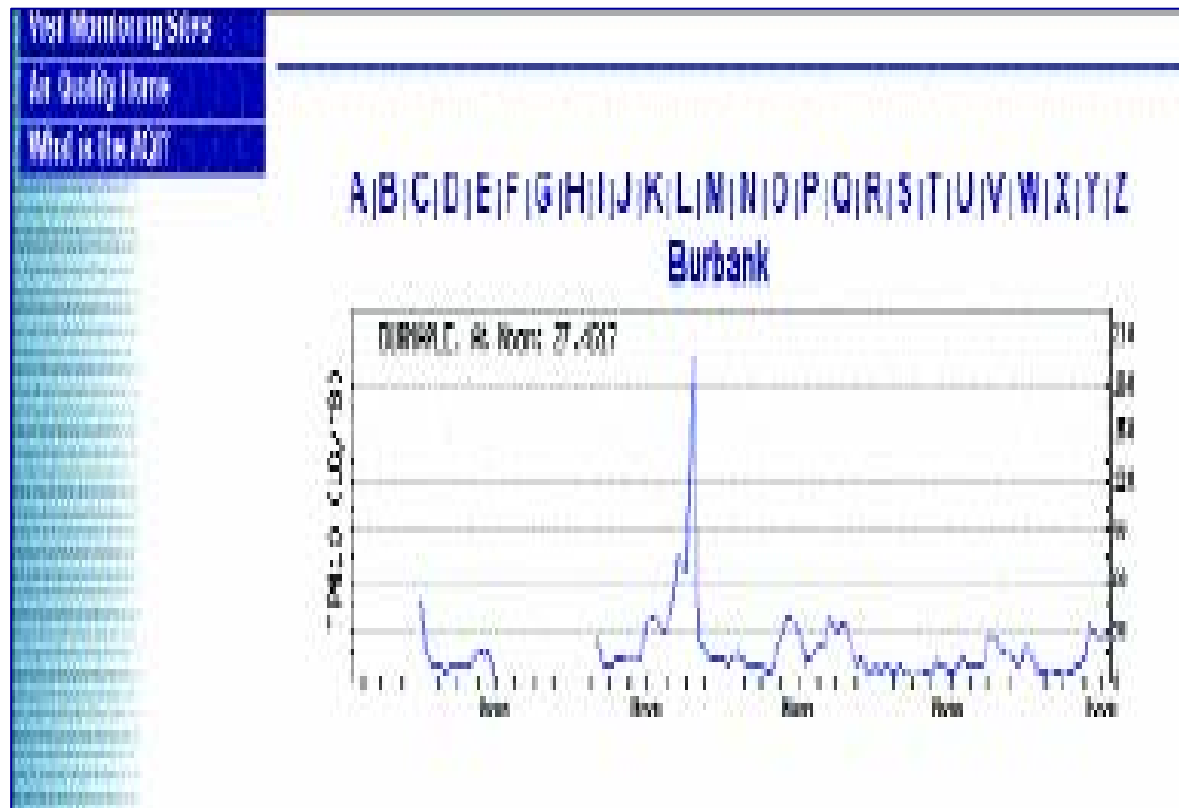
14.10 Ajouter les données réelles aux données graphiques

Example:



14.11 Afficher les données dynamiques sous forme graphique

Pour détecter des changements critiques ou des valeurs anormales



14.12 Introduire les animations

Ajouter une explication avant de lancer une vidéo

Example: Each video clip is accompanied by text that explains to the user what they are about to view. In addition, this website allows the user to control when to start the video clip.

A Life Unfolds Inside the Womb

During the first 26 weeks of pregnancy, when the mother may only be beginning to appear to others to be pregnant, the sperm and egg cells have developed into a recognizable human fetus that can hear the sound of its mother's voice. Watch the videos below to follow the astonishing process of development.

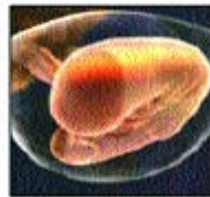
When Two Cells Become One

What happens at the moment of conception? Embryologist Ian Gallicano, M.D., describes the delicate cellular choreography that creates a new life. [Watch the video animation.](#)



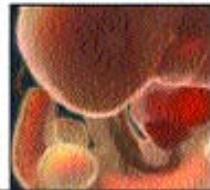
At Four Weeks

At four weeks from gestation, the human embryo could easily be mistaken for that of another animal, but its bond with its mother is already complex, and becoming more so with each passing day. [Watch the video animation.](#)



At Five Weeks

Barely more than a month old, the embryo's heart is beating and, as in a perfectly timed orchestral composition, the other organs develop in turn. [Watch the video animation.](#)



14.13 Assurez-vous que les images du site portent bien les messages que vous voulez faire passer

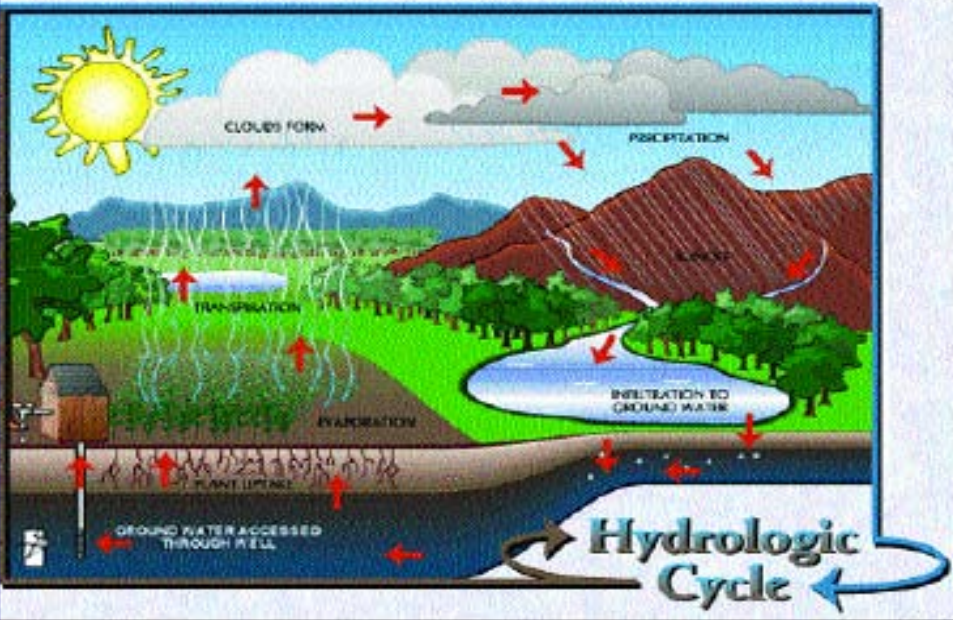
Example:

One study found that seventy-five percent of users are able to find information on the "lite" site shown on the right, whereas only seventeen percent could find the same information on the graphics-intensive site below.



14.14 Utiliser les images pour faciliter l'apprentissage

How to build a paper JET model									
1	2	3a	3b	4	5				
1. Begin with a square piece of paper.	2. Fold the square along a diagonal and then unfold.	3. Fold the paper in as shown in the diagram.		4. Flip over	5. Fold the paper between the two corners and unfold.				
6a	6b	7	8a	8b	9a				
				10. Fold in the pointed end as shown.					
				11. Fold over.					
				12. Fold sides under the flaps towards the center.					



The diagram illustrates the hydrologic cycle with various processes labeled: CLOUDS FORM, PRECIPITATION, TRANSPIRATION, EVAPORATION, PLANT UPTAKE, GROUND WATER ACCESSED THROUGH A WELL, and INFILTRATION TO GROUND WATER. It shows water moving from the ground to the atmosphere and back to the ground, and from the atmosphere to the ground.

These pictures and illustrations facilitate faster learning of key concepts.

14.15 Utiliser des images issues du monde réel

Example:

These control items are designed to look like real-world items. The buttons below, for example, look like the buttons you might find on an Automated Teller Machine. The control item image to the right controls video on a website, and thus is designed to look like a control on a VCR or DVD player.



[Condition Centers](#)

[Message Boards](#)

[Free Newsletters!](#)

[TRANSLATE](#)

[CLICK HERE TO ENTER](#)