

# Technical Specifications for Virtual Museum of Canada Content

July 15, 2002

## 1. Identification

The VMC logo and associated HTML code:

- must be incorporated, without alteration, into the product;
- must be present on the top right hand corner of every page of the product.

## 2. Credits and Copyright

- The product must have a copyright statement that identifies all rights holders.
- The copyright symbol © with the year in which the product is launched must appear on each page of the product and be linked to a full copyright statement, e.g.  
© [Name of Institution] [Year of Publication]. All Rights Reserved.

Please note: if your institution is officially bilingual, please use the name in English and French, but if not, please use the unilingual name in both cases.

- The product must have a credits section linked from the homepage which acknowledges the financial participation of the Government of Canada in the product (where applicable), as follows:

In the English Version:

The [name of INSTITUTION] gratefully acknowledges the financial investment by the Department of Canadian Heritage in the creation of this on-line presentation for the Virtual Museum of Canada.

In the French Version:

Le [nom d'ÉTABLISSEMENT] exprime sa reconnaissance au ministère du Patrimoine canadien pour son investissement financier dans la création de cette présentation en ligne dans le cadre du *Musée virtuel du Canada*.

## 3. Feedback Mechanism

- The product must have a link that allows for audience feedback on all pages of the product.
- The feedback mechanism must be configured to send an e-mail copy to CHIN ([vmccc@virtualmuseum.ca](mailto:vmccc@virtualmuseum.ca)) ([mvccc@museevirtuel.ca](mailto:mvccc@museevirtuel.ca)) with a clear identification of the product in the subject line.  
Note: This does not alter the Institution's responsibility for feedback as specified in the Agreement.
- Users must be advised that the message is also being forwarded to CHIN, along with a link to the CHIN/VMC privacy statement. (See example below.) Alternatively, information that identifies the user could be stripped from the feedback.

Example:

ENGLISH

Your comments will also be forwarded to the Canadian Heritage Information Network (CHIN), which has overall responsibility for the Virtual Museum of Canada, to be used as part of its audience research. [CHIN's Privacy Policy](#)

FRENCH

Vos commentaires seront également acheminés au Réseau canadien d'information sur le patrimoine (RCIP), qui a la responsabilité globale du Musée virtuel du Canada. Ils seront utilisés à des fins de recherche sur le public. [Politique du RCIP sur la protection des renseignements personnels](#)

**English: CHIN Privacy Policy**

```
<A HREF="javascript:var serv=window.open('http://www.virtualmuseum.ca/English/Common/copyright.html#privacy', 'Privacy', 'toolbar=no,location=no,directories=no,status=no,menubar=yes,scrollbars=yes,resizable=no, copyhistory=yes,width=500,height=330');serv.focus();">[Link Goes Here]</A>
```

**Francais: Politique du RCIP sur la protection des renseignements personnels**

```
<A HREF="javascript:var serv=window.open('http://www.museevirtuel.ca/Francais/Common/copyright.html#privacy', 'Privacy', 'toolbar=no,location=no,directories=no,status=no,menubar=yes,scrollbars=yes,resizable=no, copyhistory=yes,width=500,height=330');serv.focus();">[Link Goes Here]</A>
```

**4. Language Choices**

- The homepage for each linguistic version of the product must have a link to the other version(s) that is visible without scrolling the page.

**5. Navigation**

- The product must have a link to the product’s homepage on all pages of the product.

**6. Technological Issues**

- The product must be viewable and fully functional in the following versions of these common browsers: Netscape 4.77 and Internet Explorer 5 and higher.
- The use of browser-specific tags and/or technologies must be avoided.
- The typographic presentation rules of individual languages must be taken into account in HTML coding. For example, a “no-break space” character (&nbsp;) must be added before the following punctuation in French text: exclamation mark, question mark, quotation marks, colon and semi-colon.
- HTML standard must be used for all special and accented characters.

**7. Web Resource Accessibility Requirements for People with Disabilities**

The following mandatory specifications are a subset of the W3C Web Content Accessibility Guidelines 1.0 (The Guidelines)(May 5, 1999). When the technology necessary to create the product does not enable compliance, with the above The Guidelines, the institution shall submit a proposal to CHIN for an alternative version, which shall be approved by CHIN, in its sole discretion. For optional implementation of additional specifications, the complete document is available at: [www.w3.org/WAI](http://www.w3.org/WAI)

- **Images and Animations:** Use the <alt> attribute to describe the function of all visuals and images.
- **Image maps:** Use client-side MAP and text for hotspots.
- **Multimedia:** Provide captioning or transcripts of audio, description of video and accessible versions in case inaccessible formats are used.
- **Hypertext links:** Use text that makes sense when read out of context. For instance, do not use “click here”.

- **Page organization:** Use headings, lists and consistent structure. Use CSS for layout and style where possible.
- **Graphs and Charts:** Summarize or use the <longdesc> attribute.
- **Scripts, applets and plug-ins:** Provide alternative content in case active features are inaccessible or unsupported.
- **Frames:** Label with the <title> or <name> attribute.
- **Tables:** Make line by line reading sensible. Summarize. Avoid using tables for column layout.

Validate HTML coding using evaluation tools and text-only browsers to verify accessibility.

## 8. Plug-ins

- Plug-in technologies must be platform-independent and must be supported by the popular browsers.
- Where a plug-in is required, a link must be provided to the source of the plug-in.

## 9. Multimedia

Use the following commonly accepted formats:

- MPEG
- Quicktime
- Real Player
- MOV
- WAV
- MP3
- Flash
- Shockwave

Please consult CHIN if you intend to use another format.

## 10. Image and Graphic Files

All graphics must be optimized and enhanced for the Web to reduce file size and minimize download time.

- Graphic elements should use the GIF or JPEG formats
- High resolution and continuous tone images should be in 24-bit JPEG file format
- All large files (images over 50 K or multimedia files) should carry a label that identifies the file size in order to alert users.

## 11. Web Statistics (Not applicable to products that will be hosted on the CHIN server)

Statistical information is required to accommodate the statistical reporting requirements on user access to the Virtual Museum of Canada (VMC). For a period of five years following the launch of the product, Web statistics related to access of all linguistic versions of the product must be provided to CHIN. On a yearly quarterly basis, the following monthly figures should be provided: Hits (or requests), Page views (or page impressions), Visits (or user sessions), Visitors (or unique users) and Duration of visit (or average session length). These statistics must be provided to CHIN within ten working days of the end of the quarter.

## 12. Metadata

The metatags provided to the institution by CHIN, following the cataloguing of the product by the institution, must be inserted in the HTML header of the homepage of the product in accordance with the instructions provided with the metatags.

### **13. Secure Socket Layers**

Use Secure Socket Layers (SSL) when any personal information (including, but not limited to, name, address, age, e-mail address, telephone number, and credit card information) is solicited from a user. It is not necessary to use SSL to solicit a nickname only, for the purpose of storing a user's high score in an on-line game, for example.