

## Technical Specifications for Virtual Museum of Canada Content

July 7, 2004

### 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.
- Following is the code necessary for the VMC Logo:

First off, the file needs to contain the following references to a JavaScript source file (the first one for French pages, and the second for English pages).

```
<SCRIPT LANGUAGE="JAVASCRIPT"  
SRC="http://www.museevirtuel.ca/Logo_Script/francais.js">  
</SCRIPT>
```

or

```
<SCRIPT LANGUAGE="JAVASCRIPT"  
SRC="http://www.virtualmuseum.ca/Logo_Script/english.js">  
</SCRIPT>
```

Second, this is the code that actually displays the logo with the proper target. (Note, the below code may need to be edited, depending on where their logo file is, what the file name is, etc.)

```
<!-- VMC Logo - Start -->  
<TABLE BORDER=0 CELLSPACING=0 CELLPADDING=0 WIDTH="100%">  
<TR>  
<TD ALIGN=right VALIGN=top>  
<A href="javascript:gotoVirtualMuseumofCanada();">  
<IMG height=42 alt="Pour voir davantage du Musée virtuel du Canada / See  
more of the Virtual Museum of Canada" src ="images/vmc_animated.gif"  
width=147 border=0 ></A> <!--IMG SRC="images/vmc_animated.gif"  
BORDER="0" WIDTH="147" HEIGHT="42" ALT="Pour voir davantage du  
Musée virtuel du Canada / See more of the Virtual Museum of Canada"></A-->  
><!--A HREF="#" ONCLICK="javascript:popwin('http://www.museevirtuel.ca')"-->  
</TD>  
</TR>  
</TABLE>  
<!-- VMC Logo - End -->
```

#### 1.1 Link to the VMC from the Institution's Web site

The institution will add a link to the VMC that includes the VMC logo and, next to it, the phrase, "Member of the Virtual Museum of Canada" or "Membre du Musée virtuel du Canada" in a predominant location on its Web site (e.g., its homepage). Both the logo image (which will be

provided to the institution by CHIN) and the words “Virtual Museum of Canada” or “Musée virtuel du Canada” (i.e. Member of the Virtual Museum of Canada or Membre du Musée virtuel du Canada) should link to [www.virtualmuseum.ca](http://www.virtualmuseum.ca) using the following HTML code:

English: `<a href="http://www.virtualmuseum.ca/"> </a>`  
French : `<a href="http://www.virtualmuseum.ca/">  </a>`

## 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.

## 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=http://www.virtualmuseum.ca/English/Common/copyright.html#privacy target="Privacy" onClick="privPolicy(this.href,this.target, '...'); return false; ">[Link Goes Here]</a>
```

Français: Politique du RCIP sur la protection des renseignements personnels

```
<a href=http://www.museevirtuel.ca/Francais/Common/copyright.html#privacy target="Privacy" onClick="privPolicy(this.href,this.target, '...'); return false;">[Link Goes Here]</a>
```

Note: The following script references must be present to use the CHIN Privacy pop-up window.

English:

```
<script language="Javascript" src="http://www.virtualmuseum.ca/Logo_Script/english.js">
</script>
```

Français:

```
<script language="Javascript" src="http://www.museevirtuel.ca/Logo_Script/francais.js">
</script>
```

## Language Choices

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

## Navigation

- The product must have a link to the product's main page on all pages of the product.
- The use of corporate Web site navigation, such as headers or footers, is not permitted.

## Technological Issues

- The product must be viewable and fully functional in the current and previous versions of the most common browsers on the Windows and Macintosh platforms. Current list of browsers: Microsoft Internet Explorer 6 (and 5); Netscape Navigator 7 (and 6); and, Mozilla 7 (and 6).
- The use of browser-specific tags and/or technologies must be avoided.
- HTML standard must be used for all special and accented characters.

## 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.

### **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. This link should be accessible from each of the unilingual main pages (English, French, and others, if applicable) of the product, or from the page(s) within the product on which the plug-in is required to access content.

### **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.

### **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.

### **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.

### **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.