**Unit 2**

**1.6**

When building a web page, the author/originator, must ensure that the content of the pages is assessable, and that the receiver can access and understand the content.

Html is an open standard, managed by the world Wide Web Consortium, no one owns the platform, so anybody can use it, criticise it, and suggest enhancements based on the individual’s concept of how an improvement can improve performance for other users benefit. A proprietary standard is owned by the creator or licensee, with copyright protection, and a good example would be the windows platform.

A web page should be formatted in the same manner as all other browser applications, so it is easily understood by the reader, and therefore, attracting a larger number of followers, which the originator would desire, meaning their message is assessable to large amounts of readers and therefore more valuable, as a form of information, including advertising revenues.

When designing a web page the originator should allow for readers with different access issue’s, such as impaired eyesight, colour blindness and digital eye strain.

By using larger font sizes, or pop-up messages, informing the reader how to access enlarged text, colours, images.

Images and blocks of text should be supported with the ALT attribute, so if the image does not materialise on the page, a line of text appears explaining what content should be in that position.

https://www.wigglebits.com/standards.html