

Standard Eight - Consistent and Responsive Design

Just like this document template, all of our digital platforms should have a consistent design and style specific to Council, including branding, common elements and functionality, terminology and provide a quality user experience. As a government entity we also need to be mindful and in step with other government departments to ensure alignment for customers and staff.

Consistency in design and style is defined by a shared group of established conventions and rules that are owned and regulated by the Media and Communications team. The [Corporate Style Guide](#) is one document that Council uses to maintain this. As are the training notes and templates for web editors.

The benefits of consistent design and style are:

- improved access to information and services
- common elements, branding and functionality across our digital platforms provide continuity, trust, accessibility and improves learnability ([digital literacy](#))
- reputation management

The way we write content is also part of our style guide rules. Simple, easy-to-understand information is paramount, particularly in light of our multicultural community. More on this in the [next standard](#).

Once called 'designing for mobile', responsive design is a set of rules and conventions that allow the formatting and functionality of digital content and platforms across multiple device types. This is no longer an optional extra in digital platform building but a [Must Have](#) as our customers need to be able to access our platforms on any device, browser or internet bandwidth, any time.

All digital platform and content decisions must include a mobile-first design approach (where possible – legacy third party platforms can make this difficult) as this is a central requirement for meeting our future state of quality, accessible digital service delivery.

How do we meet the standard?

- Work with Media and Communications to make certain all Council's communications are professional, clear and consistent, no matter the mode of delivery.
- Work with Media and Communications and IT at the time of platform selection to ensure our standards and policies are being met as much as possible from the beginning.
- To achieve ease of use, we standardise of the look and feel of digital solutions, the terminology used and the navigation structure (Information architecture).
- Follow the adopted training materials, guides and best practice models.

The following rules from the [Digital Design Principles](#) provide simple check points to maintain consistent and responsive design. They should be applied to all digital platforms and content:

- **Easy to use:** Make digital the first choice for our customers.
- **Simple:** Leads directly to the most used services and information.
- **Useful:** Designed to solve problems.
- **Clear:** Use clear, active language.
- **Consistent:** Works the same way for common functions, like data collection.
- **Mobile:** Designed for mobile and tablet first.

Additional references:

- [Dynamic System Development Method \(DSDM\) - Eight Principles - Agile Business Consortium](#)
- [Standard elements of government websites - Victorian Government](#)
- [Digital Design Principles - Victorian Government](#)
- [City of Greater Dandenong Corporate Style Guide](#)