

SEATTLEU

Website Design Refresh & Template Changes

Demonstration & Training

Dec '17-Jan '18

What's NOT new?

- Content
- URLs
- Site structure
- CMS
- Same content types and page layout options (just with a new look)

What's new?

- New look for the Seattle U home page and Academics page
- New global navigation with drop-down menu
- New footer
- Brand new Tuition and Aid page at top-level
- New look overall
- Template changes for more options
- 10 new content types

Why?

- Changes made based on research and feedback from campus community and external website visitors
- Take advantage of technological advancements and our increased knowledge of T4
- Better accessibility, SEO, and user experience
- Better meet the needs of prospective students

New look Academics page



Our holistic approach to education nurtures more than just the mind-- it cares for the whole person. That's why people from everywhere come to Seattle University with open minds and open hearts, ready to discover their path in life.



Majors, Degrees, & Programs

UNDERGRADUATE

GRADUATE

SCHOOLS AND COLLEGES

New Global Navigation

The image displays two versions of the SeattleU website navigation. The top version shows a dark red header with the SeattleU logo, navigation links (Visit, Apply, Alumni, SU Resources), and a search bar. Below the header is a white navigation bar with links for ABOUT, ACADEMICS, STUDENT LIFE, ADMISSIONS, TUITION AND AID, JESUIT TRADITION, and ATHLETICS. The bottom version shows the same header and navigation bar, but with a new global navigation menu below it. This menu is a light gray box containing a list of quicklinks: ABOUT SEATTLE U, CAMPUS SUSTAINABILITY, CAMPUS NEWS, FACTS AND FIGURES, CENTERS AND INSTITUTES, CAMPUS MAP, and VISIT. A vertical blue line separates the quicklinks from the QUICKLINKS section, which includes Faculty And Staff Resources and Directories.

SEATTLEU Visit Apply Alumni SU Resources Search

ABOUT ACADEMICS STUDENT LIFE ADMISSIONS TUITION AND AID JESUIT TRADITION ATHLETICS

SEATTLEU Visit Apply Alumni SU Resources Search

ABOUT ACADEMICS STUDENT LIFE ADMISSIONS TUITION AND AID JESUIT TRADITION ATHLETICS

ABOUT SEATTLE U
CAMPUS SUSTAINABILITY
CAMPUS NEWS

FACTS AND FIGURES
CENTERS AND INSTITUTES

CAMPUS MAP
VISIT

QUICKLINKS
Faculty And Staff Resources
Directories

New footer

SEATTLEU

MarCom Web Team
715 13th Ave
Seattle, WA 98122
206-296-6354
web@seattleu.edu

People
Students
Faculty and Staff
Alumni
Parents

Essentials
Directories
Library
Give
MySU

Visit
Campus Tours
Campus Map
Travel Info
Getting to SU

Follow Us
f t in
i You Tube t

APPLY NOW **CONTACT** **CAREERS** **REQUEST INFO**

[Terms of Service](#) [Privacy Policy](#) © Seattle University [Ethics Line](#) [Website Feedback](#)

BRAND NEW: Tuition and Aid



GETTING YOU TO YOUR PASSION

There's a financial aid path for everyone. Our Student Financial Services team is here and ready to help you find which one is right for you.



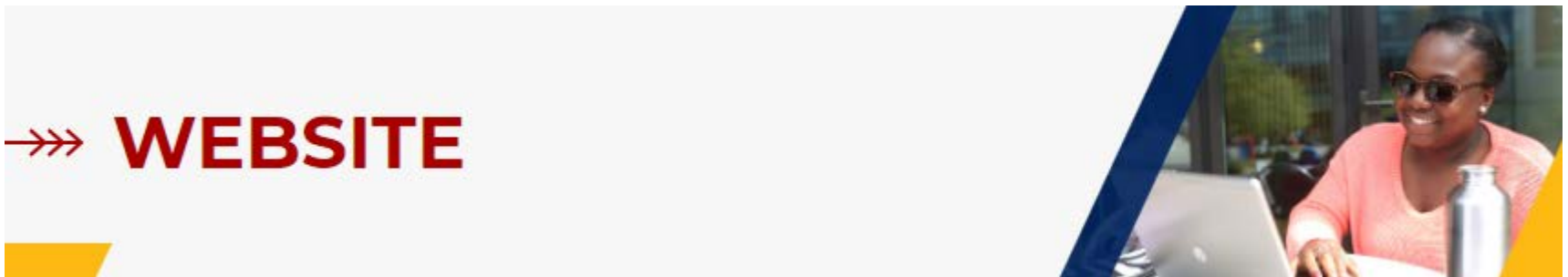
Tuition & Expenses

Funding a high-quality education can seem daunting but we strive to make your educational investment affordable. The cost of tuition, fees and charges vary by program and degree.

- UNDERGRADUATE TUITION & FEES
- GRADUATE TUITION & FEES
- ROOM AND BOARD

Significant style changes to banners

- ALL banners now full-width



- Section banners
 - Might need to change image to larger higher resolution image → Section Customizations folder
 - Recommend 600px x 300px (but optimize for web)
 - New design cuts off top left corner of image

Title banner & Megabanner



- Background image meant to be texture behind (optional) color overlay
- To increase accessibility and ease of creating new banners, title in white text box
 - For Megabanners: subtitle and paragraph underneath banner image

Title banners & Megabanners

- Banners will go full width so we recommend a minimum size of 1920px wide
 - Still can be between 300-450px tall
- Depending on user's screen size, significant parts of image may not display
 - Change width of browser to test banner at various screen sizes

Title banner & Megabanner

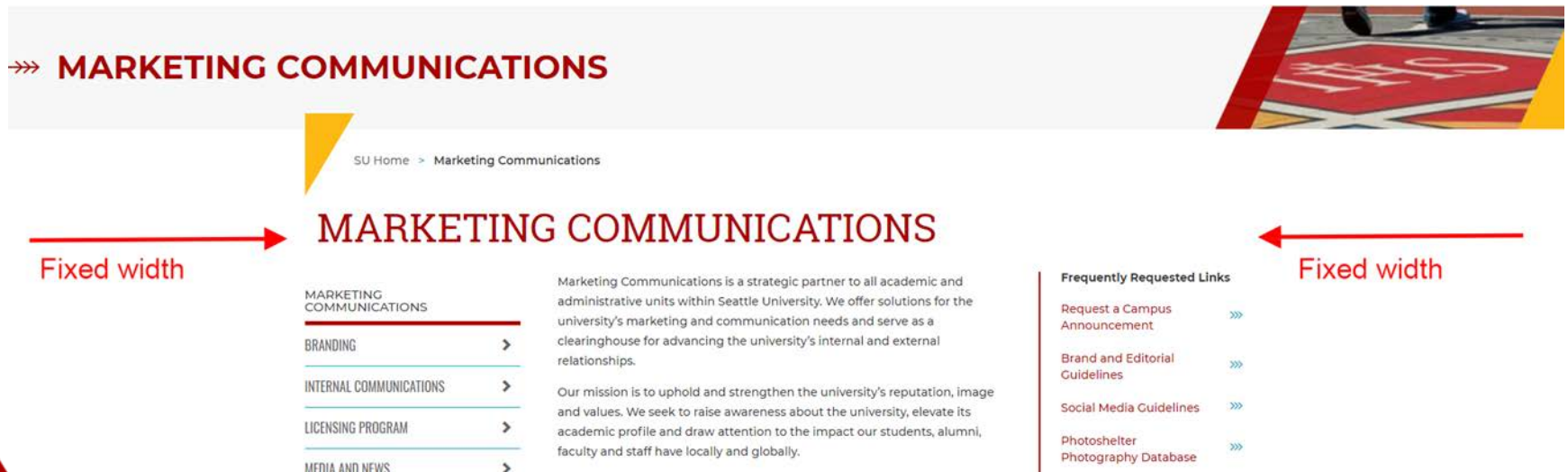
- If you already have a megabanner, MarCom has created a new v9 banner for you
- If you already have a title banner, you may want to change image/color overlay
- If you don't have a large banner and want one, get in touch!

Template changes

- Option for content to go full-width
- Zone C content now viewable on mobile devices
- More control of how your content appears on a mobile device
- Existing content types available in more zones

Fixed width vs Full width

- Fixed width: Website ≤ 1170 px wide
 - Content defaults to fixed width, same as v8
 - All banners, however, will go full-width



The screenshot shows a website header with a navigation menu and a main content area. The navigation menu includes "SU Home" and "Marketing Communications". The main content area features a large red banner with the text "MARKETING COMMUNICATIONS". Below the banner, there is a sidebar with a list of links: "MARKETING COMMUNICATIONS", "BRANDING", "INTERNAL COMMUNICATIONS", "LICENSING PROGRAM", and "MEDIA AND NEWS". The main content area contains a paragraph about the Marketing Communications department's role and a mission statement. To the right, there is a "Frequently Requested Links" section with four links: "Request a Campus Announcement", "Brand and Editorial Guidelines", "Social Media Guidelines", and "Photoshelter Photography Database". Red arrows point to the left and right sides of the content area, labeled "Fixed width", indicating that the content is constrained to a specific width.

→→ MARKETING COMMUNICATIONS

SU Home > Marketing Communications

Fixed width → MARKETING COMMUNICATIONS

MARKETING COMMUNICATIONS

BRANDING >

INTERNAL COMMUNICATIONS >

LICENSING PROGRAM >

MEDIA AND NEWS >

Marketing Communications is a strategic partner to all academic and administrative units within Seattle University. We offer solutions for the university's marketing and communication needs and serve as a clearinghouse for advancing the university's internal and external relationships.

Our mission is to uphold and strengthen the university's reputation, image and values. We seek to raise awareness about the university, elevate its academic profile and draw attention to the impact our students, alumni, faculty and staff have locally and globally.

Frequently Requested Links

Request a Campus Announcement >>>

Brand and Editorial Guidelines >>>

Social Media Guidelines >>>

Photoshelter Photography Database >>>

← Fixed width

Fixed width vs full width

- Width varies depending on user's device

The image shows a website header and navigation menu. The header features a red navigation bar with the text "MARKETING COMMUNICATIONS" in white. Below the header, a breadcrumb trail reads "SU Home > Marketing Communications". A red double-headed arrow spans the width of the page, labeled "Full width". Below the arrow, the text "MARKETING COMMUNICATIONS" is displayed in a large, red, serif font. To the left, a vertical navigation menu lists "MARKETING COMMUNICATIONS", "BRANDING", "INTERNAL COMMUNICATIONS", "LICENSING PROGRAM", and "MEDIA AND NEWS", each with a right-pointing chevron. To the right, a "Frequently Requested Links" section lists "Request a Campus Announcement", "Brand and Editorial Guidelines", "Social Media Guidelines", "Photoshelter Photography Database", and "Preferred Vendor List", each with a right-pointing chevron. The background of the header area shows a red and white geometric pattern.

→→ MARKETING COMMUNICATIONS

SU Home > Marketing Communications

Full width

MARKETING COMMUNICATIONS

MARKETING COMMUNICATIONS >

BRANDING >

INTERNAL COMMUNICATIONS >

LICENSING PROGRAM >

MEDIA AND NEWS >

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Contact us for expertise in branding and marketing, communication strategy, media relations, internal communications, external affairs, web communications, social media, visual and creative design, publications and photography

Frequently Requested Links

Request a Campus Announcement >>

Brand and Editorial Guidelines >>

Social Media Guidelines >>

Photoshelter Photography Database >>

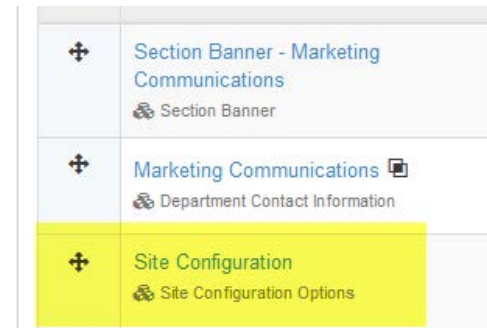
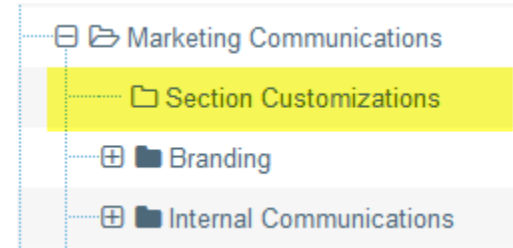
Preferred Vendor List >>

Before you go full width...

- Preview your pages and check on balance of content across zones
- You may need to replace older images (especially ones that migrated over from Ektron) with a new higher resolution images
- Access Photoshelter for high res images taken by University Photographer

How to go full-width

- “Section Customizations” folder in your site structure
- Content tab
- Open “Site Configuration Options” content item
- Select “Full width”
- Save & approve!



Name * Site Configuration

Page Width * Fixed Width
 Full Width

Review: Zones

WELLNESS AND HEALTH PROMOTION

WELLNESS AND HEALTH PROMOTION

PHYSICAL WELLNESS >

MENTAL HEALTH

ALCOHOL AND OTHER DRUGS >

HEALTHY RELATIONSHIPS

GREEN DOT

NATIONAL COLLEGE HEALTH ASSESSMENT

HEALTH AND WELLNESS CREW

JOIN OUR TEAM

ABOUT US

Ma
Don

Contributing
other and
Health Promotion



A

We focus on you

SO YOU CAN FOCUS ON CHANGING THE WORLD

You're at your best when you're feeling well and we're here to help. From online screenings, to individual consultations, to large events, we offer the education and support you need to be successful here at SU.

PHYSICAL WELLNESS

MENTAL HEALTH

ALCOHOL AND OTHER DRUGS

HEALTHY RELATIONSHIPS

CONTACT US

Wellness and Health Promotion

Student Center 380

901 12th Avenue

PO Box 222000

Seattle, WA 98122

206-296-2593

wellness@seattleu.edu

Regular Hours

9:00am-4:30pm Mon-Fri

Closed Sat & Sun

Winter Break Closures

Closed Dec 12-13

Closed Dec 20-Jan 2

Regular hours resume Jan 3

B



Ordering content for mobile

- v8 mobile: Zone A content top to bottom, then Zone B top to bottom, no Zone C

+	2017 Commercial Video - Embedded
+	Contact Us Focus Box
+	Wellness and Health Promotion Jumbotron Jumbotron
+	Make a Donation Supplemental Content - Zone C
+	HAWC Fall 2016 Secondary Content - Zone B

SU Home > Wellness and Health Promotion

WELLNESS AND HEALTH PROMOTION

We focus on you

SO YOU CAN FOCUS ON CHANGING THE WORLD

You're at your best when you're feeling well and we're here to help. From online screenings, to individual consultations, to large events, we offer the education and support you need to be successful here at SU.

PHYSICAL WELLNESS

MENTAL HEALTH

ALCOHOL AND OTHER DRUGS

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Ordering content for mobile

- v9 mobile: section order (regardless of zone)
- What content do your mobile users most need/want?

+	2017 Commercial Video - Embedded
+	Contact Us Focus Box
+	Wellness and Health Promotion Jumbotron Jumbotron
+	Make a Donation Supplemental Content - Zone C
+	HAWC Fall 2016 Secondary Content - Zone B

WELLNESS AND HEALTH PROMOTION



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PHYSICAL WELLNESS MENTAL HEALTH

ALCOHOL AND OTHER DRUGS HEALTHY RELATIONSHIPS



Make a Donation
Contribute directly by designating other and listing Wellness and Health Promotion

Give to Wellness



More zone options for content types

Zones A, B, C	Zone A only	Zones B, C
Audio, Call to action feature*	Accordion*	Curated events box
Carousel*, Contact box*, Code only	Blog post, News	Curated news
Infographic, Mini spotlight*, Organizer	Dual column content	Facebook or Twitter feed
Primary/secondary/supplemental content	Faculty & staff bio	Give button
Program overview*, Quote	Featured content	Program summary box
Testimonial, RSS Feed, Form	Image panel*	Quicklinks
Zone B only	Jumbotron (I, II, III*)	Social media buttons
Call to Action Links Undergraduate*	Jump links*	SU Master Calendar Feed
Call to Action Links Graduate*	Slideshow, Media kit	Video (pop up)
Footer	Spotlight*	Top Zone
Department contact info	Video (embedded)	Color box navigation, Section banner, Title Banner, Mega Banner

If zone options, new radio button field:

Zone * Zone A
 Zone B
 Zone C

Zone Option * Zone B
 Zone C

New content types

Zone A only:

- Accordion
- Image Panel
- Jumbotron III
- Program Overview
- Spotlight

Zones A, B, or C:

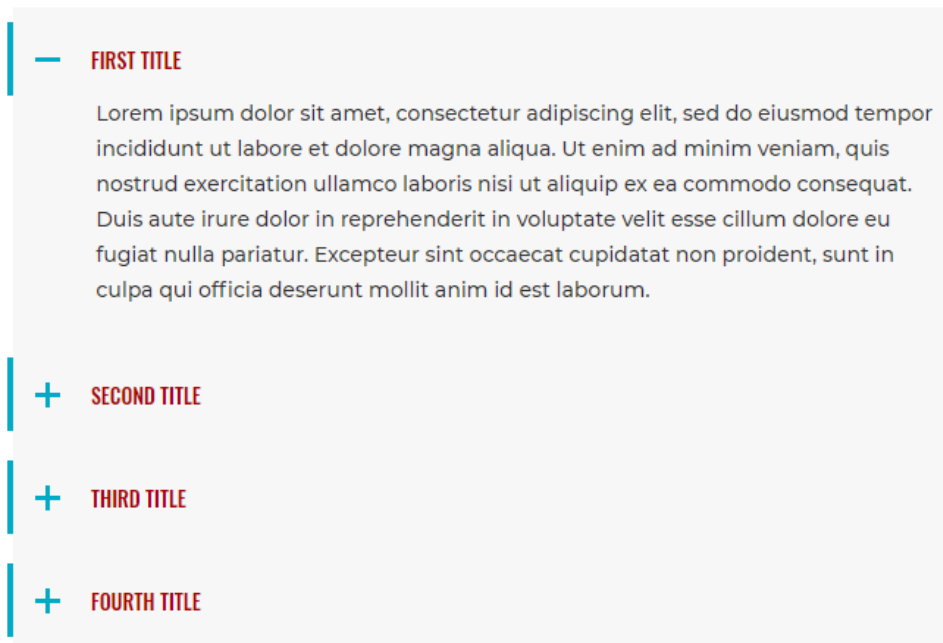
- Call to Action Feature
- Contact Box
- Mini Spotlight

Zone B:

- Call to Action Links – Undergraduate
- Call to Action Links - Graduate

Accordion

- Up to four content blocks that expand and collapse upon click
- Available to all content editors
- Zone A only



Call to Action Feature

- Optional title, up to four buttons, with background image and color overlay
- Available to all content editors
- Available in zones A, B, C

FINANCING THE FUTURE

Scholarships &
Grants



Loans



Student
Employment



Net Price
Calculator



Call to Action Links – Graduate and Undergraduate

- For pages aimed at prospective students
- Three buttons: Apply, Visit, Request Info (linking Undergraduate Admissions or Graduate Admissions)
- No customization available
- Available to all content editors
- Zone B only

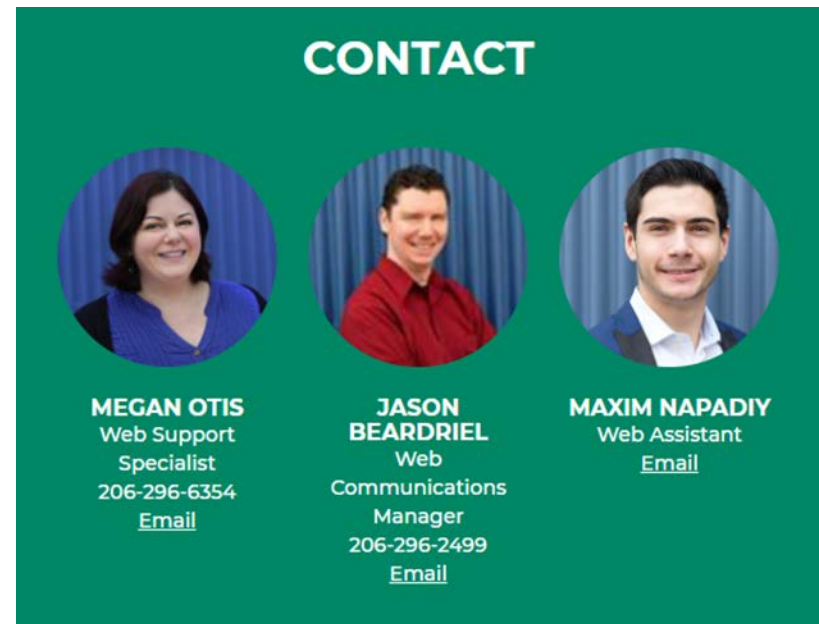
APPLY

VISIT

REQUEST INFO

Contact Box

- Headshots, names, titles, phone and email for up to three primary contact people
- Zone A, B or C
- All content editors



CONTACT




		
MEGAN OTIS Web Support Specialist 206-296-6354 Email	JASON BEARDRIEL Web Communications Manager 206-296-2499 Email	MAXIM NAPADIY Web Assistant Email

Image Panel

- Available to all content editors
- Zone A only
- Background image with text box placed over on top with title, subtitle, text, up to 2 links



Jumbotron III

- Available to all content editors
- Zone A only
- Image on side, with title, paragraph up to 4 links



Tuition & Expenses

Funding a high-quality education can seem daunting but we strive to make your educational investment affordable. The cost of tuition, fees and charges vary by program and degree.

[UNDERGRADUATE TUITION & FEES](#)

[GRADUATE TUITION & FEES](#)

[ROOM AND BOARD](#)

Mini Spotlight

- All content editors
- Zone A, B, C
- Up to four small images with name, link, short text



Megan Otis
Web Support Specialist



Aubrey Benasa
Digital Designer



Anne Reinisch
Graphic Designer



Kaily Serralta
Marketing Operations and Projects
Manager

Program Overview

- For program pages / other pages aimed at prospective students
- Overview paragraph, followed by accordion for degrees and specializations
- All content editors
- Zone A only

Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Degrees and Specializations

- + BACHELOR OF ARTS IN CRIMINAL JUSTICE
- + BACHELOR OF SCIENCE WITH CRIMINAL JUSTICE MINOR
- + MINOR IN CRIMINAL JUSTICE

Spotlight

- Zone A only
- All content editors
- Background image or color behind headshot image with title, quote, attribution



STUDENT STORY

"This financial support has freed me to focus on my studies, to volunteer to help other students who are struggling, to spend more time on campus developing relationships with my professors and to give back to the community through the clubs that I volunteer for. [My scholarships] made a world of difference in my life, and I'm so grateful."

Carrie Smith, '18, Electrical Engineering Scholarship Recipient

More changes coming soon

- A few more content types:
 - Carousel (Zones A, B, C)
 - Jump links (Zone A)
 - Featured curated events (Zone A)
 - Color box navigation (Zone A)
- Program pages

Help

- Resources for content editors:
www.seattleu.edu/web
- Need a T4 refresher? Attend a basic training:
www.seattleu.edu/web/training/sign-up/
- Content type encyclopedia:
www.seattleu.edu/web/training/content-types/
- Megan Otis, Web Support Specialist
 - otism@seattleu.edu, 296-6354
 - web@seattleu.edu