

SEATTLE UNIVERSITY

T4 Content Migration Training 2/7/2024



Agenda

- Welcome
- Overview:
 - Site structure
 - New Media Library
 - New Content Location
 - Component Library Documentation
- Heroes and Navigation
 - Heroes: Landing Page Hero and General Page Hero
 - Navigation: Horizontal nav, Left menu WYSIWYG, General Listing Section
- Content Type Groups
 - Paired content types
 - Anchor menu with step WYSIWYG
 - Tabbed WYSIWYG with Horizontal Rule
 - Wrapped content types
 - Accordion
 - Differentiator
 - Checkerboard
 - Related content types
 - Related Profiles
 - Related News
- Image Sourcing Considerations
- Q&A
- Resources

→ Overview of the site structure

- The top of the site structure contains authoritative pages including Program Pages.
- College Microsites reside in the lower part of the site structure.



Media Library

- The Media Library has a new folder called “Seattle University” that generally mirrors the site structure.
- Upload new media files for the new website to the Seattle University media folder. We will not be linking to or from any of the old media library content.
- We don’t want to migrate dated or relic media files.
- Please check PDFs for accessibility issues before uploading.



Content Refresh

- New written content shared with MarCom for Content Refresh is located on SharePoint.
- Some people will migrate content from the existing website.

Component Library Documentation

- Resources about how to use the content types, including character counts and examples. See [Component Library](#).



Heroes and Navigation

Goal: To be able to determine which page hero and navigation content types to use depending on context.

- Heroes:
 - [Landing Page Hero](#) (For pages in the main navigation such as Academics, Life at Seattle U, etc.)
 - [General Page Hero](#) (for the majority of interior (child) pages)
 - Meta description considerations
- Navigation:
 - [Horizontal Navigation Menu](#) (Landing page)
 - [Body - Left Menu WYSIWYG](#) (shows peer pages and hierarchy in the left sidebar, use with General Page Hero)
 - [General Listing Item](#) (links to other SU website pages and content or to an external website. Use the image of the destination page. Use case could be a related page, a form, etc.)

→→ Wrapped content types

Single content items that can be expanded.

Add a heading to start new groups.

- [Accordion](#)
- [Differentiator](#)
- [Checkerboard](#)



Paired content types

- [Body - Tab WYSIWYG](#)
 - The **Horizontal Rule** content type creates a new set of tabbed content
- [Body – Steps WYSIWYG](#)
 - The **Anchor Menu** creates an ordered anchor link menu linking to Body – Steps WYSIWYG content items on the same page



Related content types

- [Related News](#)
 - Types, Topics
- [Related Departments](#)
 - Department name
- [Related Programs](#)
 - Program Name, Areas of Study, College
- [Related Profiles](#)
 - Type of Staff, Department, School, College, UserID (email handle)

Image Sourcing Considerations

We have to take into consideration the focal point of the subject, which we want to be in the center of the frame. The part of the image that is exposed will vary depending on content type and screen width. However, the center of the image will appear on all viewport sizes. The sizes below are the minimum width and height for large viewport sizes. In some cases, depending on how far back the subject is set in the frame, it might make sense to go with a larger size and then crop the image.










[Landing Page Hero](#): Recommended image is at least 1900px x 1240px. The image can be any size or aspect ratio, and will be cropped and resized to 1900px x 1240px automatically by a service called PXL.

[General Page Hero](#): Recommended image is at least 1160px x 740px. The image can be any size or aspect ratio, and will be cropped and resized to 1160px x 740px automatically by a service called PXL.

Most content types include minimum image size recommendations:
Component Library > [Content Types](#)

Photo Shelter Downloads



	New Faculty Institute Alt/Description: Two faculty members sitting at a table engaging in conversation. Filename: NF1_2023...006.jpg Version: 1.0			Image	14.7 MB
	Red Talks Alt/Description: A pile of Red Talks buttons. Filename: REDTalks...002.jpg Version: 1.0			Image	16.8 MB
	Racial Equity Summit Alt/Description: Vice President Natasha Martin sitting in a chair on a stage at an event. Filename: RacialEq...027.jpg Version: 1.0			Image	13.6 MB

New Faculty Institute: 7952 x 5304

Red Talks: 6000 x 4000

Racial Equity Summit: 6000 x 4000

The images above are too large in both pixel dimensions and file size for our hero requirements and for our media library. **We will almost never need to download an image that is the “Original file” size for the website.** Not only are most original size images too wide and tall, but the file sizes are huge. We want to keep the file size around 1 MB, but never to exceed 5 MB. You will never need to upload an image for the website that is wider than 3,000 pixels.

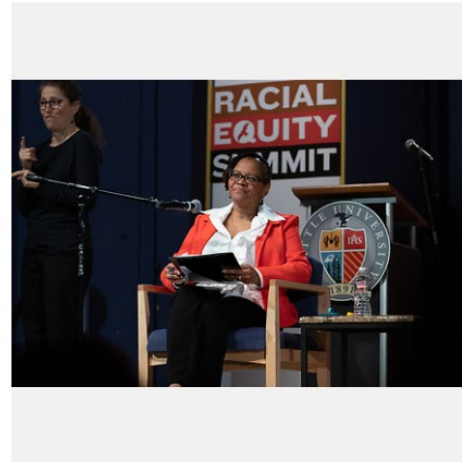
Photo Shelter Downloads

[Landing Page Hero](#): The recommended Landing Page Hero image is at least 1900 x 1240 pixels. The image can be any size or aspect ratio, and will be cropped and resized to 1900 x 1240 pixels automatically by a service called PXL.

File size: 1.62 MB

Downloading a large image at 2400 x 1600 pixels meets the Landing Page Hero criteria for both pixel width and file size.

Download Image



Filename

RacialEquitySummit_DrPe..._027.jpg

Image Format

JPEG - L (2400 px)

Image Dimensions (L)

2400 x 1600

Crop

Download

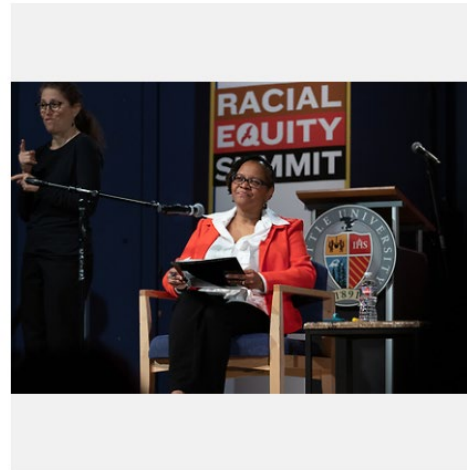
Photo Shelter Downloads

General Page Hero: The recommended image is at least 1160 x 740 pixels. The image can be any size or aspect ratio, and will be cropped and resized to 1160 x 740 pixels automatically by a service called PXL.

File size: 444 KB

Downloading a medium image at 1200 x 800 pixels meets the General Page Hero criteria for both pixel and file size.

Download Image



Filename

RacialEquitySummit_DrPe..._027.jpg

Image Format

JPEG - M (1200 px)

Image Dimensions (M)

1200 x 800

Crop

Download



Additional Resources

- [Component Library](#)
- Component Library > [Content Types](#)
- Component Library
 - [Landing Page Hero](#)
 - [General Page Hero](#)
- HeadingsMap – A browser extension that shows web page heading structure
 - [Chrome](#)
 - [Firefox](#)