WEBSITE 2017

Content Guide

ABSTRACT

Over view of the new content types used in the new website.

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Web Review 2017 – New Content Types Review

The new design will combine the existing content types that you know, with new landing page content types.

What is a landing page?

A sections homepage is a landing page. A page dedicated to a large event or campaign can be created as a landing page. A landing page has a specific page layout – **2017 Home Page**. See setting a page layout for instructions.

During the web project certain key sections had landing pages created, these include: Research, Online, Undergrad, Postgrad, CPD, ACE, Alumni and the UCC homepage.

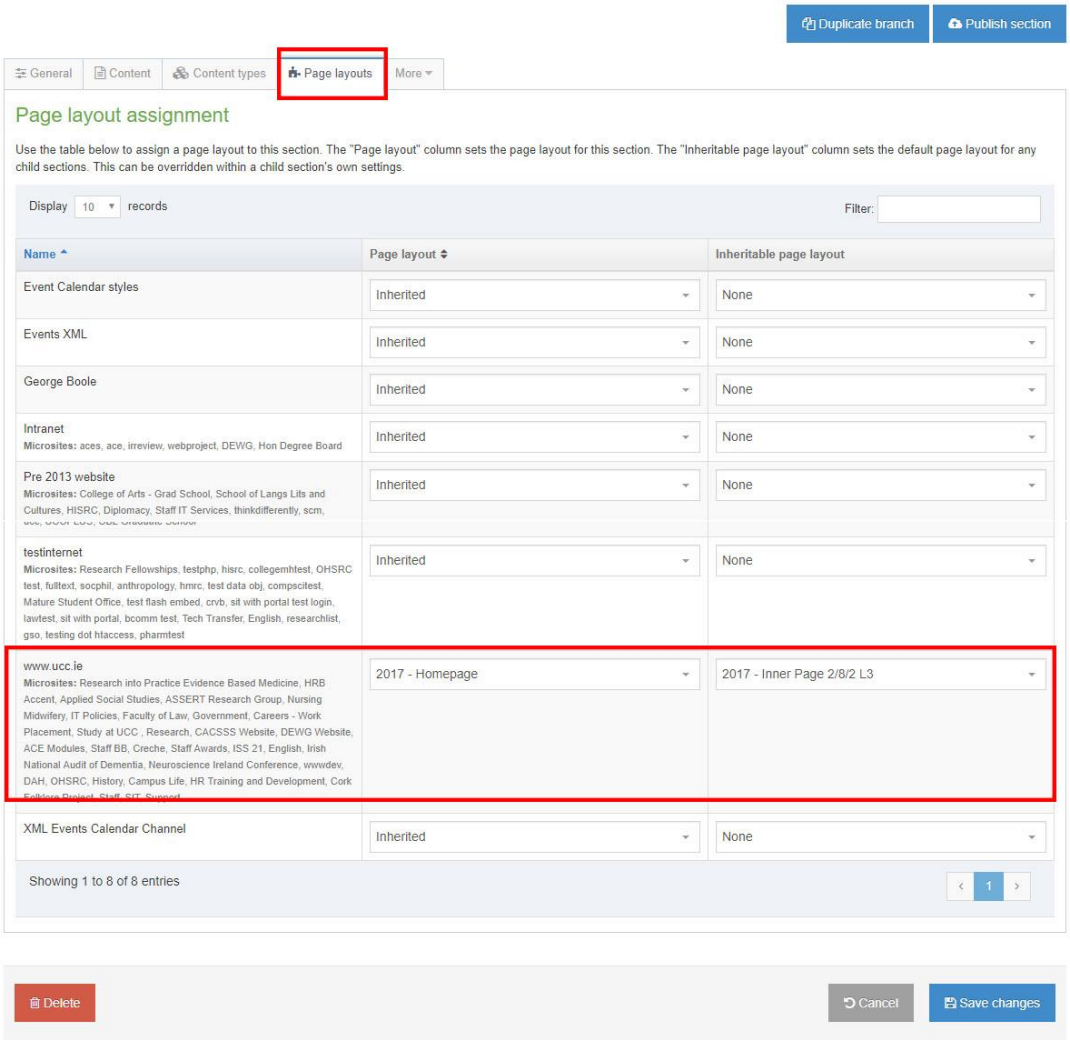
Every other UCC site will have gotten an upgrade to the style of their site. No edits to your content were made, just an update to the style. Think of it as your site getting a makeover.

In the New Year departments will be able to request help creating these style landing pages. For now we will look at using a mixture of the new and the old to make the most of the new style.

Setting a Page Layout

As seen some content types only work on specific types of pages. You can change the page layout of a section as follows:

- Log in to bali.ucc.ie/terminalfour
- Select the section to be edited
- Click the Page Layout Tab
- Under Page layout assignment scroll until you see **www.ucc.ie** (live site) **testinternet** if working on a section located there.
    - To create a "landing page" under Page Layout select 2017 – Homepage
    - Inheritable page layout should be set to 2017 – Inner Page 2/8/2
- Save Changes



If your pages do not seem to preview properly contact cmssupport@ucc.ie

Your site

Your site is a mixture of functional homepage and inner pages. All the content types that you are familiar with still work on the new style. There are some additional contents available to you as well.

Your Inner, text heavy pages are not landing pages. They use the **2017 - Inner Page Layout 2/8/2**

If you would like a wider page layout with no right hand side box content you can use the **2017 – Inner Page 2/10 No Side layout**

A site might contain more than one landing page – if this is the case the **2017 – Home Page** page layout can be reused on a subsection of a site

A word on images

The new website style is image heavy. This guide will specify the ideal image sizes for the particular content type. A set of pre-sized images are available in the media library – Categorised – central

media – Design-2017. The folder names under Design 2017 match the name of the content type. If you do not have access to this folder please email cmssupport@ucc.ie to request access.

Format

All photos should be in JPG format. PNG-24 also works but usually results in a larger file size.

Icons should be in PNG format with a transparent background.

Colour Mode

RGB colour mode is required. Images may not display properly if CMYK or other colour modes are used.

Resolution

The ppi resolution is less important on the web than in print. 72 is the minimum recommended. 300 ppi may look better on retina screens, but may also result in a larger file size. It's not terribly important though and it's better to use the native ppi of an image rather than changing it.

A Word on Video

There is a new large banner content type supports video – 2017 Video Banner. In order to use it two video files must be provided: **.mp4 and .web** in order for the video to appear in all browsers (Firefox and opera don't support .mp4).

1. **Compress the video as much as possible -** To avoid buffering and slow loading times, I would suggest using 720p with a frame rate of between 24-25 fps and the lowest bit-rate possible where the video is still looks acceptable (to cover possible artefacts, we can use an overlay, such as a dots or a transparent colour).
2. **Size and length -** the video should not be more than 30-40secs and no more than 5-6mb. Optimum would be to have a short video that continuously loops so that it appears long, but could still be less than 1-2mb in size.
3. **Aspect Ratio -** The video would work best with an aspect ratio of roughly 16:7. We would suggest the video have a minimum width of 1400px wide.
4. **Avoid excessive movement -** the key to a good background video is just that, it is in the background and secondary to the content. The video should not steal the focus, so avoid things like fast panning, shaking and quick cuts - it should be smooth.

Old and New

All the content types that you are familiar with are being updated to work with the new style. The new content types are:

Content Type	Description	To be used on:	Image size if applicable
Banner	Use this content type to create a video or image hero banner	All Pages	1920 x 708 pixels
Link Circle	Use this content type to create quicklinks similar to those on the homepage	All Pages	150 x 150 pixels
Landing Page Menu Block	Shows the subpages of the current page with title and text	Landing Page Only	
Spotlight	Use this content type to create spotlight/fact file elements.	All Pages	1056 x 719 pixels
Profile	Use this content type to create spotlight/fact file elements.	All Pages - can look large on smaller screens	1270 x 550 pixels
Link Box Carousel	Use this content type to create useful links	All Pages	472 x 472 pixels
Link Box Wrap	Use this content type to create useful links	All Pages	472 x 472 pixels
Connect Box	Use this content type to create a Connect Box	All Pages	472 x 472 pixels
Connect Box Social Links	Use this content type to create social navigation boxes	All Pages	472 x 472 pixels
Connect Multi Box	Use this content type to create a Connect Box with four sub boxes	All Pages	Uses built in Icons
contactdetails	Adds a new contact section to a departmental page	contactfooter section only	
News and Views	Add the top five news items	Landing Page Only	425 x 353 pixels
Explore this Page	Adds a button menu to long inner page	Inner Pages only	
Additional Content Types			
2017 - Logo Carousel	Use this to add a Logo Carousel in conjunction with image from media library	All pages	
2017 - Photo Gallery Item	Used to add an image to a photo gallery	All Pages excluding landing page	
2017 - Video Gallery Item	Use this content type to create a video gallery	All Pages excluding landing page	

2017 Banner

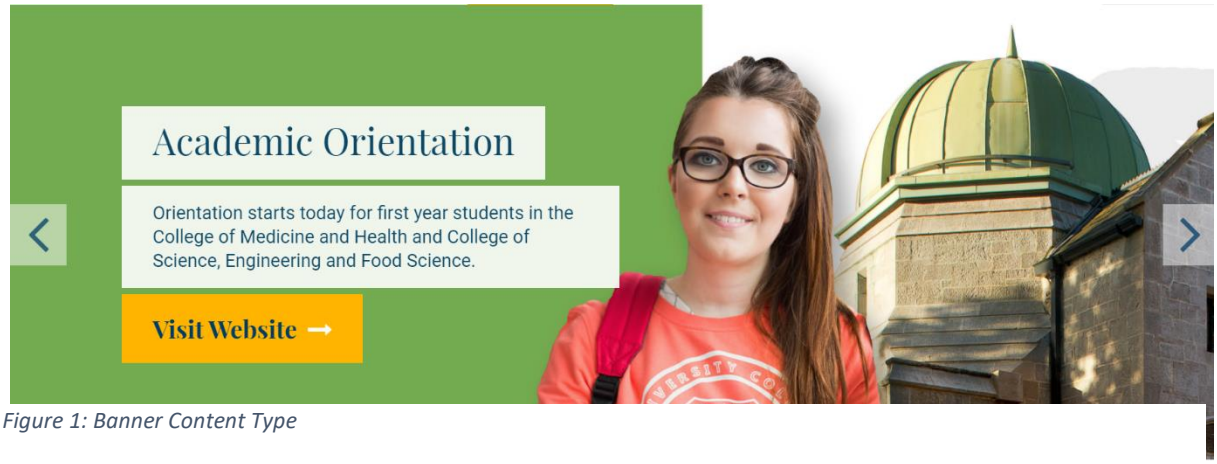


Figure 1: Banner Content Type

Use Case

To be used on departmental homepages and other landing pages. Will not work on an inner page. Banner Image with title can be used on inner pages as before.

Description

Supports up to 3 large banner images. Can be used on any page.

Image dimensions (if applicable)

1920 x 708 pixels

Fields

- **Enable Header Styles** – yes/no – this applies a shading colour to the headings in the content type
- **Reduce Height** – reduces the height of the banner image
- **Heading 1** – each image in the banner gets its own heading
- **Subheading 1** – each image gets its own subheading
- **Heading Style 1** – what background colour do you want the heading to have – only works if Enable Header Style is set to yes
- **Image 1 –** each banner has its own image

Each banner can have a call to action – the following fields determine what that is

- Button Title 1
- Section link 1
- External Site link 1
- Link as Modal iFrame 1 – select yes if opening in to YouTube video
- YouTube Video

Notable Features

Can feature a different call to action (link) on each image.

2017 - Video Banner

Use Case

Similar in size and shape to the 2017 Banner, this banners allows you to include a looped short video on your homepage. The short snippet can also link to a longer version of the video.

Description

Supports one video banner that can link to internal or external resources.

Aspect Ratio

YouTube guidelines suggest 16:9, and I would therefore go with this recommendation.

Fields

- Video Webm File, Video Mp4 File
- Heading, Sub-heading
- Button Title
- Section link
- External Site Link
- External Video Link

2017 - Link Circle

Figure 2: Link Circle Preview

Use Case

To be used on any page.

Description

A single icon to direct users to key area of a site. Choose from a fixed set of icons, title and link as desired. Add six 2017 – Link Circles to form a complete row.

Image dimensions (if applicable)

150 x 150 pixels (Must be transparent PNG)

Stock icons are available in the Design 20017 folder of the media library. If you do not have access please email cmssupport@ucc.ie The icons are already sized so users should not need to worry about generating images for this content type.

Fields

Each icon has:

- A title
- Icon
- Link option (internal, external, link to a piece of media)
- Modal Video
- Modal Window

Notable Features

If you desired more than 6 icons, you can use the Start New Group button to begin a second row.

2017 - Landing Page Menu Block

Figure 3: Menu Block

Use Case

Used on a landing page to inform users regarding the purpose of the site, and to enable users to navigate to lower pages.

Description

All live sections of a site will be listed. If you don't want a section to appear – deselect the sections show in navigation tick box.

The paragraph at the top of the menu is limited in size, keep your message short and sweet.

Image dimensions (if applicable)

Not applicable.

Fields

- Title – essentially your department name
- Description - the paragraph of text you want to include

Notable Features

Sections are pulled in automatically.

2017 – Spotlight

Figure 4: 2017 Spotlight

Use Case

Spotlights can be used on landing page or inner pages to draw attention to upcoming events, interesting statistics or news stories and so on.

Description

Split in to two panels – the left for some text and an optional link – the right is an image.

Image dimensions (if applicable)

1056 x 719 pixels

Fields

Each spotlight is just one panel, add several to form a scrolling carousel.

- Group Title – See figure 4, the words Student Fact File are the group title. You can give your spotlight any title that works for your content.
- Main Heading – Title text that appears in the coloured panel in figure 4 above.
- Main Content – remain text that appears in the coloured panel in figure 4 above.
- Spotlight Image – the image on the rights of the spotlight shown in figure 4.
- Background colour – colour of the panel on the left
- Link (section, external, media)
- Start new group – want two separate spotlights on a page? Select yes to force a new group.
    - Note all members of a group must be listed one after the other in your sections content

Notable Features

All spotlights should be listed one after the other in your section. It is important to be able to arrange content as you need them.

If you start a new group, you should provide a new Group title and overview.

2017 – Profile

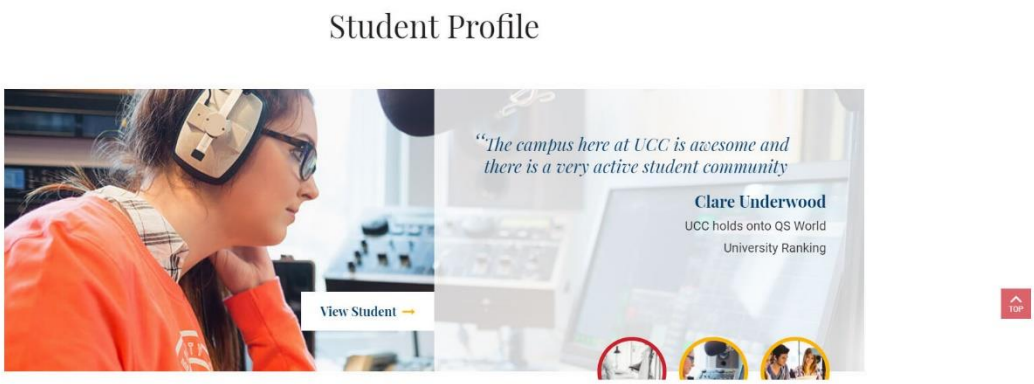


Figure 5: 2017 - Profile

Use Case

The 2017 Profile content type will work on all pages. It can be used to profile any person, place, project or event.

Description

The profile content type is designed to contain an image, a quote and details of the person whose quote we are using. Clicking on the link, in the example above "View Student", will bring you to a section or news story with more information on the person, place, course or whatever we decided. It is also possible to have a modal window display.

Image dimensions (if applicable)

1270 x 550 pixels

Fields

- Group Title – Replace the words Student Profile above with any title that suits your content
- Group Summary – Add a paragraph about those profiled
- Start a new group – want more than one profile block? Use this to start a second set.
- Image
- Quoted text
- Quoted person
- Summary
- Linking – only one option can be used
    - External
    - YouTube
    - Section
    - Quoted Description – this text will display in a modal window.
- Link text – Replace the text "View Student" with something more appropriate for your content.

Notable Features

All profiles should be listed one after the other in your section. It is important to be able to arrange content as you need them.

If you start a new group, you should provide a new Group title and overview.

2017 - Link Box Carousel/2017 - Link Box Wrap

Figure 6: Link Box Carousel - Link Box Wrap looks similar

Use Case

Use 2017 Link Box Carousel if you want the boxes to generate a sliding carousel.

Use 2017 – Link Box Wrap if you want a new row of images as soon as the boxes reach the edge of the current screen.

These can be used on any type of section, landing page or inner.

Description

Each link box is made up of one Image with a title that links users to key areas on your site.

Image dimensions (if applicable)

472 x 472 pixels

Fields

- Group Title
- Group Overview
- Start new Group
- Title
- Image
- Link (section, external, media)
- Modal Video – YouTube or HeaNet
- Modal Content

Notable Features

- All Link boxes or a particular type should be listed one after the other in your section. It is important to be able to arrange content as you need them.
- If you start a new group, you should provide a new Group title and overview.
- Always preview in different sized windows

2017 - News and Views

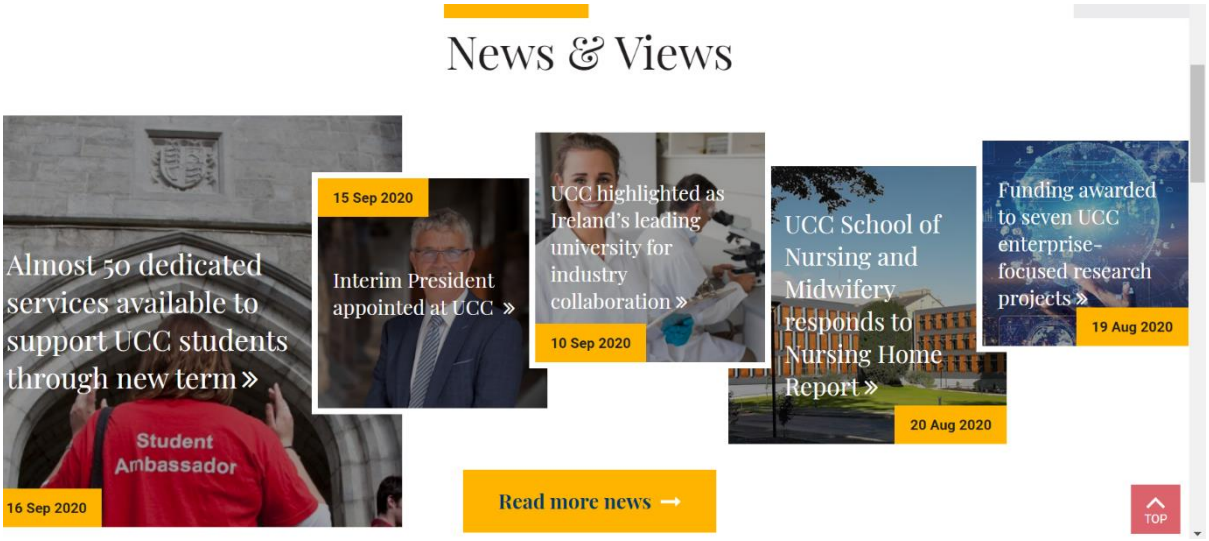


Figure 7: News and Views

Use Case

Used on landing pages to bring news content to the fore.

Description

Pulls the five most recent news stories together in a large standout piece on content

Image dimensions (if applicable)

425 x 353 pixels

Fields

- Title – the title News and Views can be over written by specifying your own title
- Use Branch News – selecting this will display content from your News section

Note:

You should only use News and Views if you plan to maintain a News section on your site. A stagnant news feed will cause your users to believe that all the sites content is stagnant and potentially out of date.

2017 - Connect Box

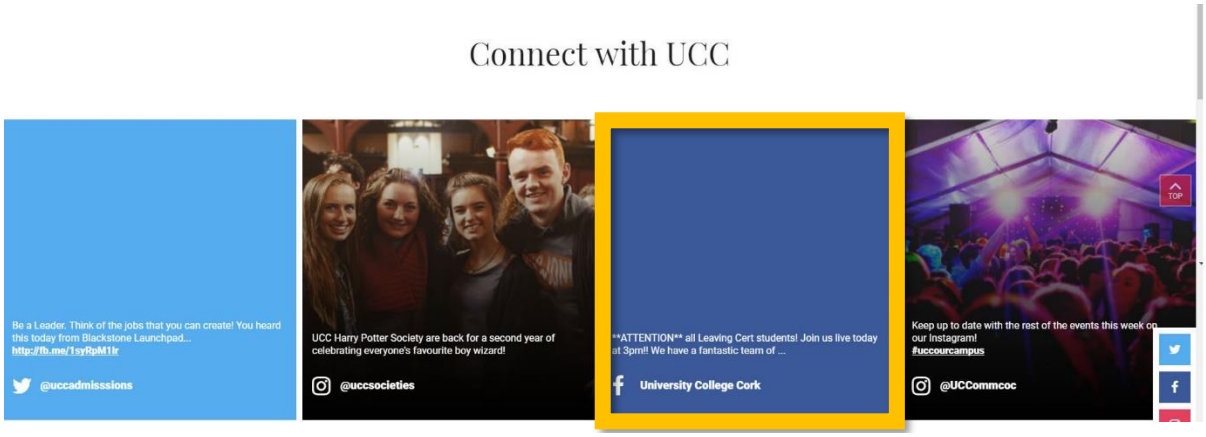


Figure 8: Connect Box - four builds one row

Use Case

Designed for use on landing pages this connect boxes can be used to showcase your best social media posts while linking users to your account.

Description

Each 2017 connect box contains an image or background colour, link (section, external, media), Owner, and icon.

Designed to be displayed 4 in a row, additional can be added using the start new group to force a second row of 4.

Image dimensions (if applicable)

472 x 472 pixels

Fields

- Group Title
- Group Overview
- Start new group
- Text
- Section link
- External Link
- Media link
- Icon
- Owner
- Background colour
- Background Image

Notable Features

Technically these connect boxes could be used to connect anything to your site or elsewhere!

All connect boxes should be listed one after the other in your section. It is important to be able to arrange content as you need them.

If you start a new group, you should provide a new Group title and overview.

2017 - Connect Multi Box

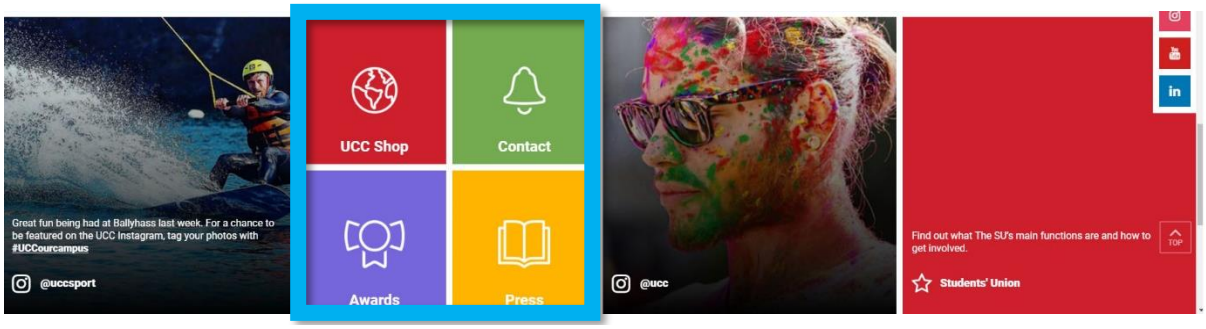


Figure 9: Multi Box - Four small icons to link to services or sites

Use Case

For use on a landing page, the multi connect box can be used in place of a connect box to get more links in to a smaller space. You could technically have a row of four multi boxes, giving you 16 icons/boxes to play with. However, it was designed to work as shown above.

Description

Featuring four icons, each with a title, icon, background colour and link.

Image dimensions (if applicable)

Non applicable

Fields

- Group Title
- Group Overview
- Start new group
- Title 1 (to 4)
- Section link 1 (to 4)
- External Link 1 (to 4)
- Media Link 1 (to 4)
- Icon 1 (to 4) – from a fixed list
- Background Colour 1 (to 4) – fixed list of colours to be in line with UCC's visual identity guidelines.

Notable Features

Technically these connect boxes could be used to connect anything to your site or elsewhere!

All connect boxes should be listed one after the other in your section. It is important to be able to arrange content as you need them.

If you start a new group, you should provide a new Group title and overview.

2017 - Connect Box Social Links

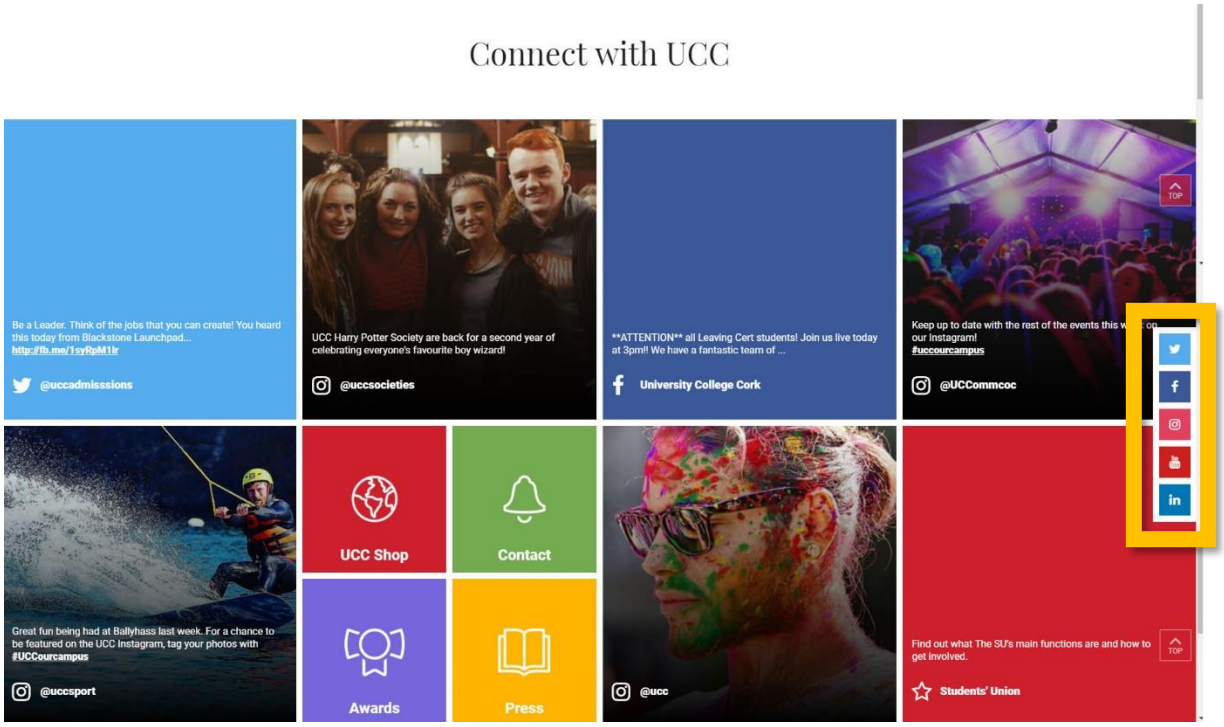


Figure 10: Connect Box Social links, should be used with connect box, and or connect box multi

Use Case

For use as showcased in figure 10. Will work so long as one row of connect boxes exists.

Description

Links to your social media accounts – displayed on the side of the page

Image dimensions (if applicable)

Non applicable

Fields

- Facebook link
- Twitter link
- Instagram link
- YouTube link
- LinkedIn Link

Notable Features

Dependent on the existence of 4 connect boxes.

contactdetails

Figure 11: Departmental Contact Information

Use Case

Appears on all sections of your site if added to the **contactfooter** section.

Description

Renders on all sections it of the site if added to the **contactfooter** section

Image dimensions (if applicable)

Non Applicable

Fields

- Title – name of department, unit, project etc.
- Contact Address
- Contact Email
- Contact Number
- Site Link
- Location Map Link
- Background colour

Notable Features

The Irish version of your department name may be provided. If it is please do not delete it.

Explore this Page

Use Case

Simplify the navigation of long pages.

Description

Adds a button menu to the top of a long page. Explore this page relies on long text being broken up in to several short pieces of General Content

Image dimensions (if applicable)

Non Applicable

Fields

- Name
- Title – you can use a heading other than Explore this page by providing your own title

To use the Explore this page content type:

Figure 13: Explore this page

- Navigate to the relevant section
- Click the Actions menu and select Create Content
- Use the filter to find “Explore this page”
- Click the content name to add it to your section
- Give the content a name and title (I use Explore this page but you can decide to use something else or nothing at all)
- Save and approve the changes

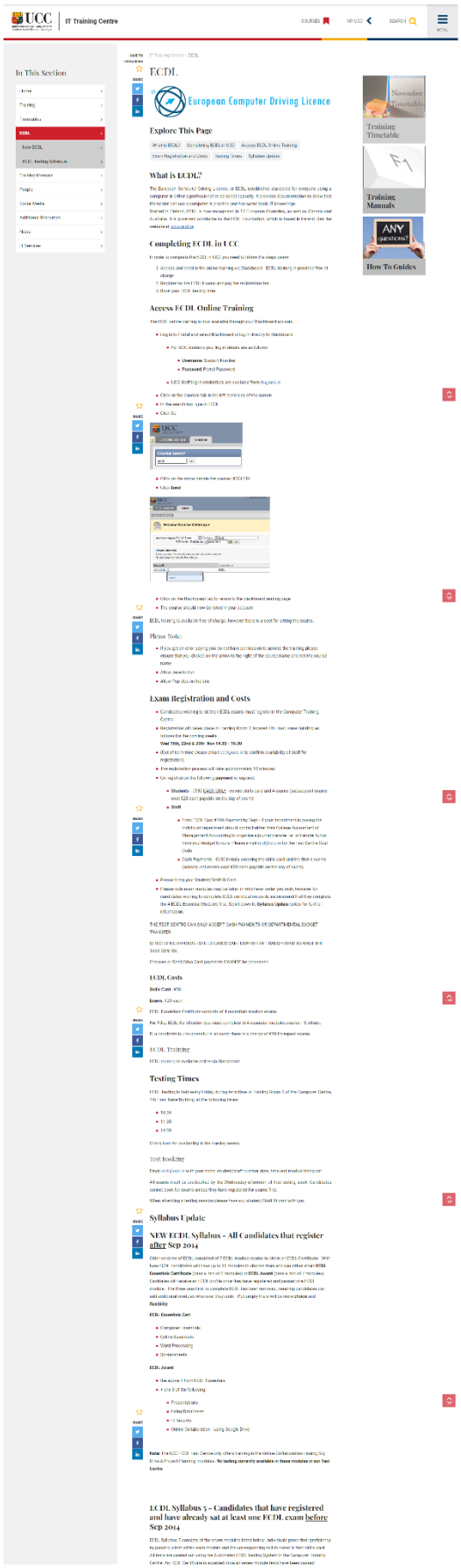


Figure 12: Long Page

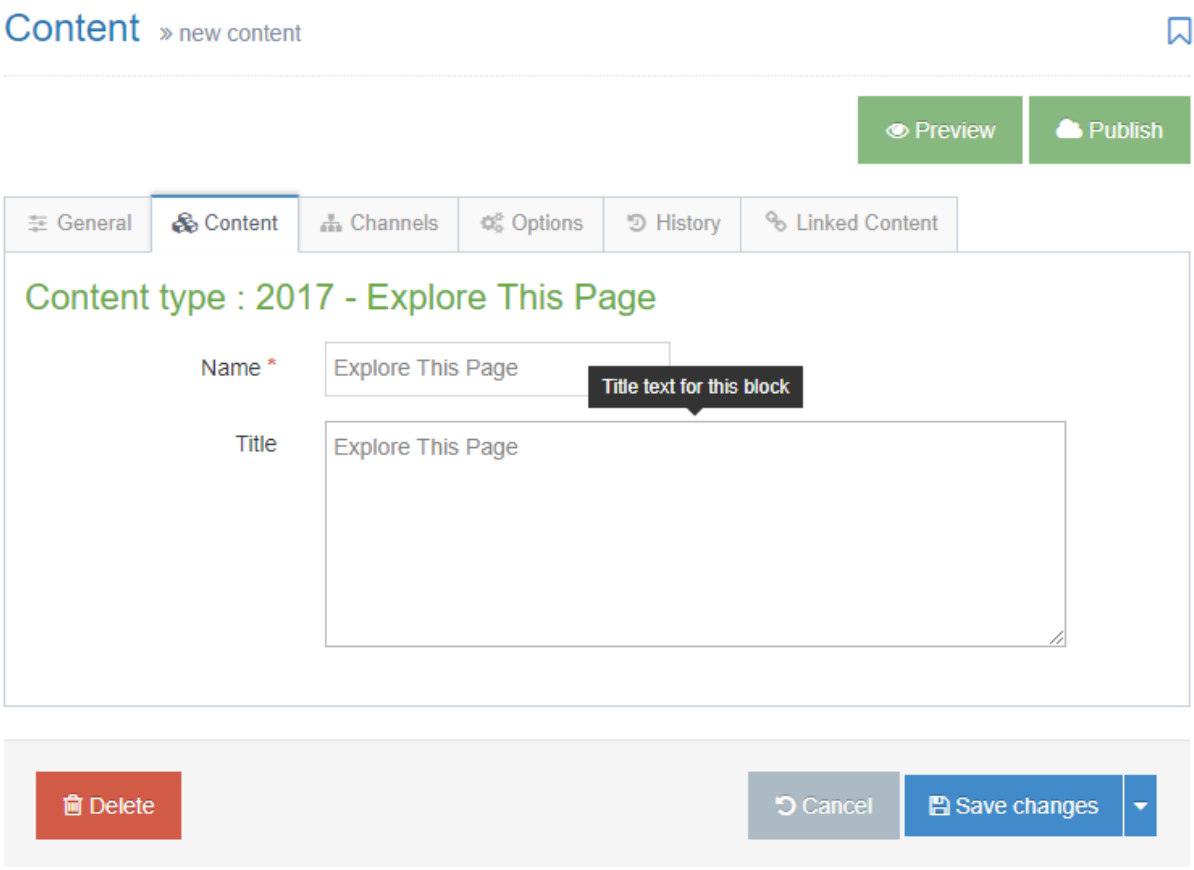


Figure 14: Explore this page content type

- This content type needs to be at the top of a page or at least near the top of a page.
- Use the four way cross arrow to the left of the content to drag it up.