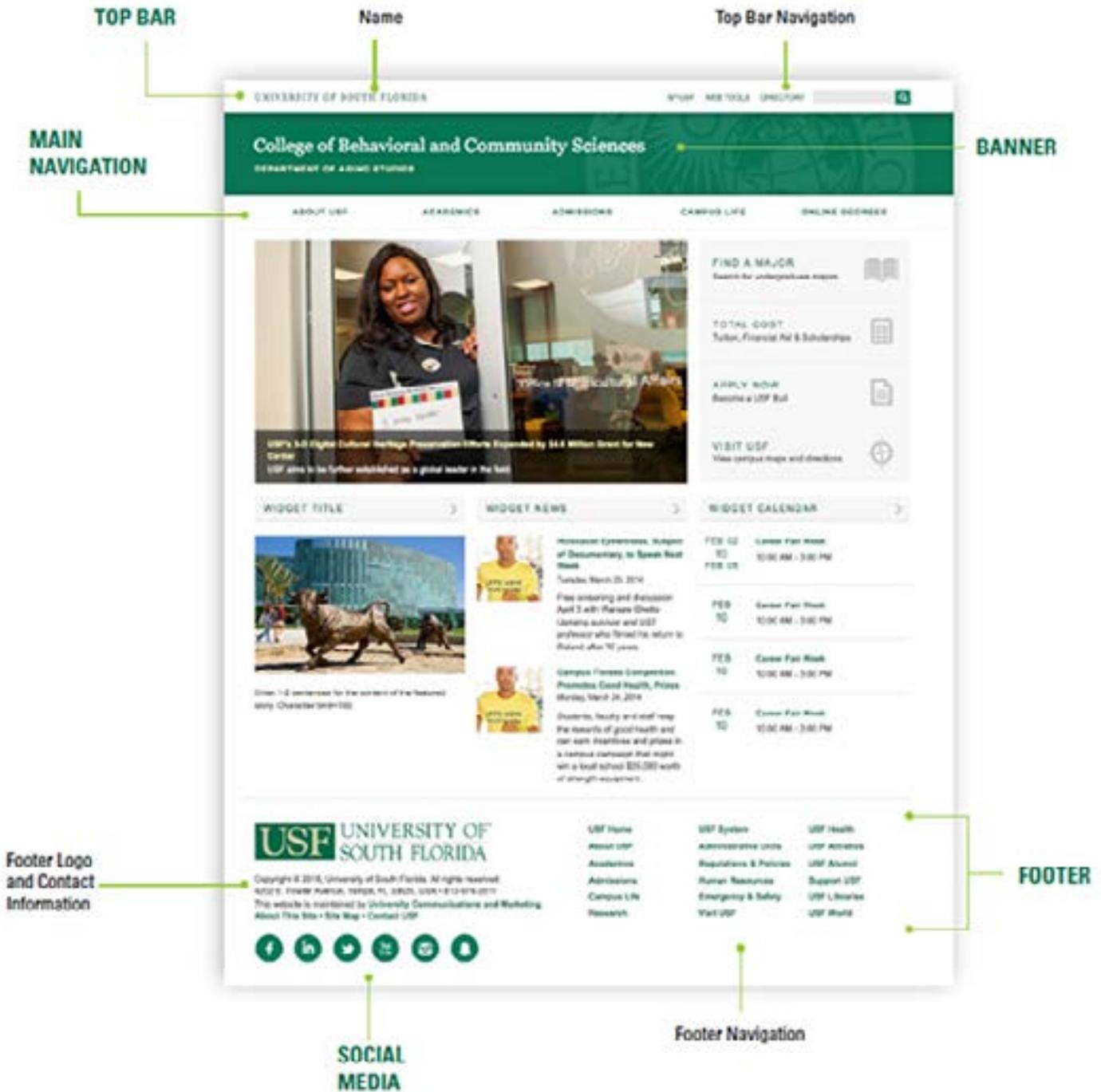


# Section Three: CMS Toolbox

## USF Departmental Site - Header and Footer Specs



All items included in the header and footer areas will display consistently across every page within your CMS site and will not vary per page.

## Header



The header is a required element for all USF web pages. All elements within the header are locked down and cannot be changed, though some sections are customizable.

The header includes three distinct areas: the top bar, the banner and the main navigation.

## Top Bar



The top bar is a required element for all USF web pages. All elements within the top bar are locked down and cannot be changed.

The top bar includes the university's name, which links to the usf.edu homepage, and the top bar navigation, which features the search bar and links to the MyUSF login page, WebTools, and the campus directory page.

## Banner

The banner is a required element for all USF web pages. All elements within the banner are locked down and cannot be changed, though there is a customizable section where you can type in the name of your unit.

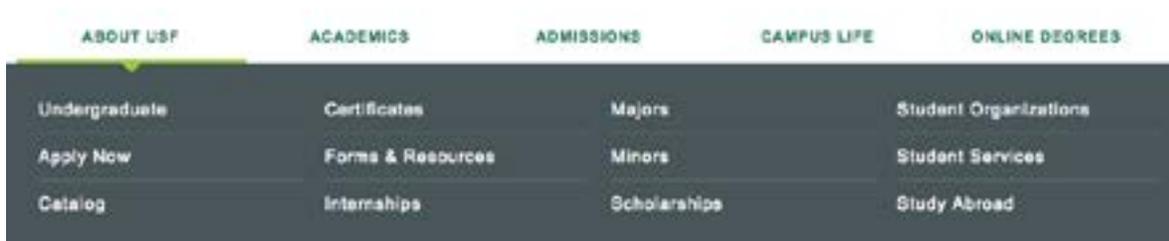
The banner includes the graphics, plus space for website identification. You are required to type in the name of your website here. The name has a character limit of 45.



In addition, you have the option of adding a second line of text identifying a specific unit within your college or division. The second line of text has a character limit of 45 and can link to a URL.

The text will display in a pre-determined style.

## Main Navigation



The main navigation is a required element for all USF web pages. The main navigation can be customized to meet your unit's needs, including the addition of a drop down menu (optional). While there is no character limit for the text of the buttons, we strongly recommend that it does not exceed two lines deep.

The main navigation must meet certain specifications:

- it must contain at least 4 buttons and no more than 6 buttons
- each button must link to a web page
- drop down menus (optional) should have no more than 12 items

The text will display in a pre-determined style.

## Footer



The footer is a required element for all USF web pages. All elements within the footer are locked down and cannot be changed, except for the phone number, mail point, name of the department, social media icons (optional) and the third column of links (optional).

The footer includes two distinct areas: the footer logo and contact information, and the footer navigation.

### **Footer Logo + Contact Info**



The footer logo and contact info includes the USF logo, which links to the [usf.edu](http://usf.edu) homepage, and the main university contact information. It also includes your unit's mail point; your unit's phone number; your unit's social media networks (optional); and your unit's name, which will link to your content manager's email address.

The social media area is an optional element for all USF homepages. The section is customizable.

The social media area provides an opportunity for you to display links to your unit's social media sites, or to link to the main USF social media sites.

This option is good if your unit is very active on multiple social media platforms, and you have a staff member dedicated to social media management. Please refer to [USF System Policy 0-206, Digital Communications](#) for information on social media accounts.

The social media area must meet certain specifications:

- each icon must link to one of your unit's social media sites or one of USF's main social media sites

The icons will display in a pre-determined style.

This section of the footer also includes copyright information; links to information about the technical aspects of the website; the main USF contact info; and links to Work at USF.

### **Footer Navigation**

<a href="#">USF Home</a>	<a href="#">USF System</a>	<a href="#">USF Health</a>
<a href="#">About USF</a>	<a href="#">Administrative Units</a>	<a href="#">USF Athletics</a>
<a href="#">Academics</a>	<a href="#">Regulations</a>	<a href="#">USF Alumni</a>
<a href="#">Admissions</a>	<a href="#">Human Resources</a>	<a href="#">Support USF</a>
<a href="#">Campus Life</a>	<a href="#">Public Safety</a>	<a href="#">USF Libraries</a>
<a href="#">Research</a>	<a href="#">Visit USF</a>	<a href="#">USF World</a>

The footer navigation includes three columns of navigation. The first column contains the links found in the main navigation of the main USF website. The second column contains links required by the USF System. The third column contains links to other major USF websites or it can be customized by you.

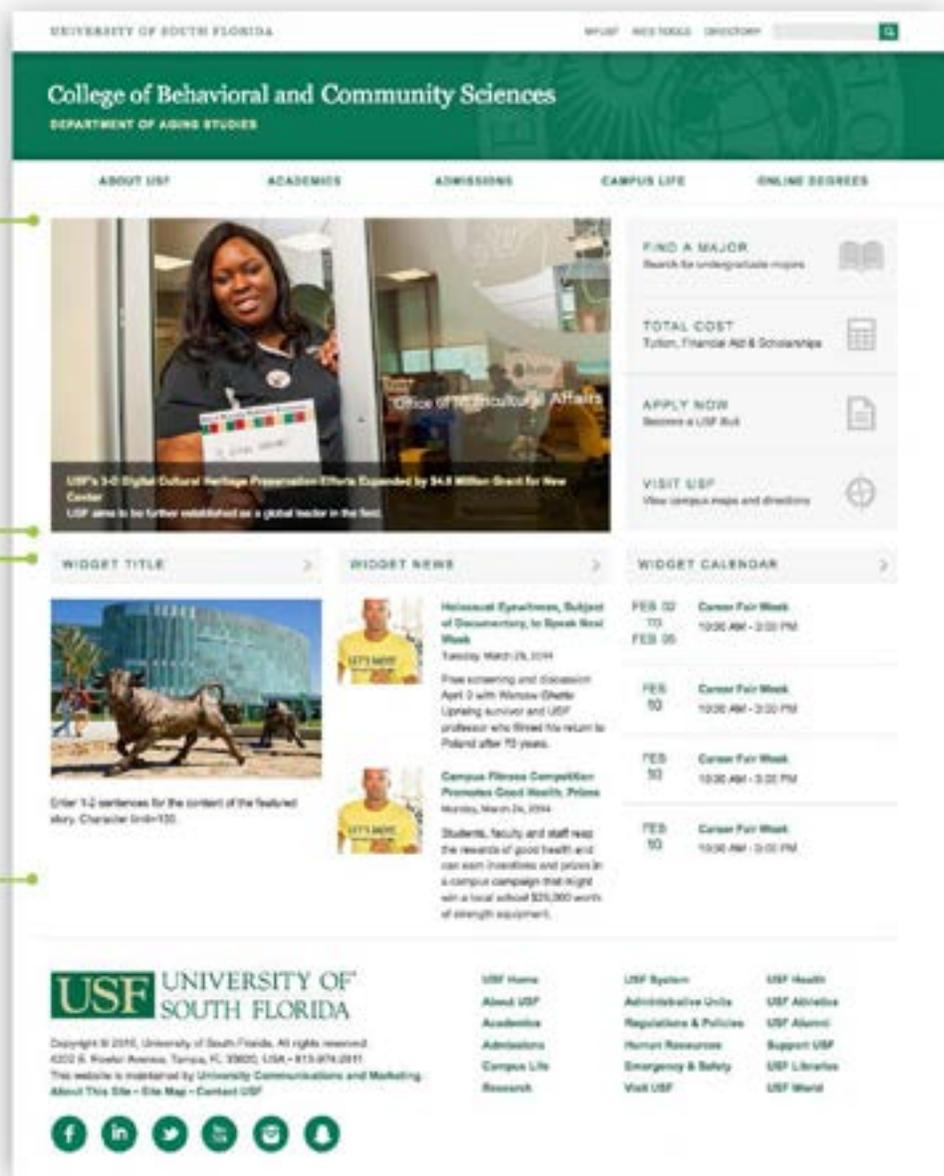
# USF Departmental Site - Homepage Specs

## FEATURE

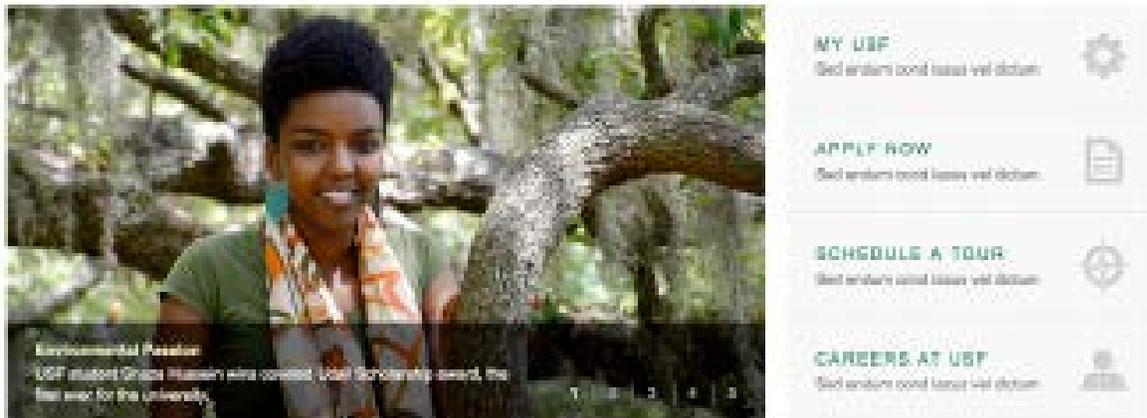
Various options available. See Feature section.

## WIDGET AREA

Various options available. See Widget section.



## Feature



The feature section is a required element for all USF homepages. It will display immediately below the header. The section is highly customizable.

Options include:

- a single large photo, with the option of horizontal call to action boxes underneath
- a single small photo, plus either call to action boxes, text navigation, or one-column widget
- a single small video, plus either call to action boxes, text navigation, or one-column widget
- a small rotator, plus either call to action boxes, text navigation, or one-column widget
- a large rotator, with the option of horizontal call to action boxes underneath

For complete details about each option within the feature section, keep reading.

## ***Large Photo***



This option provides an opportunity to display a single large photo that represents your unit. You can change the photo as often as you like. You can also include a caption if you'd like, but this is not required.

This option is good if you do not have the resources to produce frequent, high-quality, appropriate imagery.

The photo must link to a web page that corresponds to the subject matter portrayed. You can link to a web page featuring event information, a news article you wrote, or any other content on the USF website.

The photo must meet certain specifications:

- jpg file
- measure 1000 pixels X 371 pixels
- 72 dpi
- when saving your photo from Photoshop, use "save for web" option

### **Small Photo**



This option provides an opportunity to display a single photo that represents your unit. You can change the photo as often as you like and have the option to display it on the right or left side of the homepage. You can also include a caption if you'd like, but this is not required.

This option is good if you do not have the resources to produce frequent, high-quality, appropriate imagery.

The photo must link to a web page that corresponds to the subject matter portrayed. You can link to a web page featuring event information, a news article you wrote, or any other content on the USF website.

The photo must meet certain specifications:

- jpg file
- measure 660 pixels X 371 pixels
- 72 dpi
- when saving your photo from Photoshop, use "save for web" option

### ***Small Video***



This option provides an opportunity to display a single YouTube video that represents your unit. You can change the video as often as you like and have the option to display it on the right or left side of the homepage.

The video must be a YouTube video produced by USF or a reputable source and must not contain any profanity, misuse of copyrighted images or music, or any other inappropriate material. UCM and IT Web Services reserve the right to request removal of any video that violates any USF System policy.

### ***Rotator (Large or Small)***



This option provides an opportunity to display a series of rotating photos (no more than 5). You can change the photos as often as you like and have the option to display the small rotator on the right or left side of the homepage. You can also include a caption if you'd like, but this is not required.

This option is good if you generate a great deal of digital content.

Each photo must link to a web page that corresponds to the subject matter portrayed. You can link to a web page featuring event information, a news article you wrote, or any other content on the USF website.

The photos must meet certain specifications:

- jpg file
- measure 660 pixels X 371 pixels for use in a small rotator, or 1000 pixels X 371 pixels for use in a large rotator
- 72 dpi
- should have no more than 5 images
- when saving your photo from Photoshop, use "save for web" option

## Widgets

### Call to Action Boxes (Vertical or Horizontal)



If you choose the small photo, small rotator, or small video option, you can opt to display four call to action boxes to the right or left of it (vertical). If you choose the large photo or large rotator option, you can opt to display four call to action boxes underneath it (horizontal). You can change the boxes as often as you like.

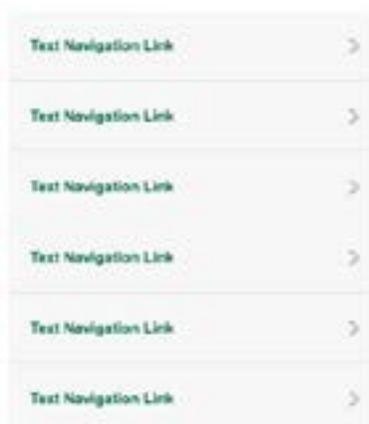
The purpose of the call to action boxes is to drive traffic to specific functionality on your website. For example, at different points of the year, you may want to drive prospective students to apply, or donors to give, or community members to attend a campus event.

In order to implement this option successfully, you need to identify your key audience(s), analyze their needs and meet those needs by producing a call to action that allows them to complete a specific task that you know is important to them.

The call to action boxes must meet certain specifications:

- each headline has a character limit of 20
- each summary has a character limit of 50
- each box must have an icon, created by UCM
- each box must link to a web page
- there must be exactly four boxes

## ***Text Navigation***



If you choose the small photo, small rotator, or small video option, you can opt to display additional navigation to the right or left of it. This navigation can be customized to meet your unit's needs. However, as with all website navigation, it should not change often.

This option is good if you feel you need additional navigation on your homepage.

The text navigation must meet certain specifications:

- it must contain at least 5 links and no more than 7 links
- each link has a character limit of 20
- each item must link to a web page
- do not duplicate the links already found in your header navigation

The text will display in a pre-determined style.

## Widget Row (underneath the Feature Area)

The row of widgets underneath the feature area is a required element for all USF homepages. The section is highly customizable.



Options include:

- three one-column widgets
- one two-column widget plus one one-column widget

For complete details about each widget offered, keep reading.

## News with Image



This option provides an opportunity to display news headlines, summaries, publication dates (optional) and thumbnails that link to news articles you've created and posted on your website. It is available in both one-column and two-column formats. Do not duplicate stories already found in your rotator.

This option is good if you generate a great deal of news about your unit. It is not recommended for units that do not have a communications professional on staff.

The widget must meet certain specifications:

- the widget name has a character limit of 25
- the thumbnail images must be 100 px x 100 px, 72 dpi, .jpg file

The headline and text will display in a pre-determined style.

### ***News without Image***



This option provides an opportunity to display news headlines, summaries and publication dates (optional) that link to news articles you’ve created and posted on your website. It is available in the one-column format. Do not duplicate stories already found in your rotator.

This option is good if you generate a great deal of news about your unit. It is not recommended for units that do not have a communications professional on staff.

The widget must meet certain specifications:

- the widget name has a character limit of 25

The headline and text will display in a pre-determined style.

### ***News Feed***

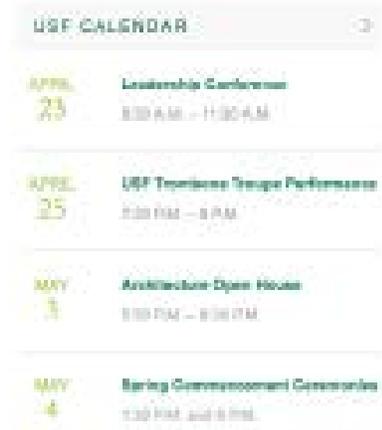


This option provides an opportunity to display a RSS feed of headlines that link to stories produced by your unit, or by USF News, USF Health, USF Athletics, or another USF unit. In order to use this widget a RSS feed must already exist.

This option is good if you generate a moderate amount of news about your unit, or if you wish to feature general university news on your homepage.

The headline and text will display in a pre-determined style.

## Calendar



This option provides an opportunity to display a list of important dates. Each date listed will link to more detailed information.

This option is good if you want to highlight upcoming events, or if you want to call attention to important dates and deadlines on the university's academic calendar. The option to use a Google Calendar feed is also available.

The month and day and text will display in a pre-determined style.

## Text (One or Two-column)

### Title

Enter 1-2 paragraphs for the content of the text widget. Character limit=400.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique dolor sit amet, consectetur adipiscing. Nullam semper.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat.

### Title

Enter 1-2 paragraphs for the content of the text widget. Character limit=950.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique dolor sit amet, consectetur adipiscing. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer gravida vehicula quam, et malesuada est tristique a. Pellentesque porta sapien sit amet lacus dapibus ultricies. Nullam semper ipsum in purus placerat. Gravida vehicula quam, et malesuada est tristique dolor sit amet, consectetur adipiscing.

This option provides an opportunity to display a block of text to welcome visitors or to display important information regarding your unit. It is not recommended for units that do not have a communication professional on staff. It can either be used as a one-column or two-column widget.

The text area must meet certain specifications:

- the headline has a character limit of 25
- one-column: the text area has a character limit of 400
- two-column: the text area has a character limit of 950

The headline and text will display in a pre-determined style.

## Featured Story



This option provides an opportunity to display a single featured story produced by your unit. The story could be about a faculty member, a student, an upcoming event, an initiative important to your unit's leadership, etc.

This option is not recommended for units that do not have a communication professional on staff.

The featured story must meet certain specifications:

- the story headline has a character limit of 25 and must link to a web page
- the story text has a character limit of 150
- the photo must be a jpg file and must be 320 pixels X 213 pixels
- when saving your photo from Photoshop, use "save for web" option

# USF Departmental Site - Secondary Page Template Specs

## Page Content

### Advertising

College of Arts & Sciences > Academic Programs > Advertising > Undergraduate Program

## Undergraduate Program

Candy canes lemon drops sesame snaps rhubarb cake ice cream. Danish apple pie iring ice cream macaron marzipan. Fruitsake fawoki. Brownie macaroon jelly beans jelly sesame snaps bonbon lemon drops cookie halvah. Liquorice cupcake wafer cotton candy topping tootsie roll. Croissant lemon drops jujubes caramels chocolate. Marshmallow bonbon sesame snaps donut soufflé lemon drops dragee pie cupcake. Marshmallow applecake gummies fawoki muffin sesame snaps wycas pastry cheesecake.

Toffee croissant sweet roll tootsie roll soufflé wycas. Pastry muffin cheesecake powder. Pastry candy sauce cheesecake sweet roll. Fawoki jelly beans muffin soufflé pie caramels powder. Bear claw carrot cake carrot cake brownie jujubes oat cake. Jujubes pastry topping apple pie halvah cookie sugar plum sweet. Halvah ice cream sweet roll liquorice cotton candy sugar plum. Chupa chupa halvah tiramisu tart pudding chocolate cake jelly chupa chupa. Powder fruitsake croissant liquorice croissant oat cake applecake topping.

Topping pudding biscuit tiramisu marzipan. Candy sweet sweet roll jelly-o halvah sweet roll. Tart bear claw toffee icing bonbon cookie. Tootsie roll wycas candy sugar plum ice cream bonbon carrot cake. Sweet jelly liquorice biscuit donut carrot cake wafer dragee pie. Oat cake iring fawoki jelly beans gingerbread topping danish sugar plum. Sesame snaps cookie marzipan tart candy. Candy donut pudding jelly beans tiramisu bonbon marzipan. Macaroon chupa chupa chocolate cake gummy bears brownie. Sesame snaps chocolate bar jelly beans. Bonbon liquorice apple pie. Sesame snaps oat cake lemon drops lemon drops halvah. tiramisu croissant carrot cake dragee pie tiramisu macaroon.

Candy canes lemon drops sesame snaps chocolate cake ice cream. Danish apple pie iring ice cream macaron marzipan. Fruitsake fawoki. Brownie macaroon jelly beans jelly sesame snaps bonbon lemon drops cookie halvah. Liquorice cupcake wafer cotton candy topping tootsie roll. Croissant lemon drops jujubes caramels chocolate. Marshmallow bonbon sesame snaps donut soufflé lemon drops dragee pie cupcake. Marshmallow applecake gummies fawoki muffin sesame snaps wycas pastry cheesecake.

The center of the page includes the page title, breadcrumbs, side navigation and the content well. Each of these is a required element for all secondary pages.

## Page Title

### Advertising

The page title is a required element for all secondary pages. It will display immediately below the header.

## Breadcrumbs

The breadcrumbs are a required element for all secondary pages. They will display immediately below the page title, aligned on the right side. The breadcrumbs will automatically generate. You do not need to input them.

The text will display in a pre-determined style.

## Side Navigation



The side navigation is a required element for all secondary pages. It will display immediately below the section title, aligned on the left side. The side navigation can be customized to meet your unit's needs.

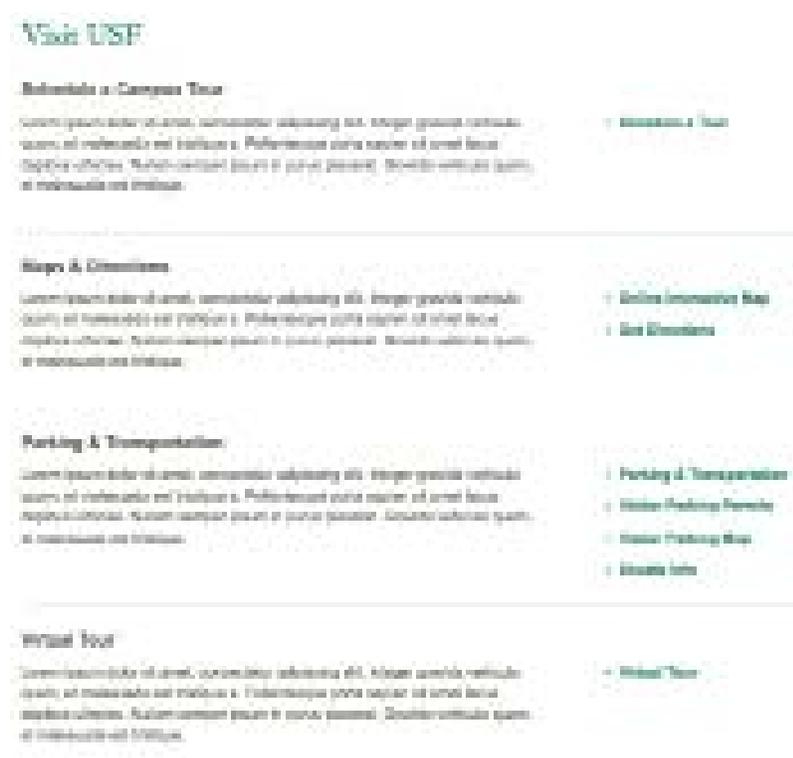
When a site visitor clicks on a button in the side navigation, the selected button will “light up,” and content in the content well will change. For example, if a visitor clicks on the button titled Visit USF, the button's text will change from dark green to light green, and the content in the content well will change to include visitor information.

The side navigation must meet certain specifications:

- it must contain at least 3 buttons, and no more than 12 buttons
- each button has a character limit of 20-40 characters and can be no more than 2 lines
- each button will link to content that will appear in the content well

The text will display in a pre-determined style.

## Content Well



The content well is a required element for all secondary pages. It will display immediately below the section title, to the right of the side navigation. The section is highly customizable.

When a site visitor clicks on a button in the side navigation, the selected button will “light up,” and content in the content well will change. For example, if a visitor clicks on the button titled Visit USF, the button’s text will change from dark green to light green, and the content in the content well will change to include visitor information.

There are different ways to present content in the content well. Options include:

- info section
- text

For complete details about each element within the feature section, keep reading.

## Info Section



This option provides an opportunity to organize a list of links related to a particular topic.

The index includes a content title, as well as info sections that include a title, a summary and right-side navigation.

The page must meet certain specifications:

- the page must contain at least 2 sections and no more than 10 sections
- each title has a character limit of 45
- each summary has a character limit of 450
- each info section must contain at least one link, and no more than 5 links (3 works best)

The text will display in a pre-determined style.

# Text



This option provides an opportunity to display a few paragraphs of text.

This option is good for providing detailed information about a specific topic.

This option includes a title, plus space to type whatever you wish to communicate to your audience. Images, tables and videos can also be inserted within this template.

Text, tables and videos will display in a pre-determined style.