QUICK START GUIDE

Eastern web pages are built using a variety of "content rows," each with different functionality and a varying use of text, heads, photos, graphics, and videos. Keep in mind you do not have to build your page based on the order of the content rows in the drop down menu nor would you ever use all of the rows. These are samples of how you can use the content rows but you may explore additional options by referring to your Cascade Contributors Guide.

BANNER:

Banner heading text should be short and intuitive ("University Relations"; not "Office of University Relations"). The photo should convey the nature of the department, office or service.

Image size: Landing Page 1920x745 or Interior Page 950x490 pixels.

MAIN CONTENT ROW/ WYSIWYG:

Allows you to display content (may include images) either on a landing page or interior page.

NOTE: All pages using the Landing page template must have a main content row and it must be the first content row on the page. Interior pages do not have a main content row, but can use the "wysiwyg" content row or any other content row as the first row.

CARD DECK:

Used for two or three elements of equal importance with a header, photo, text and an optional link to more content.

NOTE: You can use the Card Deck content row with a two- or three-column row format, and with or without images.
Image size: 430x290 pixels.

GALLERY:

Allows you to rotate multiple images/text in a slider (maximum of 6). You have the option of auto advancing the slides or allowing the end user to manually advance the slider.

NOTE: Auto advance ensures that the end user sees multiple items. Hovering over any single item stops the auto advance so the end user can control the movement. **Image size: 624x425 pixels.**
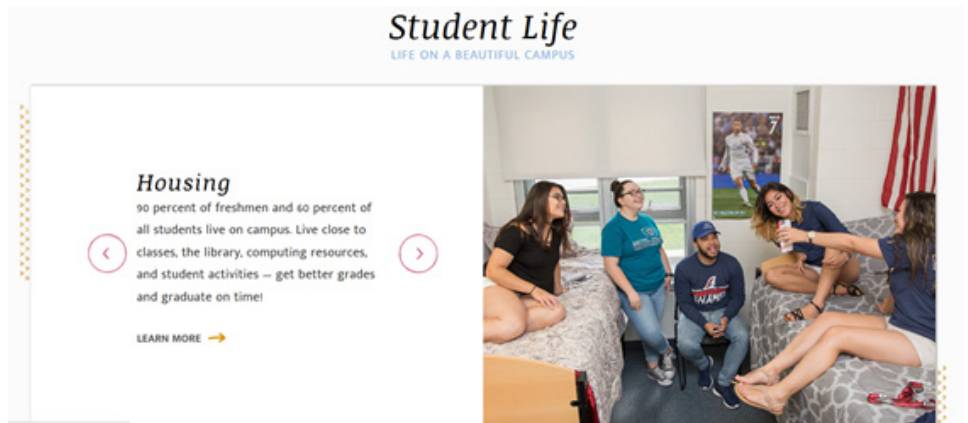
ROLLUPS:

Must appear as three separate rollups, three per row. You may have up to three rows of rollups, totaling nine rollups. In the two examples shown to the right, note that the first example has text that is revealed on rollup (mouse hover) and the second example has static photos in the two rows. Optional link included.

Image size: 402x572 pixels

ICON SLIDER:

Used to create statistics with a graphic, number/symbol, and caption. A field to enter each element exists in the CMS.

ACCORDIONS:

Each accordion opens independently to reduce the number of interior pages and clicks, allowing users to see more content while controlling the vertical length of the page. Accordions can include a header, text, image, and link(s) to more information.

IMAGE SLIDER:

Used to create a photo slider of multiple images, with or without captions. Includes a heading.

NOTE: Maximum of five images allowed.
Image size: 430x290, 630x430, or 425x580 pixels.

TWO COLUMN TEXT/MEDIA:

While this content row is designed to showcase a video, it can also be used to present two columns of text, or used with text and an image. Two examples are shown, one with text and video and one with just two columns of text.

Image size: 600x400 or 400x600 pixels.

(Example 1)

Abstract Counting
SUPPORTING MATHEMATICAL DEVELOPMENT IN YOUNG CHILDREN

In this brief video, Dr. Sudha Swaminathan describes the importance of providing children ample opportunities to manipulate tangible objects while developing counting skills. This foundational understanding eventually leads to their ability to engage in abstract counting.

(Example 2)

Successful Alumni

Recent Eastern students who earned a bachelor's degree or a minor in biology are at the following companies and professional/graduate schools:

- Alexion Pharmaceuticals
- Bristol-Meyers-Squibb
- Kinetic Biomedical
- Pfizer
- State of Connecticut Department of Environmental Protection
- Boston College
- Dartmouth College
- Duke University
- Tufts University
- University of Massachusetts Medical School

Career Options

Students who pursue undergraduate degrees in Biology can have rewarding and successful careers in a variety of professional fields, including:

- Physician
- Dentist
- Veterinarian
- Laboratory technician
- Optometrist
- Ecologist
- Forensic, marine, cell, wildlife, or computational biologist
- Entomologist
- Biotechnologist
- Nurse

BLUE BLOCK:

Used to break up a page that has a lot of black text on a white background and is text only, without photo or header options.

Student Activities

Eastern students enjoy a broad range of on-campus experiences designed to promote academic, social, and personal development. Student Activities staff work with other offices in the Division of Student Affairs, as well as faculty and housing staff, to provide an integrated student life program.

- More than 90 active student clubs and organizations
- More than 2,500 social and cultural events a year
- Cocurricular programming
- Leadership opportunities
- Recreational and wellness programs

CALLOUT:

Perfect for showcasing deadlines or announcements. Always has white text on a dark blue background, with a transparent photo in background. Has an optional call-to-action link such as "Learn more."

Callout Heading

THIS IS YOUR SUBHEADING

'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.'

(Example of Call to Action Link)

LEARN MORE →

2/1 TEXT with MEDIA:

While similar to Two Column Text/Media, this content row divides the content into a 2/3 and 1/3 format. You have the option of using an image or a video. Has an optional call-to-action link such as "Learn more."

Image size: 624x425 pixels.

Joshua Newhall '18
GERMANY

Political Science major Joshua Newhall studied at Freie Universität in Berlin, Germany in spring 2017. "As a political science major I have always been interested in Germany for its unique history and influential role in the European Union and modern international relations. This school also offered several interesting economic courses which I thought would be especially influential coming from a university in the heart of the world's fourth largest economy."

(Example of Call to Action Link)

LEARN MORE →

THERE ARE NO STUPID QUESTIONS!

Still need help? Contact your web developer in the Office of University Relations, refer to your Hannon Hill Cascade Contributor Guide or look at our short help videos at easternct.edu/universityrelations/web-services.