

The logo for Hannon Hill features three stylized, overlapping diagonal lines in yellow and blue to the left of the company name.

# HANNON HILL

## Cascade Contributors Guide

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For Eastern Connecticut State University

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## Introduction

Eastern Connecticut State University's website is a mission-critical resource for the University. It serves as a major marketing and communications resource; provides transactional services (submitting forms; paying student bills; course selection); and allows faculty, students, and staff to access other information important to their daily work. Creating, maintaining, and updating webpages are on-going tasks at Eastern shared by dozens of people. The guidelines and principles found in this guide are designed to make webpage creation and maintenance easy for even the most non-technical person.

At the same time that this guide serves as a resource for Eastern web "contributors," it also establishes the design principles and guidelines used by the University to ensure that Eastern's website reflects the same graphic and written standards found in other Eastern communications. It is the University's goal that all Eastern web pages have a consistent, modular look and navigation for the ease of our constituents and in keeping with best practices in today's world of "mobile-responsive" web design.

**Training:** A comprehensive training program offered through the Center for Instructional Technology (CIT) assists web contributors in using the Cascade CMS. Consult with CIT or the Office of University Relations to schedule a session if you have not taken Cascade Contributor Training.

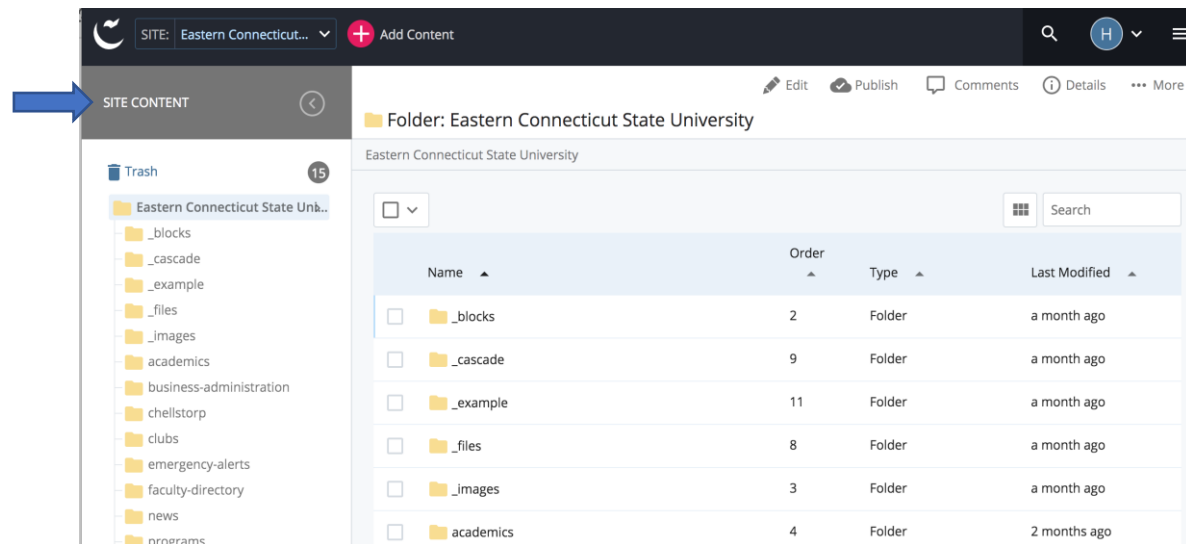
**About Eastern's Cascade Website:** Eastern is using the Cascade CMS (content management system) licensed by Hannon Hill, Inc., to build and maintain its website. In Cascade, roles include Contributors (department-level website maintainers); Approvers (department heads or people approving page content); and Administrators (developers in the Office of University Relations). This guide is focused on training contributors and provides basic information and detailed appendices showing the fundamentals of Cascade, as well as specifics of Eastern's website design. Eastern's use of a variety of "content row" options is fully described in this guide, as is the folder structure used by Cascade to store and manage content assets. In today's "mobile-responsive" world of website design, Eastern's website has been created with a grid of rows and columns serving as the basis for the site's structure, with multiple rows and columns displayed on a desktop computer. These same rows and columns collapse into standard one-column, vertically scrolling web pages in the mobile view.

**How Department Websites Are Built:** The Office of University Relations develops an outline for department index pages; University Relations developers then create each department's index page, including banner images, the navigation menu, and other elements. **(University Relations manages department home pages; consult with them for any changes you want to make on your home page.)** Department contributors will build out lower pages using migrated/new content. Department contributors are trained in Cascade so that they can use their new index page(s) to add appropriate migrated and new content. After training, departments must keep their pages current in both Word Press and Cascade until Eastern goes live with the Cascade website (Hannon Hill migrated content on October 1, 2018, so any changes you have made after that date but prior to your training must be cut and pasted from Word Press into your new Cascade pages.)

**For More Information:** Contact Jason Wheat, Website Manager (wheatj@easternct.edu, 860-465-4361); Ed Osborn, Director of University Relations (osborne@easternct.edu, 860-465-5043); Anik Vasington, Technical Support Analyst (vasingtona@easternct.edu, 860-465-0514); or Mike Palumbo, Technical Support Analyst (palumbom@easternct.edu, 860-465-5037). For online resources and guidelines, visit [www.easternct.edu/universityrelations/web-services](http://www.easternct.edu/universityrelations/web-services).

## Navigating within your department’s website

In selecting your department’s website, you are taken to a new view within Cascade CMS. Let’s explore the content and functions within this view.



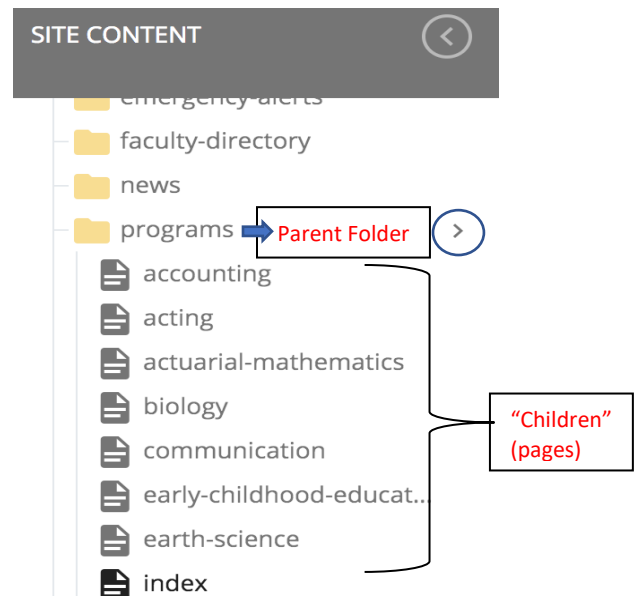
The list of folders and files on the left side of the screen are referred to as your **Site Content tree** and represents the parent folder for your website as well as the file structure of your content.

The Site Content tree can also be used to improve the Search Engine Optimization (SEO) for your website (for SEO details, see Appendix H.) **Cascade CMS combines the names of a parent folder and the page to create the web URL.** This means that as you organize the content in your site, the folder and page names should be “SEO friendly”. Each department or office has a “parent” folder that contains all pages and other assets (images, files, etc.) for your department. (See figure below)

Clicking on a folder icon provides a quick ‘dropdown’ preview of content within the folder without having to open it.

To select a subfolder or a single file, you can click directly on the name within the display dropdown (e.g., the accounting page under the **programs** folder).

You can also click on the displayed arrow to the right of the folder name (e.g., the arrow to the right of **programs**) to view just that folder’s contents. This allows you to move, delete or copy multiple files at the same time. You may also right click on items in the Site Content tree to access a quick menu of options for that item. Cascade CMS allows you to move files and folders by dragging and dropping.









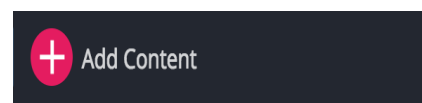
## Cascade CMS Glossary at a Glance

This section of the Contributor Guide is to familiarize you with the icons you may see inside the CMS as you create content, as well as help you understand the terms referred to in this guide.

### Assets

An asset is any resource within the system that can be used to generate content. For ease of use, assets are classified as one of the following:

1.  **Page** – A web page you build in the CMS from other assets. (Contributors will chiefly use the “interior page” template for their pages; the “landing page” template is also available).
2.  **File** - May be an image file (.png, .jpg, etc.), document file (.pdf, .docx), or video.
3.  **Block** – Blocks are special assets created for use in multiple areas of the website. Example: a customized side menu. Only the Office of University Relations can create blocks, but they are used throughout the Eastern website. Consult with University Relations to determine if and when you may need to create a block for any of your pages.
4.  **External Link** - A link to a website external to Eastern’s domain – [www.easternct.edu](http://www.easternct.edu) – (i.e. National Science Foundation or an ITS-managed app like e-Web)
5.  **Folder** - A container within Cascade to store pages, files, and other assets.
6.  **Reference link** – A link to another page, file or asset on Eastern’s website but outside your department’s parent folder. (Example: a link on the Biology Department’s site to the Bursar.)



### Adding Content

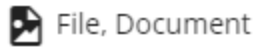
Prior to creating or editing a webpage in Cascade, you will need to use the + Add Content to create “assets” to use in building your page(s). This may include uploading images and documents; or creating external or reference links.

### Uploading Images/Documents

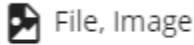
Images and documents (PDFs, .docs, .xls, .pps, and other files) must be uploaded via the Add Content button at the top of the page. You cannot upload an image via “File, Document” and you cannot upload a document via “File, Image”; this is to ensure that you don’t accidentally upload potentially malicious files. Unless a MS Office file (Word .doc, EXCEL file) needs to be downloaded, we encourage you to convert it to a .pdf or .html page.

### Uploading files:

Click on the **Add Content** button.

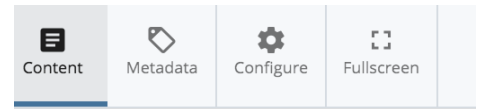


In the Add Content menu, select **File, Document** or File, Image



### Select File

Once selected you are given a window asking for File Name (ignore for now), and a box with the text “Drop file(s) here or choose some from your computer”. Dragging a file to the box will upload it, or clicking on “choose” will pop open the file navigation (Windows or Mac) which will allow you to browse to the file on your computer.



File Name \*  
*Must meet the following requirements: Lowercase only, W...*

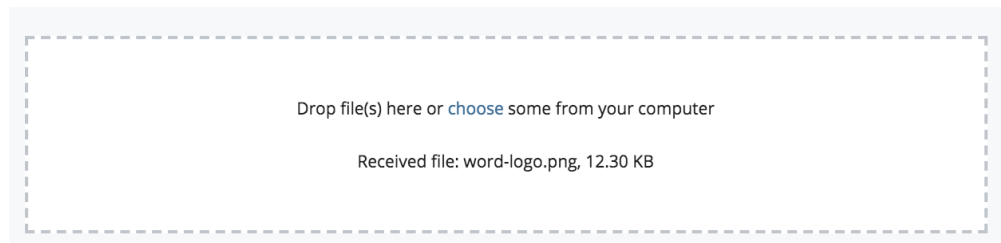
Placement Folder \*  
logos  
Eastern Connecticut State University: /\_imag...

Title

Keywords

Description

Add to Navigation  
 Yes  No



### Image Uploads

Upon choosing a file, the File Name will be filled in based on the original name of the file. You can choose to rename the file but **BE SURE TO KEEP THE EXTENSION THE SAME**. Without the file extension, the CMS cannot properly display the file. If you upload “DSC\_12345.jpg” and want to rename it to something more recognizable like “biology-banner.jpg”, you must keep the “.jpg” part of the file name consistent. Do not change a .jpg to a .png or a .pdf, etc. This will cause your file to break and be unviewable. Naming your images as well is helpful for SEO and ADA compliance.


File names must be all lower case, with no spaces, and with no special characters or punctuation (not counting the period in the extension .jpg) with the exception of hyphens. You can then choose the Placement Folder; Note: be sure you select the right folder to place your image or document, as the CMS usually defaults to the last folder you were working in.

File Name \*

*Must meet the following requirements: Lowercase only, Word spaces replaced with hyphen, and leading and trailing spaces are not allowed*

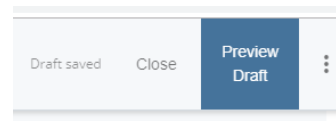
word.logo.png

Placement Folder \*

 \_images

Eastern Connecticut State University: /biolog...

Click **“Preview Draft”** in the top right corner; if your file isn’t too large (<2MB for images and <15MB for documents), your file will upload to the specified folder for future use.



## Resizing Images (VERY IMPORTANT!)

While Cascade has a photo editing tool, **Eastern’s practice is for you to resize images in PhotoShop before you upload them to the content management system.** Digital photos today are often very large. The Cascade content management system will render photos in pre-determined display sizes, regardless of the size of the actual image file. Therefore, while photos taken on a digital camera or cell phone of 5-10 MB are not uncommon, the maximum display size of a photograph on Eastern’s Cascade website is 2 MB, rendered in the largest size of 1920 x 1000 pixels. The file size for such an image should be somewhere between 1-2 MB. Smaller images (435 x 580 pixels for vertical images; 430 x 290 pixels for horizontals) are more in the 100-200 KB range. Photos smaller than the minimum size will appear fuzzy on your site, while larger images take longer to load for your site visitors. **Pre-scaling images before uploading to Cascade will keep your website photos consistent, avoid unnecessary load times, help your site function optimally, and improve SEO.** To resize images:

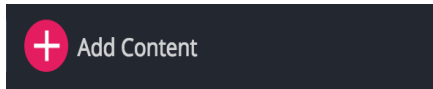
- **You must resize images in Photo Shop before uploading to Cascade.** Images that are too small look bad on screen; images that are too large will slow page load times. Rule of thumb: Largest Images should be no larger than 1920 x 745 pixels; **BANNER images only**; smallest images should be approximately 430 x 580 pixels if vertical; 430 x 290 pixels if horizontal.
- **Use “Save to Web” in Photoshop.** (If you don’t have Photoshop, contact the Help Desk.)
  - File > Export > Save for Web “legacy); Choose “JPEG High” in the “preset” field.
  - If you change “quality,” do not go above 85%, as it will enlarge the file size.
- Adjust the image size based on the Cascade modular sizes indicated above. Make sure the link icon to the right of the width/height fields is clicked; as you alter one dimension, the other dimension adjusts proportionately. Do not adjust the “quality” field in this section of Photoshop screen. Save the file and upload to Cascade. **(See Appendix E for details.)**

## Creating/Managing Folders (see Appendix A for additional details)

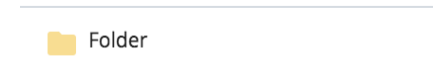
### About Folders:

In addition to your department site's folder (already created for you), you can create folders on your site to hold assets (\_images, \_files), or content folders (pages, links) that will appear on the navigation menu.

### Creating a Folder



Click on the Add Content button.



In the Add Content menu, select **Folder**.

In the content tab of the pane that opens, check the placement folder. The placement folder is where you want to place assets. You can click on that folder to change its location (see Appendix A to learn how to change the placement folder). Typically you will be creating and placing folders and other content within the main folder of your department or office's website.

#### Folder Names

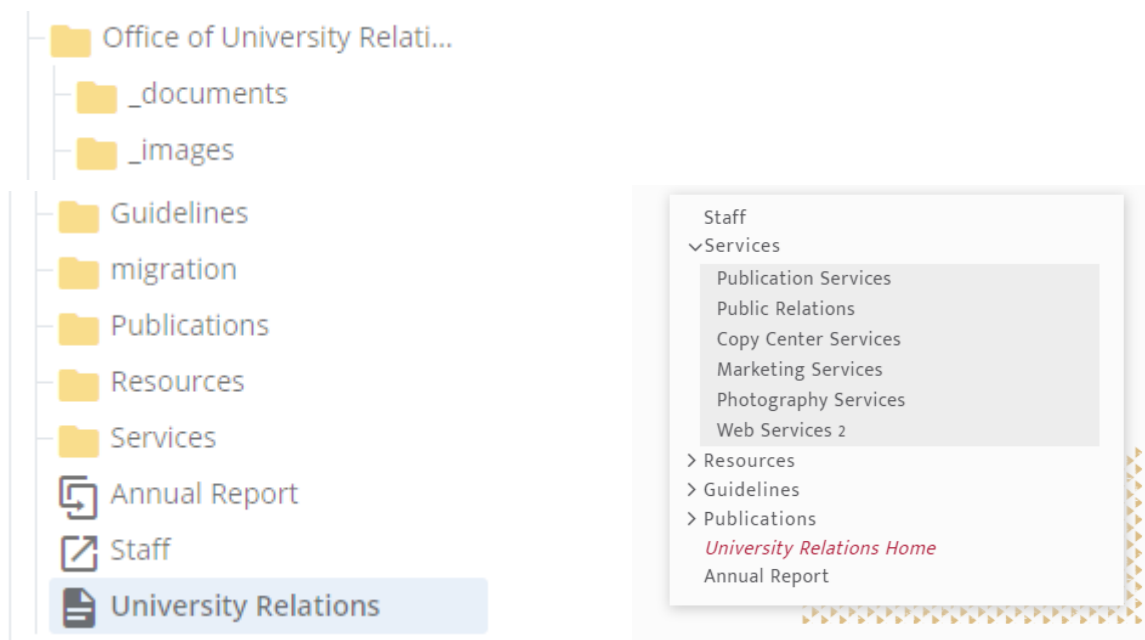
Below the placement folder are the **Title** and **Display Name** fields. The **Title** field is used for the system name of the folder and is used as the folder's (department's) name in the navigation menu. Text entered into the **Title** field is used as the name of the folder that is displayed in the navigation. Unlike index pages, which benefit from a Display Name that is different from the Title, there is no reason to use a Display Name for your folder.

Example: In this URL: <https://www.easternct.edu/folder-name/page-name> the folder-name is the name that you name the folder. The CMS will automatically make whatever name you choose for the folder URL friendly, so you don't have to worry about uppercase/lowercase and spaces, but it should be short and readable.

The **Add to Navigation** (right) field is used to determine whether you want to include this folder's contents in the right side menu on your site.

For example, the CMS file/folder structure (below, left) creates the navigation menu for the website page (displayed on the right). The **Add to Navigation** field must have "Yes" selected in order for the folder and its interior pages to display in the navigation on the right. For instance, on the next page, "\_documents" and "\_images" on the left menu are not included in the navigation on the right-hand side. The **Add to Navigation** field for each has "No" selected, because they are content repositories, not pages to be displayed to the end user.





**Note 1:** This protocol is only true for interior and landing pages that have ‘default’ selected for their navigation. Otherwise, you can choose to have no navigation (Eastern’s social media index page needs no side menu), or override the default navigation with a “custom navigation block” for specialized pages that need a menu that may not follow the standard, folder-based navigation structure.) **Contact University Relations if you need to have a custom navigation menu made for your website.**

**Note 2:** “University Relations Home” is the text entered in the **Display Name** field of the university-relations folder in the example above. That is why that name is displaying in the navigation. The **Display Name** field will always display instead of the **Title** field if text is entered in both. Otherwise, whatever name is entered into the **Title** field will also be used as the name displayed in the website navigation. (“Title,” in this case would be full name of the Office of University Relations much too long for a menu name.) Note that “Guidelines,” “Services,” “Publications,” and “Resources” show up as folders in the side menu, based on the folder structure in the CMS, while “Staff” and “Annual Report” are direct links.

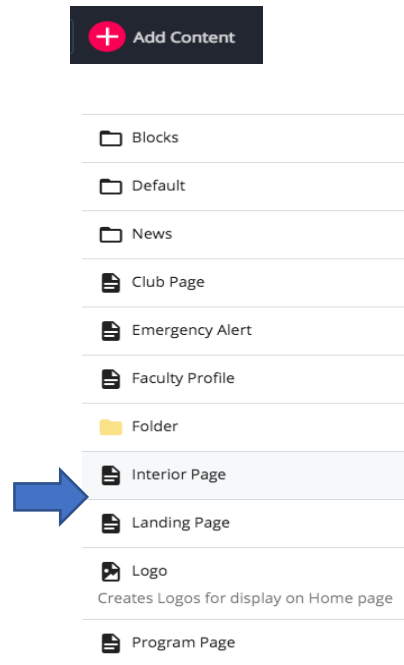
**Note 3:** Pages within a folder that have “no” selected in to “add to navigation field” will not show up in the navigation menu.

**Note 4:** Eastern’s practice is to create a Display Name for department home pages (<index> home); as in the case above, “Academics Home,” allowing site visitors to easily return to your home page.

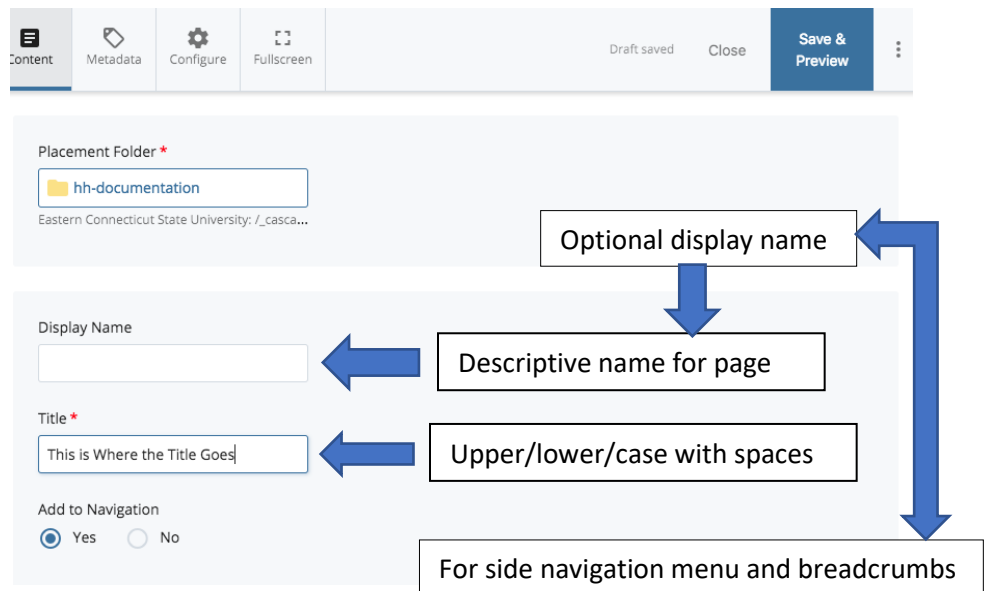
## Creating an Interior Page

Click the “Add Content” button at the top-left area of the page.

In the drop-down, select the “Interior Page” option.



A new view will open up on the Content tab. Make sure the placement folder selected is the folder/subfolder where you want to create your page. (See **Appendix A – Managing Folders and Creating Side Menus**). Input a name for the page in the **Title** field. If this page should be listed in the navigation, select the “Yes” radio option in the **Add to Navigation** field.



## Content Rows

Eastern’s Cascade website uses “content rows” to build pages. Each has a specific purpose and construction methodology. In addition to the Banner (always used on landing pages; some interior pages will not need a banner), you must also have a Main Content Row to start a landing page. The Main Content Row is a WYSIWYG; this content row can be used again elsewhere on your page if needed. If you don’t have a Main Content Row of 100 characters or more, you will not have a side menu on the page. Interior pages do not have the main content row used as the first row. Other optional content rows include: (1) Card Deck, (2) Accordions, (3) Image Slider, (4) Rollups, (5) Callout, (6) Blue Block, (7) Gallery, (8) Full width/image, (9) 2/1 video, (10) Infographics (landing pages only), and (11) Icon Slider (landing pages only). Most of the time, contributors will only need to be concerned with the Banner, Main Content, Card Deck, Accordion, and Image Slider rows. While content rows CAN be moved up and down in their vertical sequence, some content rows work better in a recommended order. In addition, Eastern’s index page design has been pre-established. **Contributors should consult with the Office of University Relations to request home page/index page changes.**

### Banner

The first thing a site visitor sees on a landing page is the “Banner,” which consists of the name of the page superimposed over an “impact” image. Banner heading text should be short and intuitive (“Continuing Studies”; not “Office of Continuing Studies and Enhanced Learning.”) The photo should convey the nature of the department, office or service. **(Interior pages can also have banner images, but do not have headings superimposed over the image.) Interior pages without a Banner can still have a navigation menu, which will appear to the right of the first content row selected. Please resize images in Photoshop before uploading to Cascade CMS. Specs:**

- Landing Page Banners: 1920 x 745 pixels
- Interior Page Banners: 950 x 490 pixels

Scroll down to the section labeled **Interior**. If a banner is needed, mark the “Yes” box in the **Add Banner** field. A **Banner** group will appear, click the drop-down arrow.

Select the “choose file” box to add a pre-sized image)

Next, add descriptive text about the image in the **Alternative Text** field. This is a requirement to meet ADA regulations, so that vision-impaired site visitors can use a text reader to know the photograph’s content.

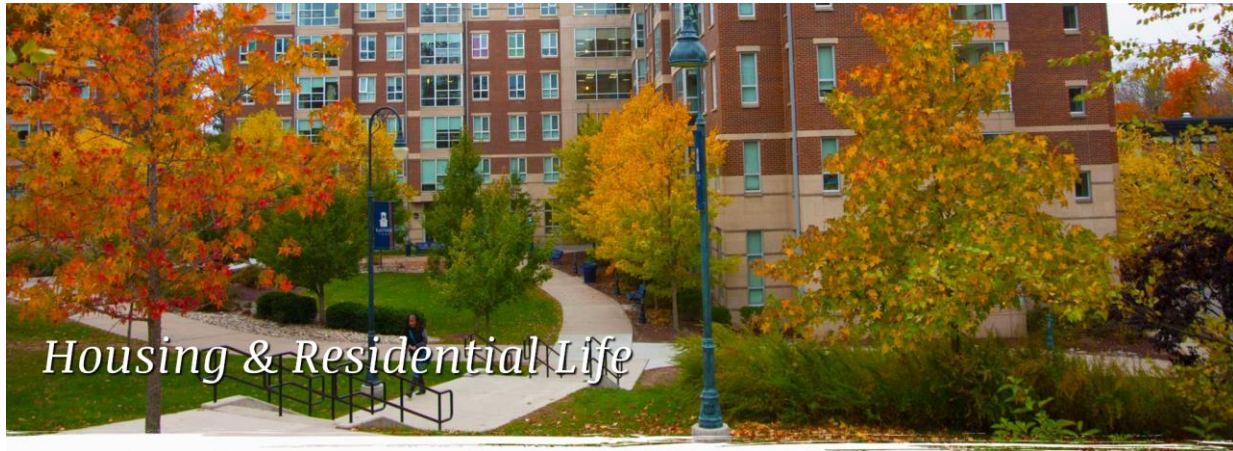
Select the “choose file” box to add a pre-sized image)

Next, add descriptive text about the image in the **Alternative Text** field. This is a requirement to meet ADA regulations, so that vision-impaired site visitors can use a text reader to know the photograph’s content.

→ Main entrance to Eastern campus

At this point your page will look similar to one of these three pages below (Landing Page; Interior Page with a Banner; Interior Page without a Banner)

### EXAMPLE 1: LANDING PAGE WITH BANNER



#### *Live on a Beautiful Campus!*

Almost 90 percent of freshmen and almost 60 percent of all Eastern students live on campus. Living close to classes, the library, computing resources, support services and a host of student clubs and activities is convenient; national data also shows that students who live on campus get better grades and graduate on time. Housing services are provided by the **Office of Housing and Residential Life**.

- > Campus Life
- Dining
- > Residence Halls
- > Resources for Residents
- Faculty/Office Hours
- Maps and Directions

### EXAMPLE 2: INTERIOR PAGE WITH BANNER



- Employers*
- Graduate Schools
- Eastern in 4
- Career Development
- Measures of Success
- Value of Liberal Arts Degree
- Alumni Across the USA
- Success after Eastern Home

Home > Success after Eastern Home > Employers

## *Who Employs Eastern Graduates?*

**EXAMPLE 3: INTERIOR PAGE WITHOUT BANNER**

Home > On-Campus Housing Home > Friday After Dark (FAD)

## Friday After Dark (FAD)

Friday After Dark (F.A.D.) is a series of programs coordinated by the Office of Housing and Residential Life providing quality weekend programming to the campus community. While not the only weekend programs on campus, F.A.D. programs add to the quality of life.

Now you can add other content rows to your page. It is recommended that you have an outline of your page before you start, with content (text, photos, etc.) identified by content row type in the preferred sequence. While the CMS allows you to move content rows up or down on the page so you can adjust how it page looks after you build it, if you use an outline (MS Word) of your page, with desired content rows pre-identified, the process of building pages will be more efficient. The **“Content Row”** section has a **Content Type** field with several options in the drop-down menu.



### **Main Content Row/WYSIWYG**

The first row to add after the **Banner** is the **Main Content Row**, which is a WYSIWYG. All pages using the Landing Page template **MUST** have a main content row and it must be the first content row on the page. The Main Content row introduces site visitors to your department, office or service. While no heading is necessary, one is recommended, as this is an introduction to your services. Therefore, the Main Content Row has an optional heading field. Because the title of your department may be truncated in the Banner (Housing and Residential Life instead of Office of Housing and Residential Life), we recommend you refer to the full name of your office or department in the Main Content Row as early as possible.

Use bulleted text to list the benefits of the services you provide. (Purpose descriptions and mission statements are no longer best practices.) This row is a WYSIWYG text editor, so it does have some formatting options (i.e. adding images or embedded text links), but leave interactive features for other content rows. For the “Main Content” content type, add a title and then text to the content text editor (**see Appendix B – Text Editor for more details**). Note the asterisk – all fields with an asterisk are required. (Please do not put your page’s title in the WYSIWYG)

**Main Content Row/Interior Pages:** Because interior page content can vary widely and interior pages are typically sub-pages to your department, they may not need a main content row.

Also note that the main content row on interior pages DOES NOT have to be the first content row on the page. It is essentially a WYSIWYG option.

Content Row

Content Type  
Main Content

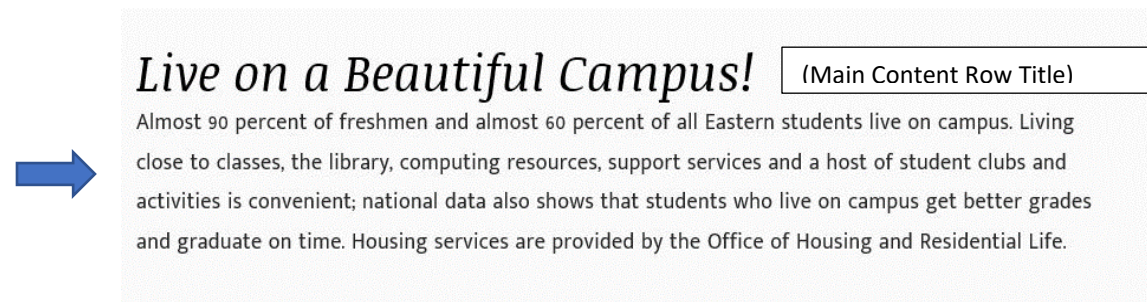
Title  
Main Content Title Goes Here

Content \*

Edit Format Insert Table View Tools

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

The page will look like this:



### Card Deck (with optional photo slider)

“Card Deck” allows you to showcase two or three content elements, each with a header, photo, text and an optional link to more content. A Card Deck is used for two or three elements of equal importance when you want to be sure the end user sees each of them. **(One column Card Decks are not used in Eastern’s web design.)** Text specifications: 25-30 words; try to stay within this range for each of your two or three card deck columns so their vertical dimension is consistent, otherwise it will distort your photo sizes. Photos should be the same size and horizontal/430 x 290 pixels.

Select the type, add a title and click the card deck item drop-down button. Add an item heading and an optional subheading in the indicated text boxes.

There is an option to add an image file to the page, which can be done using the Recent or Browse options (see **Appendix A – Searching for a Folder/Page/File**). Images must be already uploaded to your department folder to access. (It is recommended that you create an `_images` folder for your site. Make sure you click “no” for “Add to Navigation” so the images are stored on your site but not displayed in your side navigation menu.

Descriptive text must be added for the image in the **Alternative Text** field. Content for the page is placed in the **Text** field (**word count limit of 25-30 words.**) Beneath the text box is the link field, where you can add a link to a file (i.e. PDF or image), a web page on Eastern’s website, or an external link. Label the link (or the file/page title is used) and your section is complete. Add additional Card Deck columns by clicking on the + symbol.

The final Card Deck (with three columns) will look like this. (Note it has a header; each card deck item also has its own header, subhead, text, and (optional) link:

## *Hands-on Learning*

		
<p><b><i>Tropical Biology</i></b> Eastern biology students and faculty have conducted field research in the Caribbean Basin (Belise, Bahamas, Costa Rica) each of the past 50 years. <a href="#">LEARN MORE →</a></p>	<p><b><i>Undergraduate Research</i></b> Mentored by faculty experts, biology students conduct independent research ranging from discovering new antibiotics to NASA research to genetics. <a href="#">LEARN MORE →</a></p>	<p><b><i>Internships</i></b> Eastern students take summer internships at Pfizer, Jackson Labs for Genomic Medicine, the Ecological Society of America and more. <a href="#">LEARN MORE →</a></p>

The final Card Deck (with two columns) will look like this:

## *Card Deck Test*

<p><b><i>Club Football</i></b> <b>NEW ENGLAND CHAMPIONS</b> Eastern's Club Football team competes with other collegiate club teams in the North Atlantic Conference. In 2016 the team won the conference championship. Eastern plays teams from Vermont, Rhode Island, New York and Connecticut, including the University of Vermont, Johnson and Wales in Rhode Island, Clarkson University, and Sacred Heart University. <a href="#">FOOTBALL CLUB →</a></p>	<p><b><i>Internships</i></b> <b>CIGNA WORKHUB</b> Now in its ninth year, the CIGNA Work-Hub on Eastern's campus offers an on-campus, paid internship for students who major in Business Information Systems, Computer Science, and/or Business Administration. Using this extensive hands-on learning experience, upwards of 100 students have graduated and gone on to Cigna for full-time employment. <a href="#">CIGNA WORK HUB →</a></p>
--	--

## Using a Card Deck to create a photo slider

Select "Card Deck" from the "Content Type" dropdown menu. Add each additional Card Deck Item by clicking the small + icon. Expand the Card Deck Item to get to the WYSIWYG "Content" area. Deciding if you want your photo slider to be to the left or to the right of your other Card Deck content will determine if your first or second Card Deck Item is your slideshow (Card Decks go from left to right, so first, second, third would be left, middle, right on the final page).



Heading

Subheading

Autoplay  
*If using enough images for a slider.*

Yes  No

You can add a Card Deck Title for the entire content row, as well as individual Headers and Subheaders for each Card Deck Item.

There is also an option to Autoplay your slider, for which the default is “Yes”. This will make your slider play automatically. **(Changing to “no” will force the slider to be manually advanced, which is not considered a best practice.)**

To add images to your Card Deck Item, expand the Image to reveal the “Choose File” button. click on the “Choose File” button and then using the Recent or Browse tabs navigate to the location of a previously uploaded image. If you have not uploaded an image already, you can upload an image to your site’s images folder; create one if it does not exist so that you can store images. (\_images)

**Note:** The images you are using for a slider must all be the same dimensions. If you have three horizontal (630 x 430) images and then one vertical (430 x 580), your slideshow will look strange. Eastern’s guidelines are for a slider to have no more than five images to improve page load times.

With your image(s) selected, you now need to fill in the Alternative Text field. This field’s text, also called the “Image description” field when adding an image to a WYSIWYG, must be short (150 characters or less) and should describe the image to someone who can not physically see it. Add additional images to the slider by clicking the small + icon for the Image.

<p><b>Department Chair:</b>                  Elizabeth Cowles                  Science Building Rm. 361                  ☎ (860) 465-4385                  📠 (860) 465-5213</p> <p><b>Secretary:</b>                  Kim Renaud                  Science Building Rm. 368                  ☎ (860) 465-4369                  📠 (860) 465-5213</p>	<p><b>Assistant Chair:</b>                  Ross Koning                  Science Building Rm. 356                  ☎ (860) 465-5327                  📠 (860) 465-5213</p>
--	---



With the slider created (and with the other Card Deck Item having whatever text/information you include), you can submit your page changes and view your newly created Card Deck with your Photo Slider.

## Accordions

Accordions are used to manage the vertical real estate on a page. Each opens and can be used to reduce the number of interior pages and clicks for the user, allowing them to see more content while controlling the vertical length of the page. Accordions are useful when managing similar content in aggregate form (40 majors, 90 clubs, FAQs, etc.), and can be used to introduce this content by providing summary information and an invitation for site visitors to “learn more.” Accordions can have a link to more content or can contain sufficient information that there is no need for a link to additional content.

Select the “Accordion” option and type in a heading. Click the drop-down button and add a title and content for the first accordion. To add another accordion, click the green “+” button and input the content in the same way as the first accordion.

The screenshot displays a user interface for editing accordions. At the top, a header bar labeled "Accordions" contains a dropdown arrow. Below this, the first accordion is shown with a "Heading" field containing the text "Accordion Heading". A blue arrow points to the second accordion, which is currently selected. Its header bar shows "(1/2)", a dropdown arrow, a green "+" button, and a red "X" button. The selected accordion has a "Title \*" field with "Accordion Title 1" and a "Content \*" field containing a rich text editor. The rich text editor includes a menu with "Edit", "Format", "Insert", "Table", "View", and "Tools", and a toolbar with icons for undo, redo, bold, italic, underline, bulleted list, numbered list, link, unlink, image, video, table, and refresh. The content area contains the text: "Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source." Below the content area is a small "p" icon. The third accordion is partially visible at the bottom, showing a header bar with "(2/2)", a dropdown arrow, a green "+" button, and a red "X" button. Its "Title \*" field contains "Accordion Title 2" and its "Content \*" field contains the text: "Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of 'de Finibus Bonorum et Malorum' (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very

The page with the accordion content style will look like this:

*Programs of Study*

---

▼ *Biology Major/Minor*

Biology students at Eastern gain extensive practical experience and spend more time in the laboratory and field than in lecture. Students receive the full attention of their professors, all of whom have Ph.D. degrees from top universities; professors teach both lectures and laboratories. Working in small classes with state-of-art scientific equipment ranging from a DNA sequencer to a confocal microscope, students acquire hands-on experiences in the laboratory and in terrestrial, freshwater and marine environments. In addition to the Biology major, a Biology minor is offered to other majors.

[View Major](#)

[View Minor](#)

---

> *Biochemistry Major/Minor (related)*

---

> *Coaching Minor*

---

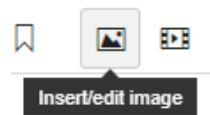
> *Health Sciences Major (related)*

---

> *Finance Major*

---

### Adding an image to an accordion



Select “Accordions” from the “Content Type” dropdown menu. Expand the accordions until you get to the WYSIWYG “Content” area. Click inside of the content area (so you have a blinking cursor in the white area) and then click on the “Insert/edit image” icon.

A pop-up window will allow you to insert an image into your content area. Keeping “Internal” checked, click on the “Choose File” button and then using the Recent or Browse tabs navigate to the location of a previously uploaded image. If you have not uploaded an image already, you can upload an image to your site’s images folder. With a file chosen or uploaded, go back to the pop-up window and continue.

**Insert/edit image** ✕

General Advanced

Image Source  Internal  External

Image aka-2-e1455719480329.png ✕  
Eastern Connecticut State University: /wheat-t...

Decorative  This is a decorative image, no description needed.

Image description aka-2-e1455719480329.png  
Image's title, display name or custom text

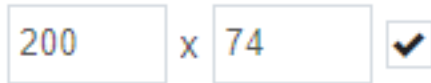
Dimensions  x   Constrain proportions

Class None ▼

Ok Cancel

In the “Image description” field, remove any existing text (which in most cases will be the file name) and type in a small description of the image. This description should be short (150 characters max) and should describe the image to someone who can not physically see it.

You can adjust the dimensions slightly to resize the image in Cascade (being sure to keep “Constrain proportions” checked so that you don’t stretch your image in either direction). Change one of the values (horizontal or vertical) and then click anywhere outside the field and the other value will change accordingly while keeping the image proportional. **(Please do not upload a large photo and rescale it to a smaller size in Cascade; do this in Photoshop.)**



You may align the image after clicking “Ok” using the same tools as you would align text (Left, Center, Right). Text will wrap appropriately.



To edit an image you have inserted, highlight the image and click the Insert/edit image icon (or right-click the image and select “Image” from the context menu).

## Image Slider

The Image Slider content row allows you to create a photo slider of multiple images, with or without captions. The row provides the option of adding a header (“Commencement 2018” or “Successful Alumni.”) You can also have the slider auto play or have users move images manually. We recommend you use “auto play” for images without captions. You may want to consider having the end user advance images that have captions manually.

Other guidelines include:

- Maximum of five images
- Horizontal images: 430 x 290 or 630 x 430; Vertical images: 430 x 580
- Captions should be brief (maximum of 280 characters)
- All images you use should be the same size and format (vertical or horizontal)

Image Slider

Heading  
Beautiful Photos

Autoplay  
 Yes  No

Image (1/3) [down] [plus] [x]

Image (2/3) [up] [down] [plus] [x]

Image (3/3) [up] [plus] [x]

Add an image as you would in other content rows, and an optional caption. (We recommend all images in a slider have captions or not; mixing captioned and uncaptioned images is not a best practice.)

Image (1/3) [down] [plus] [x]

Image  
african630x475.jpg [x]  
Eastern Connecticut State University: /osbor...

Caption  
African Club

**Preview Draft/Submit**

## Beautiful Photos

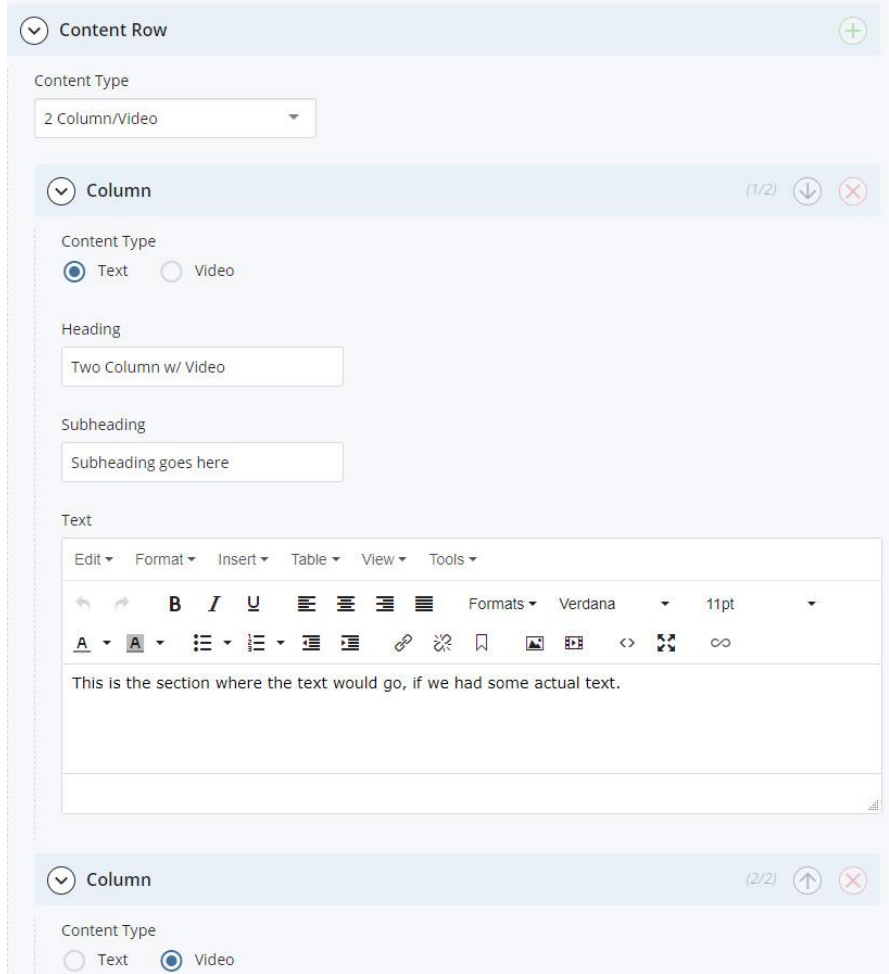


African Club

### Two Column Text/Media

The next content type in the drop down menu is “**Two Column Text/Media**”. Keep in mind you do not have to build your page based on the order of the content rows in the drop-down menu. You can use the +/- buttons to change the sequence of the rows on the page. Click the drop-down arrow for the **Column** grouping and select the “Text” or “Video” radio button. We chose the text button for this example. Input text in the **Heading** and/or **Subheading** fields, if needed, and then add your content in the text editor (**see Appendix B – Text Editor for more details**).

“Two Column Text/Media” is available as a content option on landing and interior pages. While this row is designed to showcase and explain a video, it can also be used to present two columns of text, or used with text and an image. Video options can range from an alumnus testimonial to a global field course to a musical event, etc. (NOTE: This content row divides the content width into two co-equal columns, while the 2/1 Text/Width row creates an asymmetrical 2/3 and 1/3 look.)



To add another column, click the “+” button on the top right corner of the column panel and repeat the same steps from the first column. The arrows can be used to switch the column positions and the red “x” will delete the column. There is a maximum of two columns allowed for this content row type per row, so after you click on the second “+” button, it will disappear.

Content Row +

Content Type  
2 Column/Video

Column (1/2) ↓ ×

Column (2/2) ↑ ×

Content Type  
 Text  Video

Heading  
The Purpose of Lorem Ipsum

Subheading  
Why do we use it?

Text

Edit Format Insert Table View Tools

↶ ↷ **B** *I* U [List Icons] Formats [List Icons]

[Link] [Image] [Code] [Fullscreen] [Refresh]

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).




To add a video, choose the Video column option and enter the YouTube Video ID (the number after ?v=), a caption, a background image, and Alt text.

YouTube Video ID \*

*https://www.youtube.com/watch?v=( Your Input )*

Caption \*

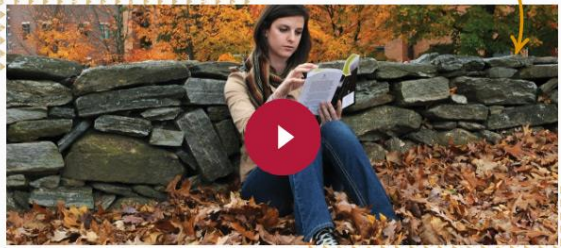
Video Background Image \*

 Choose File

Alternative Text \*

**The Two Column Text/Media type will result in the follow page style:**

The heading is in bold black text, the optional subheading is in light blue text, and the body text is black. Below is an example of how 2/1 with video is used to show text and a video.

<p><b>Two Column Text/Media</b></p> <p>SUBHEADING GOES HERE</p> <p>Find out more about why you should choose Eastern as your college of choice. From 90+ student clubs, to living on campus and conveniently accessing computer labs, athletic facilities and library services, Eastern could be the right choice for you.</p>	<p>EASTERN VIDEO</p> 
--	---

Below is an example of how “Two Column Text/Media” is used with two columns of text and no video. (Note that, unlike the Card Deck content row, this has no subhead or optional link.)

## 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

“Blue Block” is text only on a blue background. It is used to break up a page that has a lot of black text on a white background. You have an option to embed a link into the text. Choose the blue block option, input your content and save the page. (We recommend that a blue block be no great than 900 pixels deep in the vertical plane.)

The screenshot shows a content editor interface. At the top, there is a header bar with a dropdown arrow, the text 'Content Row', and navigation icons (up, down, add, delete) with '(4/8)' next to them. Below the header, the 'Content Type' dropdown menu is open, showing 'Blue Block' selected. A blue arrow points to this dropdown. Below the dropdown is the 'Content \*' field, which contains a rich text editor toolbar with options like Edit, Format, Insert, Table, View, and Tools. The content area below the toolbar contains the text 'Student Activities' followed by a paragraph and a bulleted list. A second blue arrow points to the content area. The bulleted list includes: 'More than 90 active student clubs and organizations', 'More than 2,500 social and cultural events a year', 'Co-curricular programming', 'Leadership opportunities', and 'Recreational and wellness programs'.

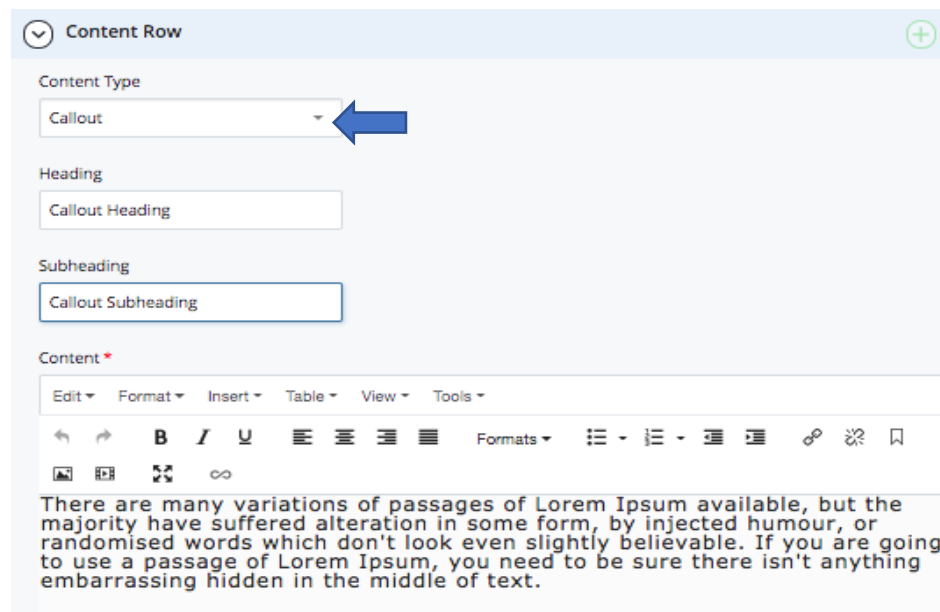
The Blue Block format will look like this:



## Callout

The “Callout” content row has a header, white text on a blue background, and a transparent background photo. This is a great way to showcase deadlines or announcements. Callouts have an optional call to action link. Whereas “Blue Block” gives you the ability to break up a page of black text over a white background, a callout has a header, subhead and text intended to call attention to announcements (events, deadlines.) Add a heading and optional subheading and then content in the text editor.

**Maximum of 75-100 words, or 3-4 lines of text.** (see Appendix B – WYSIWYG/Text Editor for details).



The callout content will appear on the page like this:

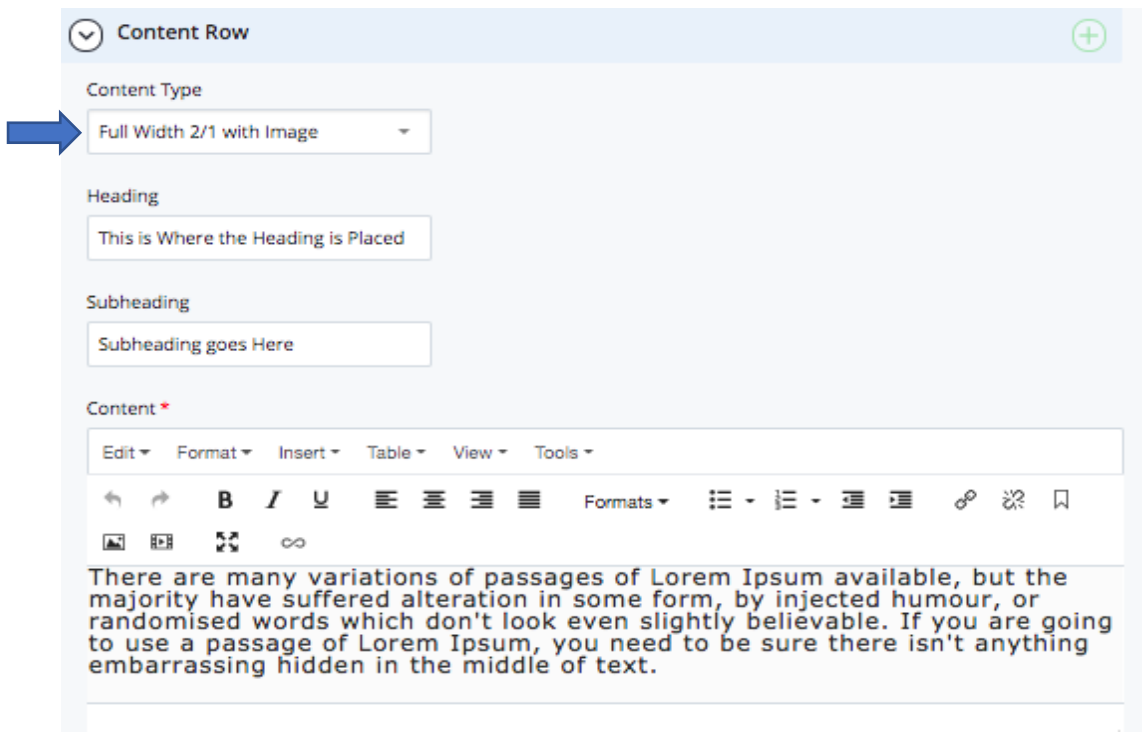


If you used the “add link” option, the link will appear below the text and will allow users to click to others assets (file, page, link)

## 2/1 Text with Media

This is a text block with image or video, and is available as a content row on Landing and Interior Pages. It is used to showcase special accomplishments, or a publication (i.e. EASTERN Magazine), with the image or video illustrating the text provided or the text explaining the media provided. The difference between 2/1 Text with Media and Two Column Text/Media is that the two-column format divides the page width into two equal columns, while 2/1 divides the page width into a 2/3 and 1/3 format.

You can add a heading and subheading, and choose “media type” (video or image). You can add a link to a video or image, as well as add a caption.



Media Type

Video  Image  None

Link

[Choose File, Page, or Link](#)

Label

*If label is left empty, linked page's title will be used.*

The page will turn out like this:

The preview shows a dark blue background with the following elements:

- Subhead:** "GERMANY" (indicated by a callout arrow from the left)
- Heading:** "Joshua Newhall '18" (indicated by a callout arrow from the right)
- Text:** "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.'" (indicated by a callout arrow from the bottom)
- Image:** A photograph of a young man in a striped shirt standing on a rooftop with a cityscape in the background (indicated by a callout arrow from the right)

(If selecting/inserting a video, the video needs a place holder image this is displayed until the user selects the video and it loads/plays. We recommend taking a screenshot of the video and resizing it to 300 x 200 pixels.)

## Gallery

The Gallery content row allows you to rotate multiple images/items in a slider. You have the option of auto advancing the slides or allowing the end user to manually advance the slider. Elements include: (1) Heading, (2) text – called “caption” in the CMS (5-6 lines max; 35-40 words max) — keep text length consistent across gallery elements; (3) photo (must all be horizontal at 630 x 430 pixels); and (4) optional LEARN MORE → “call to action” link (file, internal page or external link). While the link is optional, keep in mind that content rows such as the Gallery are meant to “tease” or introduce lower level pages of content. **(Eastern allows a maximum of six items in a Gallery.)** Be consistent – if you have a gallery of 4, 5, or 6 items, then each should have a link/Call to Action to more content (page, file, link)

Before you add Gallery images/text, decide if you want to auto play the gallery or have the end user manually advance the slides. If you want the end user to see all the items in your gallery, we recommend you select “auto play.” To have the slide auto advance, choose “yes” from the auto play choice; Note the default is “no.”

Autoplay

Yes  No

To set up a Gallery, you need to add gallery slides. Press the **Gallery Slide** drop-down arrow to add an image. Next, input descriptive alternative text for the image, add a heading for the slide, and then add a caption. If you have a file with a “call to action” message (link to another page), you can add that below the caption text box. You can add more slides by clicking the green “+” button. **(Max of 6.)**

Content Row (+)

Content Type: Gallery

Gallery Slide (1/2) [down] [plus] [x]

Gallery Slide (2/2) [up] [plus] [x]

Image \*  
dance marathon thumbnail...  
Eastern Connecticut State University: /\_...

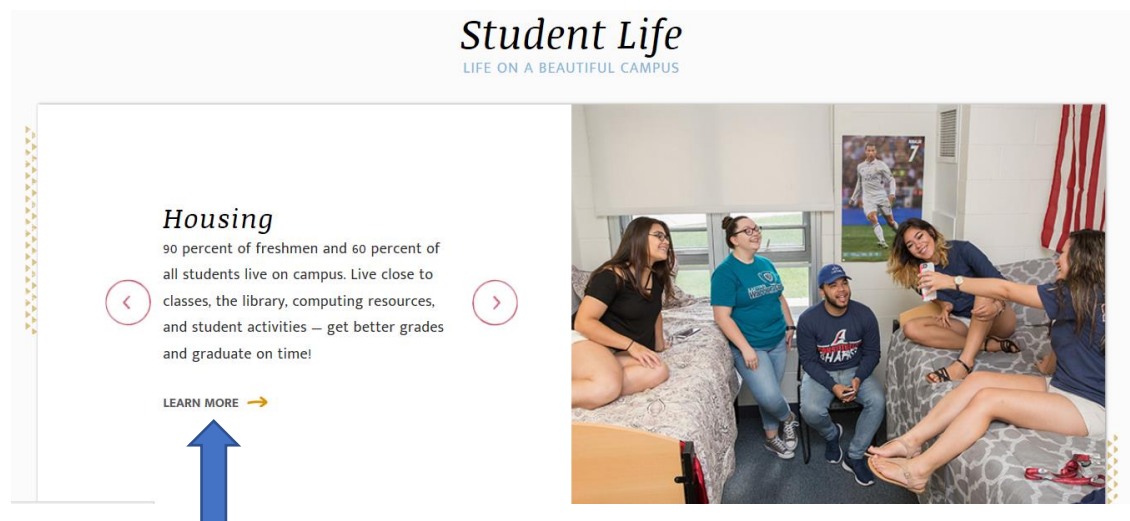
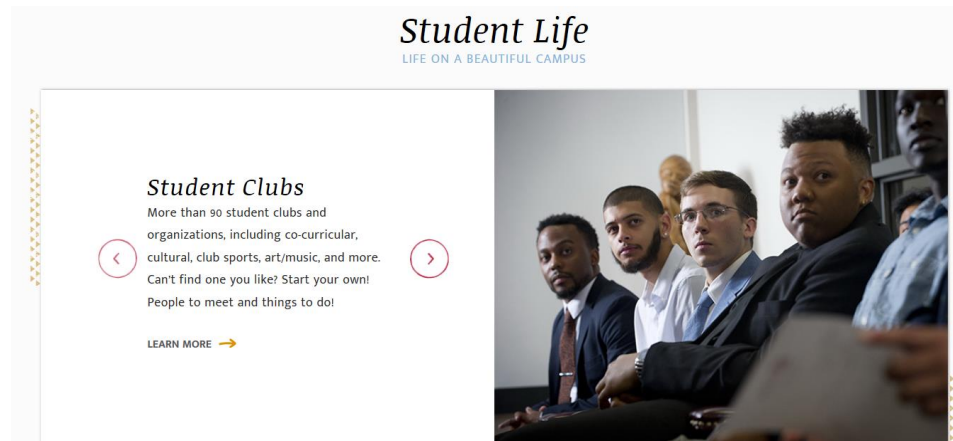
Alternative Text \*  
alternative text for image

Heading  
Heading for Gallery Slide 2

Caption  
This is the caption for the second gallery slide

Call to Action  
reaccredited.png  
Eastern Connecticut State University: /\_...

The Gallery slide show will look like this (see two image elements below; up to six are allowed):



Clicking the call to action "LEARN MORE" button links to a separate page.

## Rollups

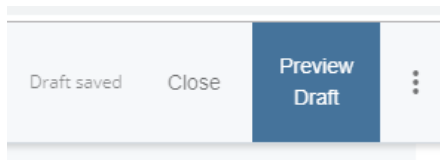
The rollup content row is used to showcase Individuals (i.e. alumni/student testimonials). These must appear as **three separate rollups**, three per row. You may have up to three rows of rollups, totaling nine rollups. A rollup is a dynamic feature. A vertical image is displayed with a header; when the user hovers over it, the image rolls up to reveal a short caption. Elements include a header (the entire rollup row gets a header, and then each rollup has its own header); "hover caption"; and optional link. Background colors can also be selected and should vary across the page. (Blue, Maroon, Yellow, and Light Blue are the options) Do not mix rollup options, i.e. all with hover captions or no captions; links on all or no links.

Add an image and input descriptive alternative text for the image. Add a heading and choose the background color that displays when the image is hovered over. Add a caption that displays on hover. **(Images should all be vertical at 402 x 572 pixels; hover captions should be 55-65 words.)**

The screenshot shows a 'Content Row' containing a 'Rollup' block. The 'Rollup' block is currently in 'Edit' mode with 'On Page' selected. The configuration includes:

- Image:** A file named 'global-field-courses01.jpg' is selected. A blue arrow points to this field.
- Alternative Text:** The text 'Global Field Courses' is entered.
- Heading:** An empty text field.
- Hover Background Color:** The color 'Blue' is selected from a dropdown menu. A blue arrow points to this field.
- Hover Caption:** An empty text area.
- Link Type:** 'Popup' is selected.
- Link:** A button labeled 'Choose File, Page, or Link'.

Finally, click Preview Draft.



You will see a preview/draft of the page, and if you are satisfied with the contents, you can click the submit button from that popup menu. Otherwise you can click edit to continue editing the draft or discard to delete all of your work.



## Creating Photo Galleries using Rollups Content Row.

The roll up content row can also be used to create a photo gallery of 3, 6, or 9 photos of the same size. (Use Photo Shop to resize images before uploading to Cascade). The same features of a photo gallery can be turned on/off (Header, subhead, caption, link) so the gallery can be used as (1) a collection of static images (with or without captions); (2) a gallery of rollups, or (3) clickable photos that open a new window, page, or pop-up. These features should be consistent across all photos in your gallery.

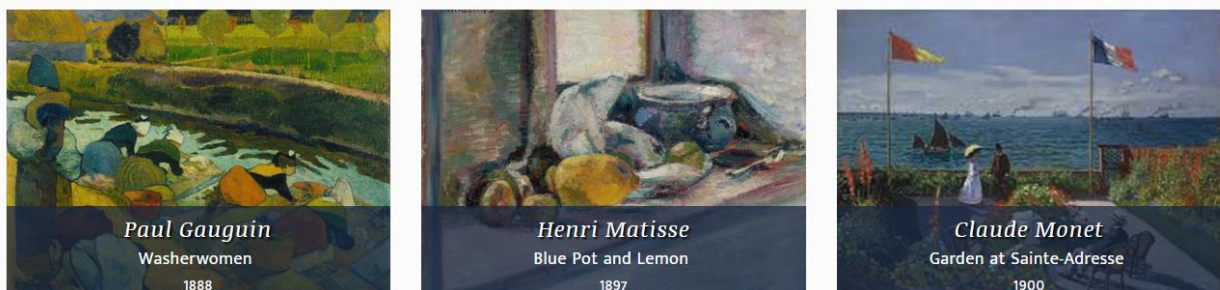
### 1. A collection of static images:



### 2. A gallery of rollups:

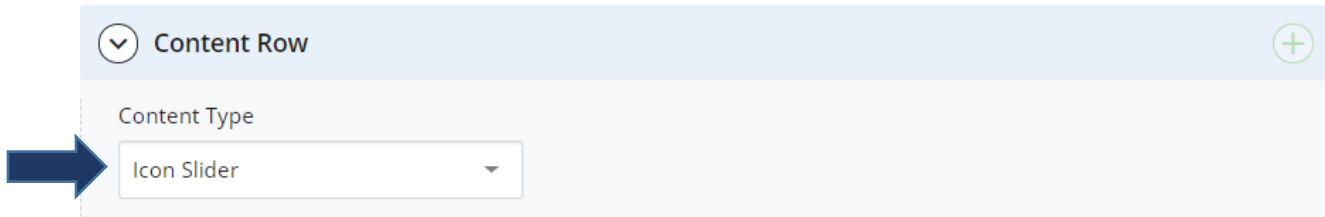


### 3. A gallery of static images with captions:

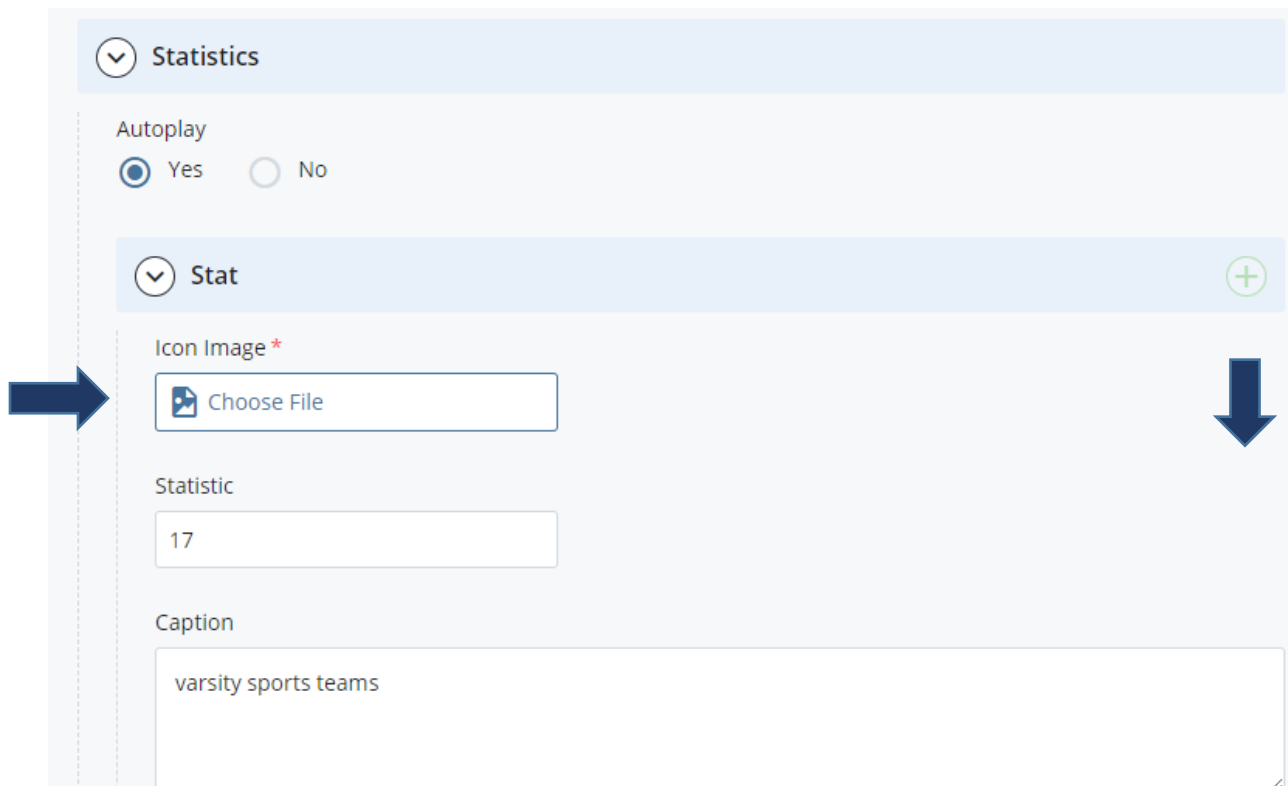


### Icon Slider (Landing Pages only)

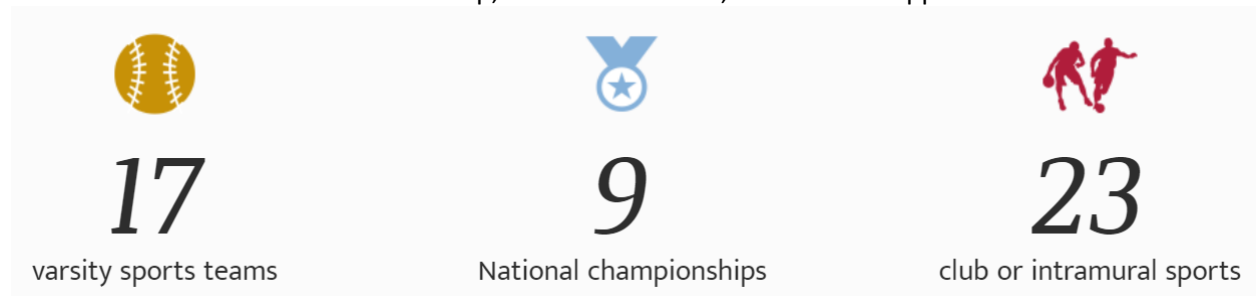
The Icon Slider content row allows you to create statistics with a graphic, number/symbol, and caption. (Compare to Infographics content row, which uses numbers/symbols and captions only.) Please request graphics for Icon Slider from University Relations. In the Content Type, select Icon Slider.



Three statistics are allowed; they display as a static row on desktop and as a slider on mobile devices. For mobile responsiveness, “Autoplay” must be checked “Yes.” Then, select an image, fill in statistic and caption. After finishing the first Stat, click on + sign to add two more Stats.



The Icon slider looks like this on desktop; on mobile devices, the statistics appear as a slider.



## Appendix A – Managing Folders and Creating Side Menus

Every page on Eastern’s website, other than links to external sites, resides somewhere in the CASCADE CMS (content management system). Setting up a page and managing folders includes:

- Where the content for a web page you manage is stored
- How it relates to other pages on your department’s website
- How it links to other webpages on Eastern’s site but outside your department
- How it links to webpages outside of Eastern’s site (nsf.gov)
- How it links to web apps not in Cascade but managed by ITS (e-Web, Class Schedule)

The home page of a department or office is the “index” page for that department. Each has a folder created in the CMS to house this index and all other content within your department’s website, including photos, graphics, links, lower-level web pages, and other assets. **The Office of University Relations manages all index pages on Eastern’s Cascade website.** Since we have migrated content from our Word Press site, in most cases, the folder for each department, office or service has already been created for you. The relationship between that folder and content within it is managed by Cascade’s “folder structure,” which controls what appears in the side menu of your home page and subpages.

### NAMING A PAGE (Folder/Page Naming Conventions)

When creating a page in Cascade, the system will ask you what the destination folder is for the page you are creating. Most department level folders and index pages have already been added to the main folder for the university (Eastern Connecticut State University).

After selecting the asset you want to add (Page), in the content tab in the CMS’s “Site Content” listing, you will be asked to create a “**Display Name.**” While optional, a Display Name is helpful if you want a shorter name to appear in the side menu. For instance, the Title of the page might be Department of Biology, but you will want a shorter name (Biology Home) to be in the side menu, as this is used to allow end users to easily navigate back to your department’s home page.

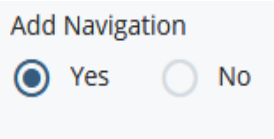
### Title:

- Displays in the address bar of the browser in lower case (easternct.edu/biology)
- Is used for the URL of a page (becomes lowercase and hyphens, no special characters, no spaces — www.easternct.edu/biology-major)
- Shows in the folder structure of the CMS (easternct.edu/biology = Department of Biology)
- If a Landing Page, the Title is used on the A-Z index (“Site Map”), i.e. Biology Department
- If no Display Name is added, it will also be the side navigation name and breadcrumb name (the directory string at the top of the page)
- If a Display Name is used, the Title will be replaced by the Display Name in the side menu and breadcrumbs. (Biology Home)
- To change either of those two (Display Name, Title), you edit the page/file/etc. and those fields (Display Name and Title) are at the top of the edit pane.
- To change the File Name, you can right-click in the left menu and “Rename” the file, which also changes the URL. Cascade automatically renames any links to the page you renamed.

## Index Pages

### Adding a Navigation Menu (side menu) to the Website You Are Building

In creating a navigation side menu for your pages, it is recommended that you develop and work from a prepared site outline, showing the levels of your site, the structure/sequence of those levels, and the content elements for each. For example, each contributor is given the outline used to create their department's home page/index. This outline will assist you in managing the lower levels of content on your site. Any interior page on your department site needs to be added to the side menu in order for it to show up. Links to other pages or files (e.g. PDFs) on your site, on other Eastern pages, or on other websites outside Eastern that you want end users to access also must be added to the side menu, based on your outline. To add a page or link to your side navigation menu, click on edit, then find "Add to Navigation" at the bottom of the content pane; toggle to yes to add this page to the side navigation menu for your department's website.



A side menu consists of (1) **folders** containing additional page links, (2) direct links to pages, files (pdfs), and other assets on your site; (3) "**reference links**" to other pages/files on Eastern's website, and (4) "**external links**" to web pages for other agencies and organizations — i.e. NASA, State of Connecticut, ESPN, etc. A "folder," as the word applies to a side menu, is a category of information, not a direct link. It contains pages, links and additional sub-folders. An example is found below. **Note the Programs of Study folder has to be added to the side navigation menu (by clicking "yes" to add to navigation for the folder) in order for items within the folder to appear in the side menu. A navigation menu may have up to two folder levels. (see below)**

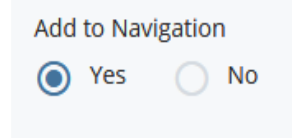
Biology Department ("index page name/title")

- [Faculty/Staff](#) (this is a reference link to the Biology Department's area or main faculty/staff directory)
- Programs of Study (folder)
  - [Biology Major](#) (reference link to Biology major in Programs folder)
  - [Biology Minor](#) (direct link to a page on biology site)
  - [Health Sciences Major](#) (reference link to Health Sciences major in Programs folder)
- [Academic Calendar](#) (reference link)
- Resources for Students (folder)
  - [Beta Beta Beta Honor Society](#) (reference link)
  - [National Science Foundation](#) (external link)
- [Biology Home](#) ("display name")

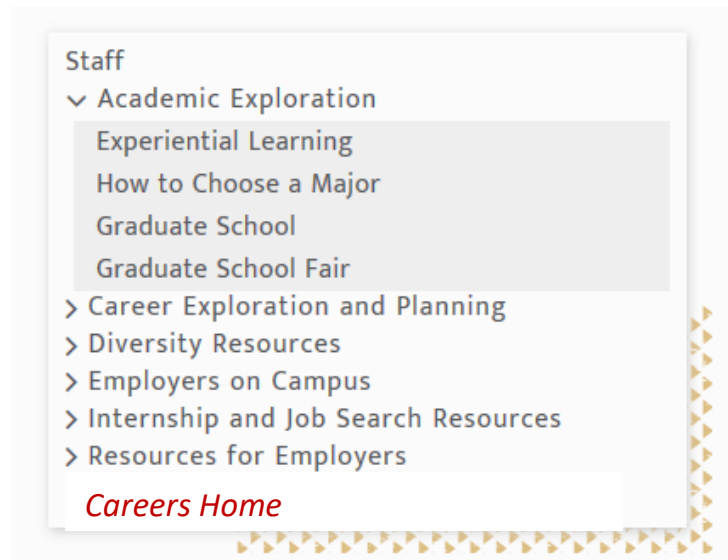
In this example, "Programs of Study" and "Resources for Students" are folders that open up when clicked to reveal links within. All of the pages/links displayed within a folder must be either created (if they are web pages), referenced (if they are pages elsewhere on the Eastern website) or identified/saved (if external links from other sites). For example, the Academic Calendar is a resource used throughout the Eastern website that can be referenced and included on any department's navigation/side menu. The National Science Foundation is an external link that must be identified and saved as an asset in the Resources for Students folder.

## Adding assets (pages, files) to a side navigation menu

For each element (folder, page, file) item you want to appear on your side menu, you will need to make sure that “Add to Navigation” is set to “Yes” (default is No)



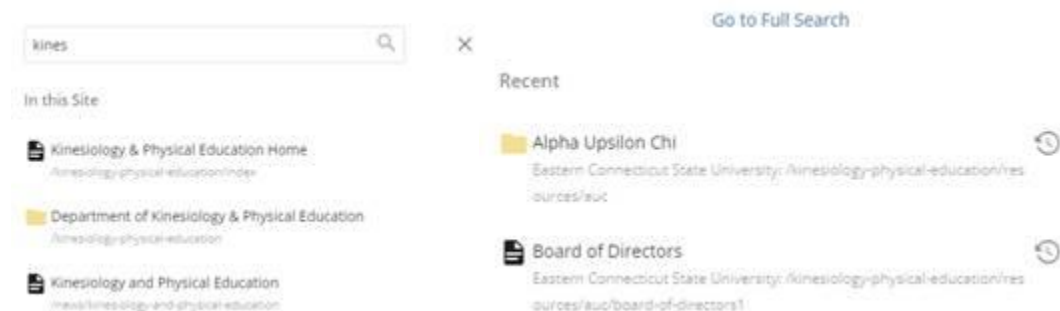
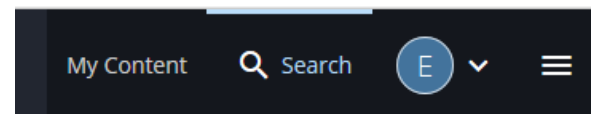
This option can be viewed/enabled when you’re editing any page, link, or file (image, PDF, etc.). Do so for pages when you are editing them (found at the top below the Title). For other assets, right click on them in the CMS Site Content, choose “Edit”, and then choose “Add to Navigation” below the Title.



The example above is the Center for Internships and Career Development. The Display Name is used (note shorter variation, “Careers Home”) to guide users back to the index page for the center. This is the naming protocol for all department/center/office home pages.

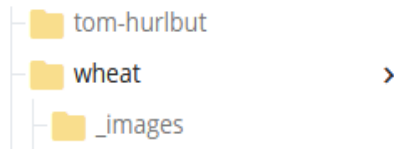
## Searching for a folder/page/file:

1. Search via search field in the CMS (top of page): It will automatically show results as you type, showing you results both on the entire site and from your recently opened/viewed files

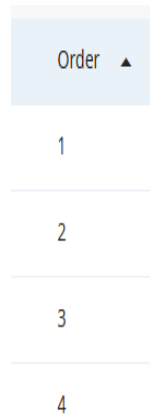


## Reorganizing the order of a side navigation menu

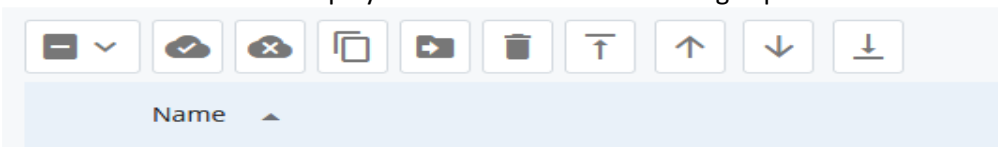
View the entire folder by hovering over it and clicking on the > arrow.



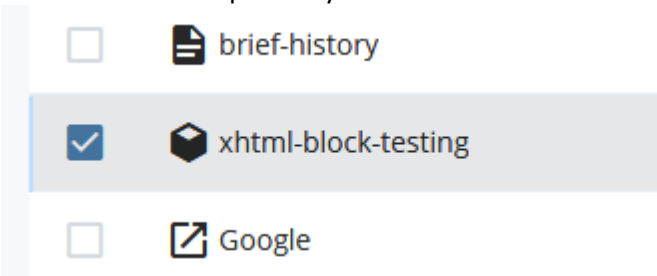
Clicking on the “Order” sorting option will sequence the folder items in order based on their number.



There are multiple ways to reorganize the menu. You may drag/drop an item to change its position or access a new menu that displays above the list to move things up or down:



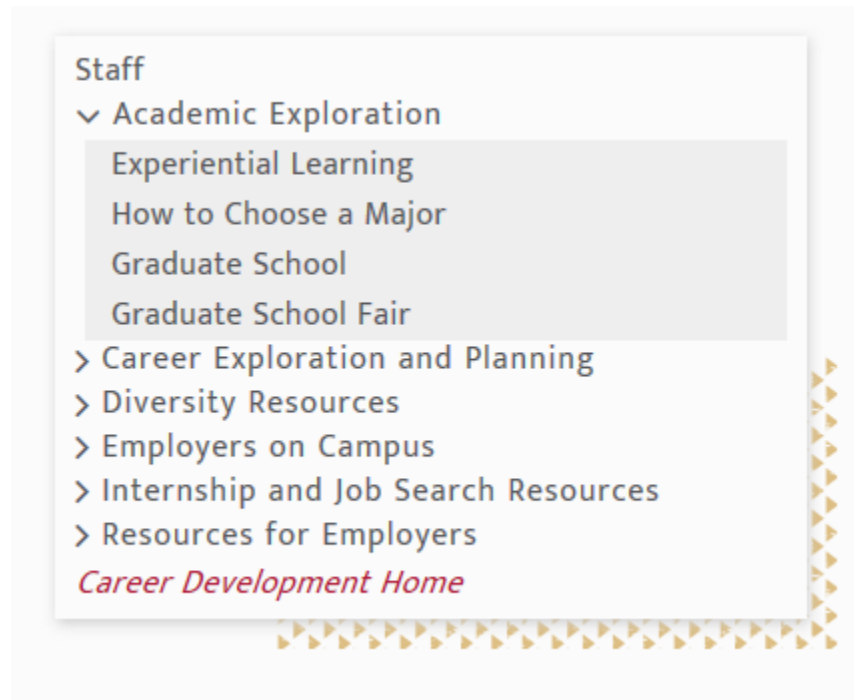
This menu shows up when you click on an individual file:



The last four options are used to reorder the items (move to top, move up, move down, move to bottom). Files must be moved one at a time.

You can add any page in your department’s folder to your side navigation, as well as create referential/external links and add them to the navigation as well. (An external link is a link to a website other than Eastern, i.e. case.org or State of Connecticut; a reference link is a link to a webpage found outside your department but elsewhere on the Eastern website, i.e. Academic Calendar) See Appendix I for details. You can add folders, PDFs and other files to the side navigation.

**Adding a folder** will allow you to have collapsible sub-links in a side navigation menu:



When clicked, the >/v arrows will expand/collapse to show or hide the links inside (the folder needs to contain pages/assets, and the contained pages/assets need to be added to the navigation).

When **adding a page/link/file** to the menu, be aware of the following:

- The Display Name of the asset will be what shows up in the side navigation, not the Title.
- An asset's Display Name will also display in the "breadcrumb," which site visitors can use to click back through the directory path instead of using the "back" button.

## Appendix B – Content Rows

Eastern Connecticut State University’s Cascade website has two primary page types—landing pages and interior pages. Each may contain the following “content rows,” which are used to display content on a page in different ways. (Infographics and the Icon Slider content rows are limited to Landing Pages.)

**Note: While most of what you do in Cascade can be recovered (drafts, pages, etc.), if you delete a content row while editing/building a page, the content is lost. So move rows around as needed, but don’t delete them. For pages being built from scratch, consult University Relations Office.**

### Available Content Rows

Other than the Banner and Main Content rows, which must be at the top of landing pages, the sequence of all other content rows may be adjusted to meet your page design.

1. Banner
2. Main content/WYSIWYG
3. Navigation Menu
4. Infographics (landing page only)
5. Card deck (includes a photo slider option)
6. Roll ups (includes a photo gallery option)
7. Gallery
8. Image slider
9. 2/1 Text/Media
10. Two Column Text/Media
11. Call out
12. Blue block
13. Accordions
14. Icon Slider (landing pages only)

### Banner:

Landing pages establish departments, offices, services, and other important University features. The first thing someone sees on such pages is the name of the page, superimposed over an “impact” image. This is the page’s Banner. Banner heading text should be short and intuitive (“Continuing Studies, not “Office of Continuing Studies and Enhanced Learning”). Interior pages can also have a Banner image, but headers are not superimposed over the image. Interior pages may also be exclusively text, with or without a side menu.

#### *Banner Photo Specs:*

- Landing Page Banners: 1920 x 745 pixels
- Interior Page Banners: 950 x 490 pixels

### Main Content Row/WYSIWYG:

The Main Content row introduces site visitors to your department, office or service. While no heading is necessary, it is recommended. **Please do not put a main heading in the WYSIWYG itself; use the Heading field for this purpose if the Banner title doesn’t suffice, or on interior pages, which do not have Banner headings.** The Main Content row is an “Introduction” to your services. Use bulleted text when possible and extoll the benefits of the services you provide. Purpose descriptions and mission statements are no longer best practices. This row is a WSIWYG editor, so it has formatting options. Leave interactive features (Rollups, Sliders) for other content.



**Navigation Menu:** See Appendix A for how to build your navigation menu.

### **Card Deck:**

A Card Deck is used for two or three elements of equal importance that you want to be sure are seen by end users. You may add a second card deck content row as needed, each with **three** items, for a total of six. **Two rows of two elements is not permitted.** Elements include: (1) a heading; (2) an optional subhead; (3) photo; (4) short text block; and (5) an optional link. Specifications: 25-30 words maximum in the text block; stay within this range for each of your two-or three-card deck columns so their vertical dimension is consistent. Photos should be same size and horizontal (430 x 290 pixels).

### **Gallery:**

A Gallery features multiple images/items in a slider (no more than 6). **The default is set so that end users manually advance the slider;** in this case, you have no guarantee they will see all the elements. If you want them to see all the elements, set the advance to “auto play.” Elements include: (1) Heading, (2) text – called “caption” in the CMS; photo (must be horizontal at 630 x 430 pixels); and (4) an optional link (file, internal page or external link).

### **Accordions:**

Accordions are used to manage the vertical real estate on a page. Each opens and closes independently, allowing the user to see more content while managing the vertical length of the page. Accordions are used to give brief information (majors, clubs, etc.) on content that exists in aggregate form (40 majors, 90 clubs, FAQs, etc.) Accordions may have links to more content.

### **Rollups:**

The rollup content row is used to showcase alumni/student testimonials, which can appear as three, six or nine separate rollups, each set spanning a row (3=one row; 6=two rows; 9=three rows). A rollup is an animated feature. A vertical image is displayed with a header; when the user hovers over it, the image rolls up to reveal a short caption. Elements include a header (the entire rollup row gets a header, and then each rollup has its own header); optional subhead; caption; and optional link. Background colors should also be selected and should vary across the width of the page (Navy, Maroon, Yellow, and Light Blue). All images should be the same size (verticals at 402 x 572 pixels); caption text should be 55-70 words. A rollup can also be used to create a photo gallery, with or without captions, static or dynamic.

Sample:

#### ***Alumni Testimonials***

ESPN

#### **John Smith '17**

John Smith is a production supervisor at ESPN. He began his career in video production as an intern there, and was hired after graduation. “I learned the basics of video production in my classes with Dr. Jones and then fine-tuned my skills during my internship as a sports feature editor. Having ESPN at our doorstep is a boon for students interested in television careers.”

### **Rollup: Photo Gallery:**

The roll up content row can also be used to create a photo gallery. All photos should be the same size. The same features in the standard rollup can be turned on or off (Header, subhead, caption, link) so that the Photo Gallery can be used as (1) a gallery of static images, with or without captions; (2) a gallery of “rollups” without links to more content, (3) a “popup,” which when clicked makes the individual photo larger; and (4) clickable photos that open a new window or link to another page.

**Callouts:**

A callout is white text on a blue background, with a head and subhead. This is a great way to showcase deadlines or announcements. Keep your text short; maximum of 100 words. Callouts have an optional link (“Learn More”).

**Blue Block:**

Text only on blue background. Can be used as an alternative to a callout (but without the header/subhead). Option to add link. Can also be used to break up white space; maximum vertical length of 900 pixels.

**2/1 Text/Media:**

This is a text block plus an image. It is available as a content row option on Landing and Interior Pages. Good to showcase a special event or accomplishments. You can add a heading and subheading, and choose “media type” (video or image). You can add a link to video or image, as well as a label.

**Two Column Text/Media:**

“Two columns” is available as a content row option on landing and interior pages. While this row is designed to showcase and explain a video, it can also be used to present two columns of text, or a column of text and a still image. Video options can range from an alumnus testimonial to a global field course to a musical event, etc. The heading is in bold black text, the optional subheading is in light blue text, and the body text is black.

**Image Slider:**

The image slider content row allows you to create a slider of multiple images, either advanced by the user or automatically advanced. (If no captions, it is recommended to auto advance. If captions, consider manual advance.) You can also add captions (up to 30 words). This option also allows for a header.

*Guidelines:*

1. Maximum of four images (you can always swap out sets of four images)
2. Use standard photo sizes (resize in Photoshop before uploading to Cascade):
  - Vertical: 425x580
  - Horizontal: 430x290 or 630x430 pixels
3. Captions should be brief. **(Maximum Word Count of 30)**

**Infographics: (available only on Landing Page template)**

“Infographics” are statistical graphics you can insert on a page. They include a number, the related symbol (e.g. 50%) and a short caption. You have three options to choose from.

- A slider of up to 4 statistics; the caption will appear below the number and the statistics will rotate.
- Two static statistics, with the caption to the right. This option works best with numbers less than 100 (i.e. 30%).
- Up to three statistics with a caption below each number.
- You also can have a heading for this infographic row, i.e. “Benchmarks” or “Graduate Data.”

Note: The Infographics slider is limited to numbers and symbols; do not attempt to add graphics.

**Icon Slider: (landing pages only)**

Icon Slider allows you to add graphics to statistics (up to 3), also with a number/symbol and a caption. The statistics rotate as a slider on mobile devices.

## Appendix C – Adding Links

There are four types of links you can add in Cascade, and generally three destinations.

### LINK TYPES:

- Links to pages within your department’s folder based on the default folder structure
- “Reference Links” – Links to other Eastern departments OUTSIDE your own department folder
- “External Links” – Links external to Cascade CMS server; this could be NASA or even a Banner app such as the Class Schedule, which exists on ITS servers, not on the Cascade web server.
- Files (PDFs, images, etc.)— these can be external links, reference links or links within your own folder, but may be accessed/treated differently than web pages.

### DESTINATIONS:

- Your department’s side menu
- Embedded within text in the WYSIWYG: **maximum of three links** within a text block/paragraph.
- Lists of links (alpha or bulleted), again usually in a WYSIWYG.

### Adding a link to a side menu



*Success after Eastern*

- Employers
- Graduate Schools
- Eastern in 4
- Career Development
- Measures of Success
- Alumni Across the USA
- Success after Eastern Home

Home > Success after Eastern Home > Graduate Schools

## Graduate Schools

### Default – Navigation Menu Type:

When creating a page, choose “yes” in the Add to Navigation field. A page with “yes” to Add to Navigation will automatically appear in the right side navigation menu. For example, in the illustration above, the page “Graduate Schools” is inside the “Success After Eastern” folder, and was added to the side navigation menu by clicking “yes” in the “add to navigation” field, and specifying “Default” as the menu type.

(The default option uses the folder structure of your site to add pages, links, and folders to your side menu. You can add levels and change the order of the links in the menu using the “order” option in the CMS folder structure.)

Remember to select “yes” for “Add to Navigation” for pages you want in your side menu, as well as the folder in which those pages reside.



Display Name

Title \*

Add to Navigation  
 Yes  No

Remember to choose “Default” in the Right Navigation Type.



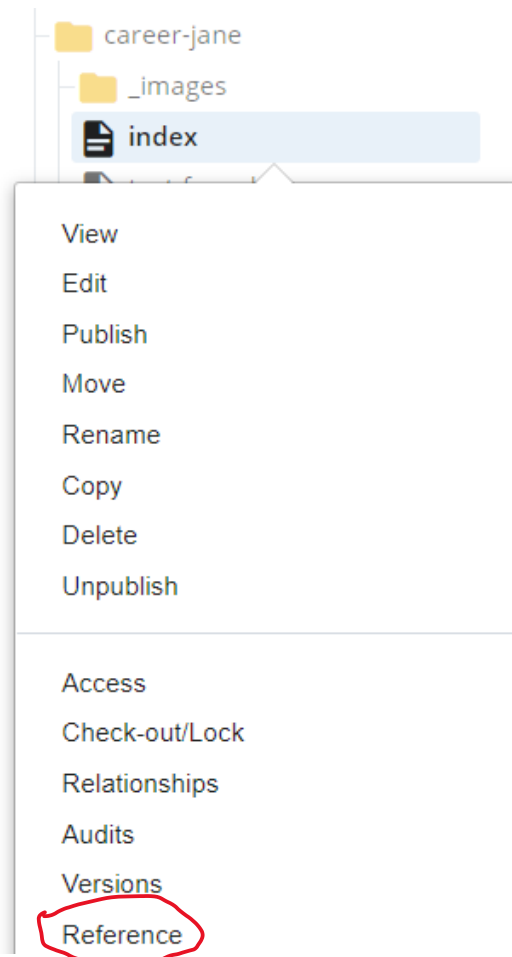
Interior

Right Navigation Type  
 Default  Block  None

**Adding Reference Links: (See Appendix I for Reference Link standards)**

A reference link is a link found outside of your folder/department, but elsewhere on the Eastern website. For instance, an academic department (e.g. English) may want to include a link to the Academic Services Center on their site; to make this happen, they need to find the ASC Center on Eastern’s website in the CMS and link to it. Note: The referenced page must be built/live.

1. For a page that you want to have a reference link on your own page, go to that page on the Site Content menu. This is usually the index page for another department, office, or service.
2. RIGHT CLICK on that page, and a drop-down-menu will appear.
3. Click on Reference.
4. Name the reference link (See Appendix I for standard names) and indicate the folder in which you want the link to be placed.



## Create Reference to page


Eastern Connecticut State University: /career-jane/index

References allow assets to be indexed in different folders in the : listings.

Reference Name \*

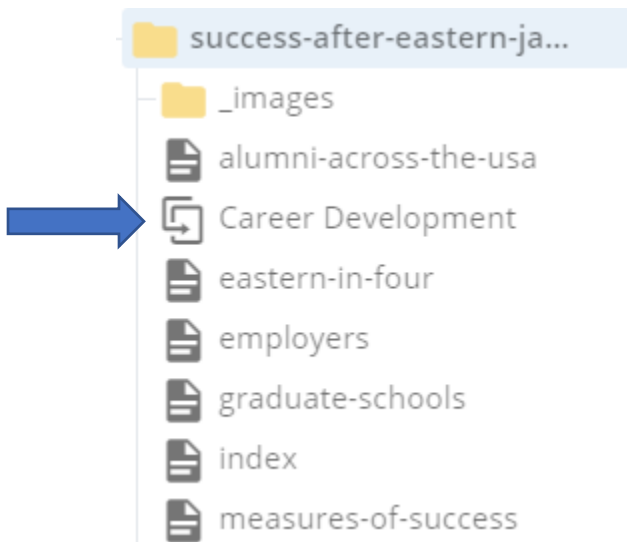
index

Placement Folder \*

 Success after Eastern

Eastern Connecticut State University: /succe...

An icon and the name you choose for the Reference link will appear in your folder and on the right side navigation menu.



### Adding External Links to a side menu

An external link is outside of the Eastern website — professional associations, state agencies, and other non-Eastern entities. **In addition, ITS-managed applications outside of [www.easternct.edu](http://www.easternct.edu) (i.e. the Class Schedule, [https://sbs-prod.ec.easternct.edu/PROD/bwskfcls.p\\_termsel](https://sbs-prod.ec.easternct.edu/PROD/bwskfcls.p_termsel)) are also external links.**

If you use the same **External link** in multiple places on your department website, you can save time by turning the External Link into an Asset, and then referencing it as an internal link instead of constantly typing in the link's URL. By creating an External Link asset, if the url to the link changes, you only need to update the Link object rather than all the places it is utilized across your pages.

To create an External Link asset, exit the page you are editing and navigate to whatever folder that holds the object. Once you are in the appropriate folder, select Add Content in Cascade.

Click on the External Link option. You will need to supply three pieces of information in the popup form – a name for the link, the url for the external link and a Title in the Metadata tab. Once you click submit, the External link object will be saved. You can then reference it whenever you need to.

The screenshot shows a form with two tabs: 'Content' and 'Metadata'. The 'Content' tab is active. It contains three main sections: 'Link Name \*' with an empty text input field; 'Placement Folder \*' with a dropdown menu showing 'advanced-sam' and a sub-label 'advanced-sam: /'; and 'Link Settings' with a 'Link \*' label and an empty text input field.

**Click on Add Content and then External Link**

The screenshot shows the 'Add Content' interface. At the top is a search bar labeled 'Filter...'. Below it is a 'Default' button with a left-pointing arrow. A list of content types follows: 'Block' (cube icon), 'External Link' (external link icon), 'Folder' (folder icon), 'Format' (code icon), 'Page' (document icon), and 'Template' (grid icon). A blue arrow points to the 'Folder' option.

Type the Link Name to appear in the Side Navigation menu. Choose Yes to the Add to Navigation. Paste the URL (link) into the Link Settings.

Content Metadata Draft saved Close Save & Preview

Link Name \*

Board of Regents

Placement Folder \*

Academics

Eastern Connecticut State University /acade...

Link Settings

Link \*

http://www.ct.edu/

Properties

Metadata Set \*

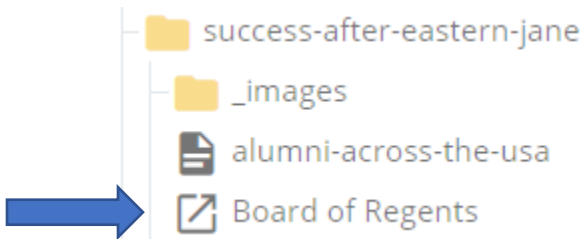
Default

Eastern Connecticut State University; Metad...

Tags

Select one or more values...

The Icon and name of the External Link will appear in the folder you choose to put it in, as well as on the right side navigation menu. External links will always appear in your side menu unless stored in a folder with “Add to Navigation” set to “no.”



## Adding Links in the Text Editor/WYSIWYG:

See Appendix D (WYSIWYG) for details on embedding text links or creating bulleted lists of links. **See samples and an explanation on embedding links in text shown below.**

### Other Information

Eastern's Bachelor of Science degree in accounting provides introductory and advanced courses in financial and managerial accounting, auditing, taxation and accounting information technology and business solutions. As one of the top accounting programs in Connecticut, Eastern has one of the top CPA Exam pass rates in the state. In addition the Accounting Major and Accounting Minor, graduates can also earn their [master's degree in accounting](#) with only one additional year of study at Eastern.

### Bulleted Lists of Links

- [Academic Calendar](#)
- [Final Exam Week](#)
- [Class Schedule](#)

← Embedded Link

### Embedding a link in the WYSIWYG:

First, select the word(s) you want to turn into a link (i.e. "3rd Party Provider" below.) Click Insert/edit Link icon on the tool bar; fill in the information on the popup window and click Ok.

Oh the places you'll go...

International Study Abroad allows students to experience the world and the global community. You can gain cultural insight while living and studying along with students of a host country for a full semester, academic year or inter-session while earning Eastern credits.

we have a variety of programs available to students. You can study through a 3rd Party Provider, whereas you pay the organization's tuition and fees or you can study abroad at one of Eastern or Central's partner universities, in most cases, you pay tuition and fees, to ECSU for the same price of Eastern tuition. You may also study abroad through an inter-session program by enrolling in one of Eastern's Global Field Courses, taught by Eastern faculty, or by participating in a short-term program offered by a 3rd Party Provider or partner university.

Credits earned abroad will count as transfer credits and they will not be calculated in the GPA.



### Insert link ✕

Link Source  Internal  External

Link

Anchor

Text to display

Title

Target

Class

The text link will appear as **red** inside the paragraph (see below)



Home > Global Studies Home > About

## About Study Abroad

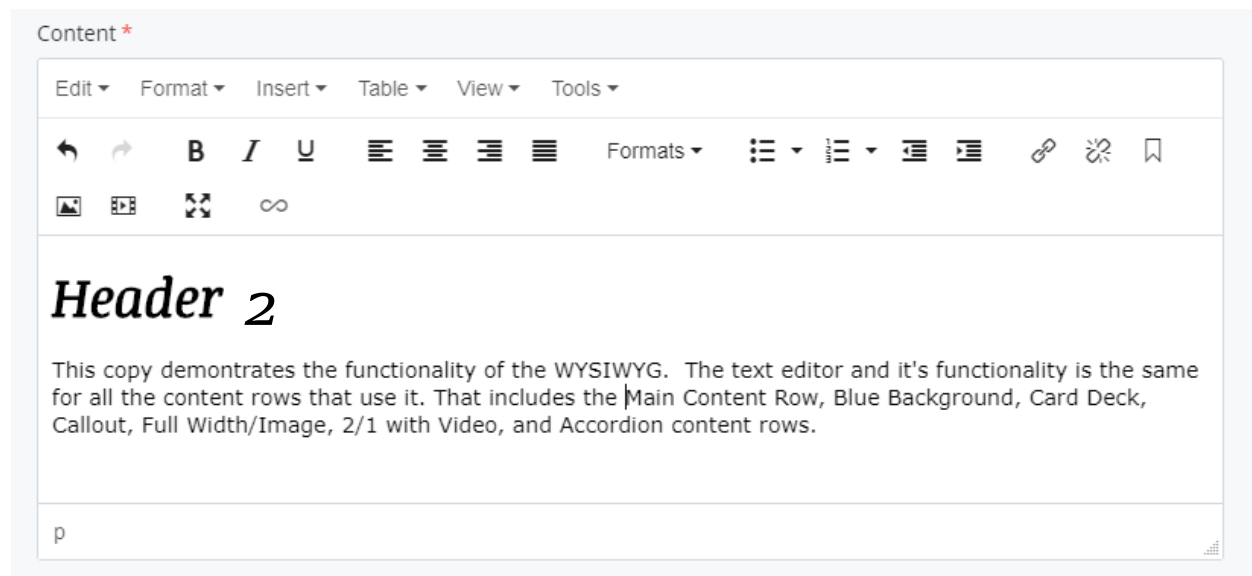
Oh the places you'll go...

we have a variety of programs available to students. You can study through a **3rd Party Provider**, whereas you pay the organization's tuition and fees or you can study abroad at one of **Eastern or Central's partner universities**, in most cases, you pay tuition and fees, to ECSU for the same price of Eastern tuition. You may also study abroad through an **inter-session** program by enrolling in one of Eastern's Global Field Courses, taught by Eastern faculty, or by participating in a short-term program offered by a **3rd Party Provider** or partner university.

## Appendix D – Text Editor (WYSIWYG)

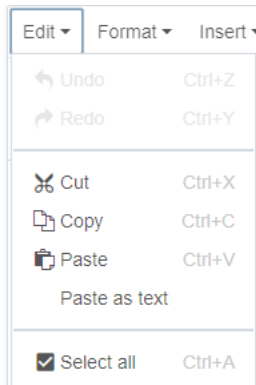
The WYSIWYG (“What You See is What You Get”) is an open-ended field to add/edit text, without the pre-set options that content rows like Galleries and Infographics have. The WYSIWYG text editor is available in the Main Content Row, Blue Block, Card Deck, Callout, Two Column Text/Media, 2/1 Text/Media, and Accordion content rows. (While the Main Content/WYSIWYG content row by design must be the first row on a Landing Page after the Banner, you can also place a WYSIWYG content row anywhere on a landing or interior page.)

The principal use of the WYSIWYG is for entering text—in paragraph form; bulleted form; or in tables. It allows you to add text and style it with various built-in attributes (e.g., bold, italics, indented); it allows for the addition of images and video links on a page; and also allows for the creation of tables. **(Consult with University Relations to work with tables.)** You can add links within a page (aka “anchors”) as well as links to external resources. Similar to MS Word, there are a variety of options available to format text using the WYSIWYG content row. **NOTE: To keep fonts, colors and styles consistent on Eastern’s website, you do not have the option of adjusting these parameters.**



The menu along the top of the WYSIWYG (Edit, Format, Insert) contains many of the same functions that the icons beneath them allow you to utilize, but also have additional functions. For example, the **Edit menu** item has Undo/Redo, which is the small left/right arrow icons, as well as Cut, Copy, Paste/Paste as text, and Select All. The icons are as follows: Undo, Redo, Bold, Italic, Underline, Align Left Text, Align Center Text, Align Right Text, Justify Text, Bulleted List, Numbered List, Decrease Indent, Increase Indent, Insert/Edit Link, Remove Link, Add Anchor Link, Insert/Edit Image, Insert/Edit Media, and Fullscreen.

## Edit

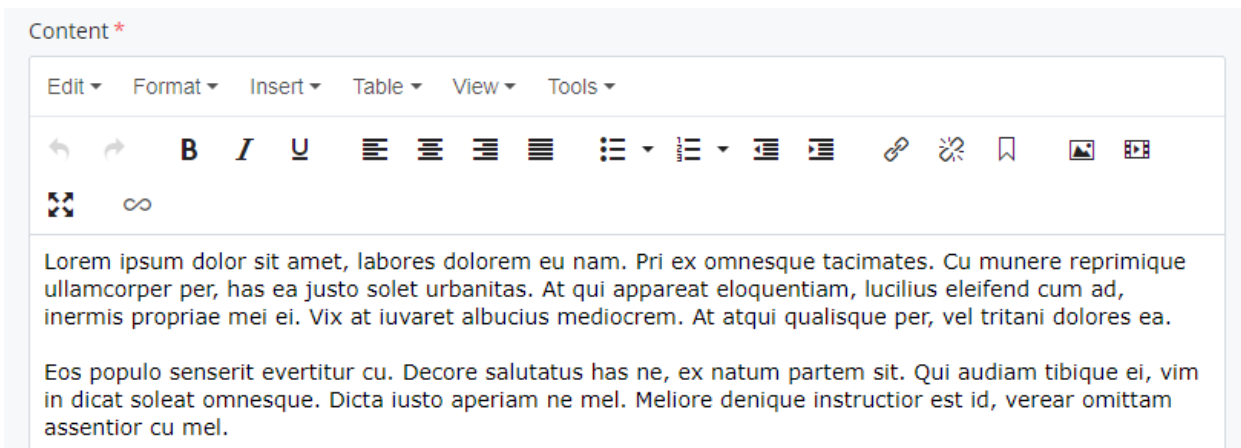


Standard editing options: copy/paste as well as undo/redo and select all.

**Paste as text** (plain text) can be useful when pasting something that you don't want to have the formatting of its original location (pasting text that was a link, pasting something that was originally bold, etc.) It is good practice to do this and reformat in Cascade.

### TEXT IN PARAGRAPHS:

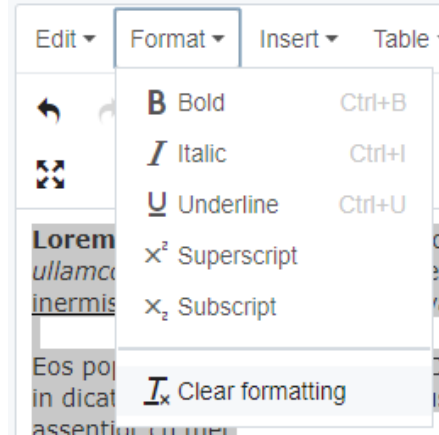
Inputting text is much the same as for any other text editor: You simply type what you want to appear inside the editor window (beneath the icons) or copy & paste in text from an external source (WORD document, webpage, etc.). Note: MS Word can bring in hidden code, causing unwanted styling. You can use Notepad (PCs) or text-edit (MAC) to strip text of this formatting.



**Tip: A hard return (return key or “Enter”) will give you a paragraph break, while Shift/Return brings you to the next line in the same paragraph. If you have only one paragraph, enter a hard return to create the styling for that paragraph and then enter a backspace so that a second empty paragraph is not added to your layout.**

Highlighting text and clicking on the “B” icon will make it bold, while “I” will Italicize it, and “U” will underline. Clicking on the icon again (while the text is still highlighted) will remove the formatting... So “B” will un-bold for example.

You can also clear all formatting via the Format dropdown > “Clear formatting” while having the text you want to un-format highlighted.



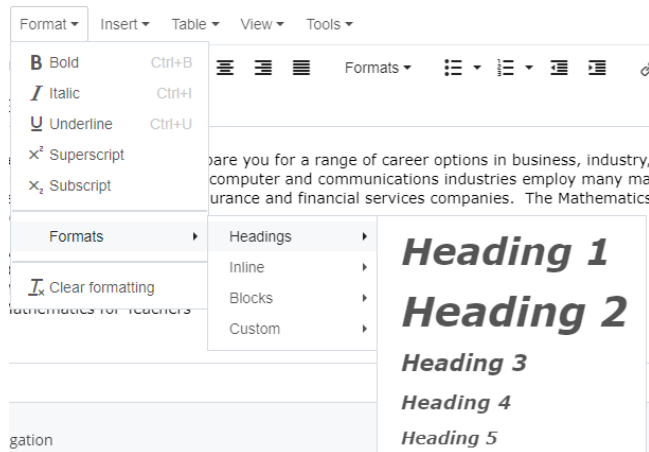
## Format

Standard text formatting options: bold italic underline super/sub script

**Formats:** includes **headings** (to be used as actual headings and not just because you want some large text), **inline** (IGNORE: for University Relations web developers only), **block** (IGNORE: for University Relations web developers only), and **custom** (IGNORE: for University Relations web developers only)

### Subheads within Text

Just as bulleted lists (see below) can break up text and add in reading, subheads on a page help you organize copy and present information in an easy-to-read format for your site visitors.



## Bulleted or Numbered Lists

In addition to creating text in paragraph form (**we recommend breaking up paragraphs with line breaks vs. paragraph indents; use a hard return (Enter) to create line spaces**), you can also break up copy by using bulleted, numbered, or unformatted lists, per below.

### Bulleted List

(unformatted)

First Item  
Second Item  
Third Item

Default/Disc

- First Item
- Second Item
- Third Item

Square

- First Item
- Second Item
- Third Item

Default/Decimal  
Lower Roman

1. First Item
2. Second Item
3. Third Item

Numbered List  
Lower Alpha

- a. First Item
- b. Second Item
- c. Third Item

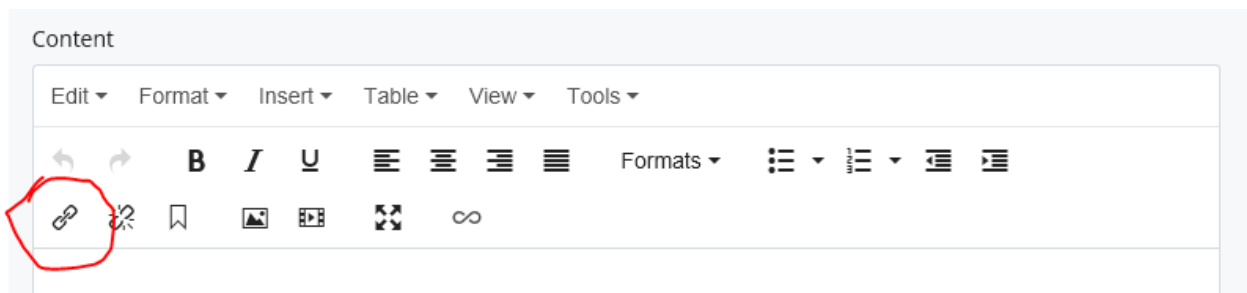
- i. First Item
- ii. Second Item
- iii. Third Item

### Indent

First Item  
Second Item  
Third Item

### Insert/Edit Links & Remove Links

To create a link embedded in text, (1) highlight the text, and (2) click the small chain icon for Insert/Edit Link. A small window with additional options to choose from will open, offering you various link options.



**Internal Link** – A link that exists inside of Eastern’s website. This prompts you to choose the file, page, or link you would like to link to and will allow you to browse the folders/files inside of Cascade to find what you’d like to link to.

**External Link** – A link that exists outside of Eastern’s website. This prompts you to type in/paste in the URL for the webpage/file you would like to link to from an external site (e.g. <https://portal.ct.gov>)

**Anchor** – See below.

**Text to display** – If you have already highlighted text, it will show up here. If you had nothing highlighted, the text for the link will be

whatever you enter in this field. (Use an intuitive name vs. the actual URL)

**Title** – Certain browsers will show the title of the link on hover.

**Target/Class** – ignore

When you’re satisfied with your link, you can click the “Ok” button to accept it; Otherwise, you can click “Cancel” to ignore any changes you made.

**Removing Links:**

[First Item](#)

To remove a link from text, simply click anywhere within the active link (in blue) and click the small broken chain icon “Remove Link”.

[Second Item](#)

**Anchor Links**

Unlike a regular link, an anchor link allows you to link to content (for example, a list of content) that appears elsewhere on the same page, or to a specific section of a different page on your site (provided it has an anchor link on it). EXAMPLE: A “Top of Page” anchor would take you back to the top of the page. Adding an anchor is a two-step process – selecting the location to anchor to and creating a link that jumps to the anchor location. The Anchor item in the WYSIWYG menu is used to create the anchor location. (Ask University Relations for assistance if needed.)

1. Choose the location you want to scroll to. Go to Insert menu and choose Anchor. Create a unique ID or name for the anchor. This ID **must be unique on this page**, so do not reuse IDs. *It is recommended you avoid using any special characters, numbers, or spaces/punctuation when naming an anchor link. (Example: alternativeInformationlink)*
2. Click OK. With an ID selected, you can then link to this anchor (using the Insert/Edit Link button) elsewhere on the page by selecting “External” and putting the anchor link you chose with a “#” before it, so alternativeInformationlink in this case. (The CMS adds the # automatically.)

To link to an existing anchor on a different page, you simply put the URL in followed by #anchor link, for example: <http://www.easterncst.edu/biology/#alternativeInformationLink>

## Insert/Edit Images

Clicking the small icon that looks like a landscape picture will bring up a small window with additional options to choose:

**Internal Source** – An image that exists inside of Eastern’s website. This prompts you to choose the image you would like to insert into the WYSIWYG by choosing from the folders/files inside Cascade.

**External Source** – An image that exists outside of Eastern’s website. This prompts you to type in/paste in the URL for the image you would like to link to from an external website. (Links to external sites don’t ensure that external images are always available. *It is recommended that you not use images from external sources.*)

**Image Description** – For accessibility purposes, **every image on the site** needs text describing the image. If an image is purely decorative (i.e. border), you can click the

box to skip putting text in. However, any other image should be described to help people who cannot physically see the image. (“students throwing frisbee”)

**Dimensions** – This will automatically fill in based on the dimensions of the image chosen. You can choose to shrink the image down by inputting a new number in either the width or the height. NOTE: Limit use of this tool to a minimal amount of image reduction. Be sure to keep the “Constrain proportions” option checked to prevent accidentally stretching or squishing your image disproportionately. To prevent poor photo quality, **DO NOT** enlarge an image greater than its original size. **We recommend using modular sizes for WYSIWYG images: 630 x 430 or 430 x 290 for horizontal images; 430 x 580 for verticals.** (See Appendix E for Working with Photos). Eastern’s best practices are to rescale images to their appropriate size in PhotoShop, before uploading them to Cascade to reduce page load times. For instance, “impact images’ on a landing page are 1920 x 745 pixels. A typical digital camera photo is many times larger. These images should be resized before uploading to Cascade.) *You can remove any image you add to your WYSIWYG by clicking on it and pressing “Delete.”*

### Insert/Edit Media (i.e. videos)

Clicking the icon that looks like a segment of film will bring up a small window with additional options:

#### General Tab:

**Source** – A video URL. YouTube is preferred.

**Dimensions** – This will automatically fill in based on the video chosen. You can choose to shrink the video down by inputting a new number in either the width or the height.

**Embed:** You can also use the embed code provided by YouTube. See page 25 for details. You can remove any video you add to your WYSIWYG by clicking on it and hitting “Delete.”

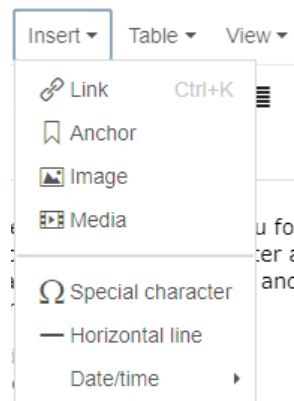
## Fullscreen

Clicking the 4-way arrow icon will enlarge your editing area to the full width & height of your browser window, give you more room to see your content. Click it again to return to the normal viewing area.

## Adding a caption to an image in the WYSIWYG editor

When you add an image within a WYSIWYG, there is an “advanced” tab that gives you the option to put the image in a <figure> container with a <figcaption> tag for the caption. That figure container will be the wrapper for what is aligned, similar to how a “div” would be. Once in the WYSIWYG, you should be able to select, not highlight, the figure wrapper and add the align-left/align-right class to it. When you insert a caption, a box appears around the photo and caption; you will need to align the caption with the photo (left, right, centered) and the caption will show up in that format in the box in the WYSIWYG.

## Insert



**INSERT** allows you to insert external content into the WYSIWYG.

- **Link:** pops a dialog box with options for adding a link.
- **Internal** (within Eastern’s CMS) or **External** (non-Eastern links)
- **Text to display** is the text for the link. Avoid links like “Click here” or similar. A link should stand alone.
- **Title, Target, Class** can be ignored
- **Anchor:** See page 54
- **Image/Media:** Allows you to embed an image (INTERNAL ONLY); linking to an external file is called “hot linking” and is generally frowned upon because external links can change. If you embed a video, grab the embed code from YouTube and paste that into the second tab.
- **Special Characters:** pops up a variety of special characters to add to your text... useful for names with accented letters, fractions, commonly used symbols like © or mathematical symbols like ≥.
- **Horizontal line:** puts a horizontal line across your content area.
- **Date/time:** inserts the current date/time. Gives you a few formats to select from.



## Table

Constructing and working with Tables is covered in Advanced Cascade Training. Consult the Website Manager in University Relations for details on working with tables. (Note: Tables do not always view well on mobile devices.)

## View/Tools

Main features are Spellcheck & Fullscreen.

## Headers

Headings should be ordered by their level. The largest/most important heading is H1, the smallest/least important heading is H6. Headings with an equal or higher rank start a new section, headings with a lower rank start new subsections that are part of the higher ranked section. Use headers to structure content on the page, NOT because you simply want something to be larger. *Improper use of headers can lead to search result issues on Google and other search engines.*

## Shared WYSIWYG Elements

On **Landing Pages**, the following Content Rows share a WYSIWYG:

- Blue Block
- Callout
- Full Width 2/1

On **Interior Pages**, the following Content Rows share a WYSIWYG:

- Main Content
- Blue Block
- Callout
- Full Width 2/1

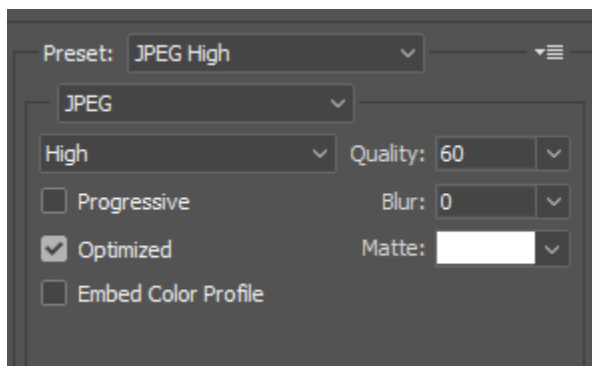
On **Interior Pages**, the following Content Rows also share a Heading & Subheading field:

- Callout
- Full Width 2/1

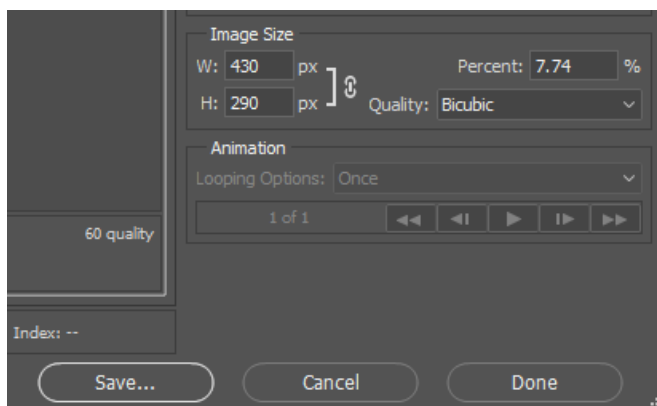
This means is that you can switch from one of these content rows to the other without losing the text in the WYSISYG. However, except for these rows as noted above, each text field/WYSIWYG is independent of other text fields. Therefore, if you enter text into one Content Row and then change Content Rows, such text will not carry over to the new Content Row. However, you can always change back to the initial Content Row and your text will still be there. For those content rows that share a WYSIWYG, changes made to one Content Row will also show up in the other rows that share the text field.

## Appendix E – Working With Photos

- Google Images (or any other copyright-protected images)—don't use them due to copyright issues.
- Word Press photo slider images (320x320) are too small and should not be used in Cascade.
- While the Cascade CMS scales images to specific dimensions for various content rows and other features, you only need to worry about uploading images in five modular sizes.
  - 1920 x 745 pixels (largest horizontal; for **Banner images** on landing pages only)
  - 950 x 490 pixels (horizontal; for **Banner images** on interior pages only)
  - 630 x 430 pixels (mid-size horizontal)
  - 430 x 290 pixels (small horizontal)
  - 430 x 580 pixels (vertical)
- **You must resize images in PhotoShop before uploading to Cascade.** Images that are too small look bad on screen; images that are too large slow page load times. Rule of thumb: Largest Images should be no larger than 1920 x 745 pixels; (**BANNER images only**); smallest images should be 430 x 580 pixels if vertical; 430 x 290 pixels if horizontal.
- **Use “Save to Web” in Photoshop.** (If you don't have Photoshop, contact the Help Desk.)
  - File > Export > Save for Web “legacy); Choose “JPEG High” in the “preset” field.
  - If you change “quality,” do not go above 85%, as it will enlarge the file size.



- Adjust the image size based on the Cascade modular sizes indicated above. In the instance shown below, we have adjusted an image that was 5552 x 3740 down to 430x290. Make sure the link icon to the right of the width/height fields is clicked; as you alter one dimension, the other dimension adjusts proportionately. Do not adjust the “quality” field in this section of the Photoshop screen. Save the file and upload to Cascade.



## Appendix F – Eastern Web Style Guide

### Headers

Headings should be ordered by their level. The largest/most important heading is H1, the smallest/least important heading is H6. Headings with an equal or higher rank start a new section, headings with a lower rank start new subsections that are part of the higher ranked section.

Skipping heading ranks can be confusing and should be avoided where possible: Make sure that a Heading 2 is not followed directly by a Heading 4, for example. It is ok to skip levels when closing subsections, for instance, a H2 heading beginning a new section can follow a Heading 4, as it closes the previous section.

Please use headers to structure content on the page, not because you simply want something to be larger.

*Improper use of headers can lead to issues with your page showing up properly in search results.*

### ALT text/Image Descriptions (150 characters maximum)

ALT text is important for any visitor using a Screen Reader, which are generally used by people with vision impairments, or for anyone visiting the page who is unable to load the image.

Describe the image as specifically as possible, while also keeping the description relatively short. Avoid phrases such as “Image of...” “Picture of...” Best example: “students conversing on campus grounds.”

*Tip: If you were describing the image to a visually impaired person in a hurry, what would you say to give them an accurate idea of the image?*

### Keywords (2-3 maximum per page)

Keywords are what a user types into a Search Engine to find your page. Choosing a few good keywords or phrases that are relevant to your page’s content is important. **Trying to squeeze as many keywords as possible** (even going so far as to include ones that are not relevant but are popular instead) **will result in most search engines ignoring your keywords altogether.** A good way of thinking about this is not to think of it as keywords but instead as search terms.

*Think about what a visitor would look for within your page’s information while in a search engine, and use those words/phrases as your keywords. (biology, tropical biology, genetics)*

### Descriptions (140-165 characters)

Nearly all search engines use this feature to describe your web page in their search results (even Eastern’s internal search). See examples below.

## Search Index

You can search "All" Eastern pages, only pages on [www.easternct.edu](http://www.easternct.edu) ("Eastern") or pages found on our Department of Athletics site ("Go Warriors.") Once a search yields results, you can sort by "relevance" or "date."

All Eastern Go Warriors

About 4,140 results (0.19 seconds)

Sort by: Relevance

[The Department of Biology](http://www.easternct.edu/biology/)  
<http://www.easternct.edu/biology/>

The Department of Biology prepares students to become biologists through extensive hands-on experience, spending more time in the laboratory and field than in lecture.

[Biology | Eastern Connecticut State University](http://www.easternct.edu/biology/)  
[www.easternct.edu/biology/](http://www.easternct.edu/biology/)

### Descriptions

Students in Eastern's biology program become biologists through extensive practical experience, and spend more time in the laboratory and field than in lecture.

[Faculty/Office Hours | Biology | Eastern Connecticut State University](http://www.easternct.edu/biology/faculty/)  
[www.easternct.edu/biology/faculty/](http://www.easternct.edu/biology/faculty/)

Professor Charles Booth, Ph.D. Courses Taught: Cell Structure and Function, Physiological Ecology, Aquatic Biology, Tropical Biology. Research Interests: ...

*If you have no description, most search engines will simply pull in whatever text they think is relevant, which might not be useful to the person searching for your page!*

### Slideshows/Photo Galleries

When using a slideshow as a decorative element on a page it is best to restrict the number of slides to a small number, so they do not negatively impact your page's loading speed. National user surveys indicate 4-5 images generally are the most people will take time to look at, and this is Eastern's guideline for photo sliders. When using a **photo gallery** as the **main content** on a page, the maximum number that can be used increases, as the gallery is now the sole purpose of the page's existence. However, limiting the number of images that a user is forced to load is important, so a maximum of 18 (6 rows of 3 images) is still recommended; your total will vary by the overall sizes of images used. (Keep in mind that photo gallery rows must have 3 images each.)

### Formatting text

- Use subheads, bullets and simple language. **Avoid ALL CAPS!** – it is hard to read
- Use headlines to guide your reader ("Services We Offer"; "Graduation Requirements")
- Don't assume people navigated to your page from the home page; visitors enter Eastern's website from anywhere. **Be sure they understand context immediately**
- Use short paragraphs; (3-4 sentences); one idea per paragraph
- Use short sentences – twelve words on average
- Use inviting language and active voice ("you" vs "students"; "we" vs. "The University")
- Use formatting for emphasis (**bold** but not underline or *italic*)
- Avoid academic jargon
- Do not end items in a bulleted list with a period – periods stop the eye from scanning

## Writing good links

“[Click here](#) to learn more about Eastern!” – not a good link

“[Learn more about Eastern!](#)” – better link

“[Quick facts about Eastern](#)” – best link

Screen readers (assistive programs for people with vision impairments to meet ADA standards) have a feature to collect and read all the links on a page to a user, allowing them to quickly navigate the content of a site without having to hear the entire page read to them. However, if all your links are “Click here!” or “Learn more!”, they’ll have no idea about the surrounding context of those links and instead will have to then spend time poring through the page needlessly. *If you can’t read a link by itself and know instantly where it will bring you, its not a good link!*

## When to use accordions

Accordions are used to manage the vertical real estate on a page. Each opens and closes, allowing the user to see more content while managing the vertical length of the page. Accordions are used to give brief information on content that exists in aggregate form (40 majors, 90 clubs, etc.) Accordions may have a link to more content.

## Captions for Image Sliders

Captions should not be used to simply describe an image—that is what Alt Text is for. A caption should be used to label people in a photo, i.e. for large group shots or an interesting location, or describing a setting not obvious to your site visitor.

## Social Media Icons/Icons in general


In order for Eastern to have a consistent look, it is important for elements that are used repeatedly to be used consistently. When linking to social media accounts, instead of using any icon you find for Facebook/Twitter/Instagram/etc, there is a built-in font called “FontAwesome” that allows us to use a variety of icons for various social media platforms, as well as additional “general use” icons like phone, fax, documents, and many more. <https://fontawesome.com/cheatsheet?from=io>  
If you need assistance with Font Awesome icons, consult with the Office of University Relations.









## Restrictions in Cascade

- Maximum image size: 2MB
- Maximum image dimensions: 1920 x 745
- Acceptable image types: .bmp, .gif, .jpg, .jpeg, .png, .tiff
- Maximum document size: 15MB
- Acceptable document types: .rtf, .txt, .pps, .ppt, .pptx, .pdf, .xlr, .xls, .xlsx (Word documents, rich/plain text documents, PowerPoint/slideshows, PDFs, Excel spreadsheets)
- Maximum number of side menu items: 10 (does not include nested content)
- Maximum depth of side menu levels: 2 (folders inside of your folder)
- Maximum number of slideshow (decorative) images: 5
- Max number of photos on a gallery page: 18 (recommended maximum)
- Maximum length of image's alt text: 150 characters
- Maximum number of content rows: 6-8 (soft limit)
- Limited to one (overall) table style per page

## Appendix G – Cascade Glossary










Cascade CMS Glossary



<b>Accessibility Checker:</b>	Consistent with the Web Accessibility Initiative (WAI) Guidelines, the Accessibility Checker checks and reports errors that, when resolved, result in an enhanced accessibility for published content.	
<b>Asset:</b>	Any entity within Cascade CMS that can be used to generate content. Assets are classified as a <b>Page, File, Block, Format, External Link, Folder, Template, or Reference.</b>	
<b>Asset Factory:</b>	An Asset Factory is a prototype for creating multiple assets of a specific type, including page views, code blocks, news articles, etc.	
<b>Base Folder:</b>	The top level container for assets and sub-folders in a site.	
<b>Block:</b>	A Block is 'pluggable' piece of content or code that can be easily substituted (with or without styling) into any page region. It is especially useful for content that is to appear on multiple pages and allows that content to be updated from a single file (the block).	
<b>Configuration Set:</b>	A Configuration Set is a collection of page outputs (e.g. JSON, HTML, RSS) defining the type of content and the file extension. Although based on a specific template it contains options to override template-level code-blocks or formats.	
<b>Content Type:</b>	Aggregates a Configuration Set, Metadata Set, and a Data Definition into a single component that can be used to generate pages.	
<b>Data Definition:</b>	A Data Definition is essentially a form for an end-user to enter or edit content on a page or within a Block. It also refers to how the data are structured as an XML file.	
<b>Destination:</b>	Defines the link between Site content and the location to which it is published. Destinations allow for publishing content on a schedule, and specify encoding (UTF-8 or ASCII) for the published content.	
<b>External link:</b>	A symbolic link or 'symlink' to a specific URL.	
<b>File:</b>	An image (jpeg, png, svg) CSS or JS file, or any other static content	

## Cascade CMS Glossary



<b>Folder:</b>	A container within Cascade CMS that holds other assets.	
<b>Format:</b>	Code used to transform and style data, generally based on an XML block.	
<b>Group:</b>	Composed of one or more users with common permissions. Each user in Cascade CMS must be a member of at least one Group, but can have membership to multiple Groups. Any Roles assigned to a Group are inherited by every member.	
<b>Link Checker:</b>	The Link Checker ensures that all HTML links between Assets in Cascade CMS, as well as any links to external resources are valid.	
<b>Metadata:</b>	Metadata are data within Cascade CMS that describe an Asset. Common fields such as title, summary, or keywords provide information about the content within a particular Asset. Because the system manages all Assets as XML, the Metadata that a user enters for Assets can be used for display purposes on site pages.	
<b>Metadata Set:</b>	A Metadata Set is a collection of data-entry fields describing a particular Asset. Metadata Sets are comprised of both pre-set and optional custom-built fields.	
<b>Output:</b>	An Output is a specification of how data from an Asset (especially page views) are output. For example, a Page might have HTML, Text Only, and RSS Outputs concurrently.	
<b>Page:</b>	Mutable Asset built by Cascade CMS from other Assets to create the finished product such as a web page or XML document.	
<b>Publish Set:</b>	Group of publishable Assets that are to be published on demand or on a schedule. It may contain Pages, Files, and/or Folders.	
<b>Reference:</b>	A special Asset in Cascade CMS that represents an existing Asset allowing said Asset to be referenced in multiple locations. It is equivalent to an "alias" in Mac parlance.	
<b>Role:</b>	Governs a User's access to content and activities within Cascade CMS. All Users must be assigned a role -either system-wide or per site. Roles are additive.	

## Cascade CMS Glossary



**Site:** A flexible term in Cascade CMS that can refer to a website as a whole or to sub-sections as granular as a single Page. Essentially it is a 'chunk' of content with a label attached to which an end-user has access. Use the drop-down menu at the top left of the Dashboard to switch between Sites.



**System-View Tags:** Cascade CMS recognizes pseudo-tags, called system view tags that control when/where the enclosed content is displayed. System view tags are not XML elements, they use a square bracket notation instead.

1. **[system-view:internal] tag** wrap content that will only be displayed when viewed from within Cascade CMS
2. **[system-view:external] tags** wrap content that will only be displayed when viewed in the published content outside of Cascade CMS.

**Template:** Basic building block for a Page's layout



**Transport:** Contains the credentialing information for accessing external resources via FTP, SFTP, MySQL database, Amazon S3, etc.



**User:** Any individual who uses Cascade CMS. Users are required to have at least one Group membership and one Role.



**Versioning:** Cascade CMS maintains a full version history for each Asset in Cascade CMS. A User can add messaging associated with each version of an asset.

**Workflow:** Series of steps that content must go through to be quality-checked, and either approved, modified, or disapproved by the appropriate user(s).



**Workflow Action:** Directed path from a source step to a destination step in a workflow. It determines what the system should do next.

**Workflow Trigger:** Plug-in that enhances an action in the Workflow process by executing code as the transition from a source step to a destination step occurs.



## Appendix H – SEO (Search Engine Optimization)

Search Engine Optimization (SEO) refers to the process of using keywords and phrases to help visitors find your website. In addition to user-friendly page URLs, the Cascade CMS uses two standard fields to help you drive traffic to your site. Both are found in the “Content” tab and the first thing you see when you start building your page.

Display Name

Title \*

Keywords \*

Description \*

Eastern's Department of Psychological Science provides challenging, engaging opportunities for students to acquire the knowledge and skills of psychology as a scientific discipline.

**KEYWORDS:** These are words that Google’s algorithms use to raise the position of webpages in a Google search. When someone types in “Eastern Connecticut State University” in Google, our homepage is the first page in the search results. For department pages, a list of two-three words/phrases is a good start. Here are some examples: they include the department name and other phrases of note. Keywords are lower case, with commas but no spaces.

**BIOLOGY DEPARTMENT:**

Biology,tropical biology,genetics

**PSYCHOLOGICAL SCIENCES:**

psychology,behavior analysis,undergraduate research

**SOCIOLOGY, ANTHROLOGY, CRIMINOLOGY AND GEOGRAPHY DEPARTMENT**

sociology,social work,criminology

**DESCRIPTION:** This is the sentence or two that you see in Google search results. For Eastern Connecticut State University, you would see the following: *Eastern Connecticut State University is a public, coeducational in [Willimantic](#), [Connecticut](#). It is the state’s designated public liberal arts university.*

Spend some time to craft a concise two-sentence descriptor for your department, office or service that clearly tells what your core purpose is. Descriptions should be 140-165 characters (Note: not words) long. This is what a user sees when conducting a Google search for your site.

## Appendix I – Reference Links

A reference link is a page, file or other asset on Eastern’s website that resides outside your department’s Cascade folder but on Eastern’s [www.easternct.edu](http://www.easternct.edu) domain. Most often you will use a reference link to add a link to another Eastern department on your site. How to create a reference link is explained on pages 44-45 of the Cascade Contributor Guide. To maintain consistent naming conventions for reference links across the Eastern website, **please follow these guidelines**. If you cannot find the appropriate reference link below, ask University Relations. Note that shorter names are used for the sake of brevity and clarity. (Also note the distinction between the sample index page URLs and the reference name we are giving them.)

### EXAMPLES OF HOME PAGE/INDEX PAGES:

[www.easternct.edu/biology/index.html](http://www.easternct.edu/biology/index.html)

[www.easternct.edu/cce/index.html](http://www.easternct.edu/cce/index.html)

[www.easternct.edu/business/index.html](http://www.easternct.edu/business/index.html)

[www.easternct.edu/career/index.html](http://www.easternct.edu/career/index.html)

[www.easternct.edu/ce/index.html](http://www.easternct.edu/ce/index.html)

### Academic Departments:

Art and Art History

Biology

Business Administration

Communication

Computer Science

Economics

Education

English

Earth Science (Environmental Earth Science Department)

History

Health Sciences

Languages (World Languages and Cultures)

Mathematics (Mathematical Sciences)

Music

Performing Arts

Physical Education (Kinesiology and Physical Education Department)

Physical Sciences

Political Science (Political Science, Philosophy and Geography Department)

Psychology (Psychological Sciences)

Sociology (Sociology, Anthropology, Criminology and Social Work Department)

Theatre

### Divisions

Academic Affairs

Finance & Administration

Graduate Division

Information Technology

Institutional Advancement

Student Affairs

## **Schools**

Arts & Sciences

Education/Professional Studies

## **Centers:**

Academic Services Center

Career Center (vs. Center for Internships and Career Services)

Child Center (vs. Child and Family Development Resource Center)

Early Childhood Center (vs. Center for Early Childhood Education)

Community Engagement (Center for Community Engagement)

Women's Center

## **Offices:**

Admissions

Alumni Affairs

Bursar

Continuing Education (Office of Continuing Studies and Enhanced Learning)

Development

Equity & Diversity

Facilities (Facilities Management and Planning)

Financial Aid

Fiscal Affairs

Housing (Office of Housing and Residential Life)

Human Resources

President

Registrar

University Relations

## **Services**

Accessibility (AccessAbility Services)

Counseling (Counseling and Psychological Services)

Health Services

Student Employment

Veterans

## **Other**

Art Gallery

Athletics

Bookstore

Campus Police (Department of Public Safety)

Library (J. Eugene Smith Library)

Senate (University Senate)

Sustainable Energy (Institute for Sustainable Energy)

## Cascade Contributors: Quick Reference

<http://ecs-cms.beacontechnologies.com:8080/home.act>

(LOGIN: <http://ecs-cms.beacontechnologies.com:8080/login.act>)

**Content Rows:** The building blocks of an Eastern webpage. There are more than a dozen types; you will use only about five of them for most pages. Mobile friendly, Eastern’s website is designed as a combination of rows and columns (three columns wide on a desktop converts to stacked columns (one column wide) in mobile view. If you remove a content row, the content is lost. However, some WYSIWYGs preserve content shared across content row types; see Appendix D for details. (You can always go to “versions” under “...more” to retrieve a draft should you accidentally delete content.)

**Index Pages:** This is your department’s home page. **It has been built and is being managed by University Relations. Do not attempt to make changes on your index page.** (This is for your sake as much as for consistency.) Consult with University Relations on changes you want to make your index.

### Keywords/Descriptions (Search Engine Optimization):

- Added at the top of the “Content” screen for each page to increase traffic to your site.
- Should use 3-5 keywords, separated by commas.
- Description of your office or service should be 140-165 characters.

### Links:

- **External links:** An external link is either off Eastern’s site (i.e., [www.lego.com](http://www.lego.com)) or an app managed by ITS outside Cascade CMS ([www.easternct.edu](http://www.easternct.edu)) such as e-web.
- **Reference links:** A reference link is a link to an asset (page, file, image) found on Eastern’s website but outside your department.
- **Links within your department’s folder** to pages, files, images, and other assets

**Main Content Row:** The first content row on a landing page; without it, you cannot create a side menu. Used to introduce your department, office or service to visitors. While it is a WYSIWYG, and allows for flexibility, if you use text only, you need at least 100 characters or more. Also available on Interior Pages.

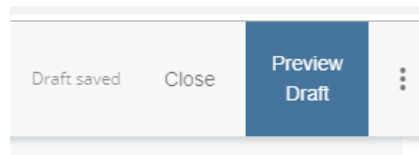
### Photos:

- Google Images — please don’t use them due to copyright and other issues
- Photo slider images on your Word Press site are too small (320x320) and cannot be used in Cascade.
- The Cascade CMS scales images to specific dimensions, but you only need to worry about uploading images in five modular sizes. Cascade will manage the rest. Sizes: 430 x 290 (small horizontal); 630 x 430 (mid-sized horizontal); 1920 x 745 (large horizontal for Landing Page Banners only; 950 x 490 for Interior Page Banners only; 430 x 580 (vertical)
- **Do not resize large images in Cascade.** You must resize images in PhotoShop before uploading to Cascade. The largest Images should be no larger than (1920 x 745--BANNERS ONLY); smallest images should be no smaller than (430 x 580 if vertical; 430 x 290 if horizontal). Use Save for Web (legacy) option in Photoshop to do this. (File > Export > Save to Web). **See Appendix E for details.**

**“Publishing”:** You can publish a folder by right-clicking on it and checking “Publish.” You can also do this by hovering over a folder name on the Site Content list to the left on your dashboard, clicking on the down arrow, and clicking on Publish at the top of the screen. Publishing your department folder allows any changes on your side menu to take effect on all pages on your site. This will publish ALL the files, pages, and folders on your site, including pages you have submitted but not finished yet.

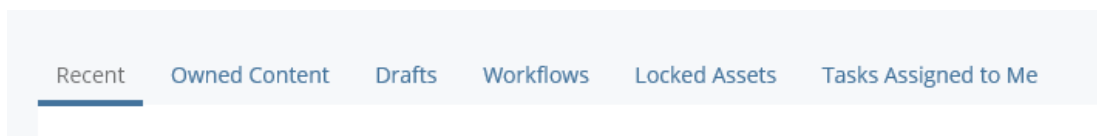
To ensure those assets are not published when you do a folder-wide publish, uncheck “include when publishing” for that file/page/folder. Once you are ready to publish a folder/page/file, make sure you check “include when publishing.” Publishing a side menu folder also publishes all pages/files in that folder.

You can also publish a page within your department’s folder (home page, subpages). To save a web page as a work in progress, you must “submit” the page. Cascade will save it for later use. Turn off publishing on any working pages that you are not ready to publish. (uncheck “include when publishing.”)



**Review Dates:** To ensure that content that will sunset (event dates, deadlines, etc.), your page setup allows you to include a “review date” when you construct it; notifications are then sent to you on review dates to remind you to update or remove that content.

**Preview Draft:** As you work on pages, Cascade will save drafts. When you “Submit” a page, it gets added as an asset to your department folder. At that point, it can be read by anyone with “read” access and written to by anyone with “write” access. Resubmitted pages overwrite prior versions. Once you publish a page, it goes “live” to anyone viewing the [www.easternct.edu](http://www.easternct.edu) website. Any changes you make to a page will not go live until you submit > publish again. If you are working on a page and don’t submit those changes, Cascade will still save the draft you were working on. All these drafts and submitted pages can be viewed in the MY CONTENT area of your dashboard.



If you edit a page, make changes, leave it, return and edit more, you will get this prompt:

A draft of this page was saved moments ago. Do you want to preview the changes, resume editing or discard it?

If you “resume,” the CMS will reload the draft for you to continue working; “discard” will revert to the last saved draft; “preview” allows you to see the changes you were making.

**Tables:** Learn more about tables by signing up for advanced Cascade training.

#### Uploading files:

- **Documents:** (.doc, .docx, .rtf, .pps, .ppt, .pptx, .pdf, .xlr, .xls, .xlsx) – No larger than 15 MB
- **Images:** (.bmp, .gif, .jpg, .jpeg, .png, .tiff) – no larger than 2 MB

#### WYSIWYG:

- Please use the defaults on fonts, colors, etc.
- Heading sizes should make sense; larger headings get H1, etc.
- Within the WYSIWYG, a “hard return” (hit the “enter” or “return” key once) yields a line break and new paragraph. Shift/return just gets you to the next line in the same paragraph.