AGENDA:

1. Welcome and Introductions
   Anthony King

2. Campus Website Templates Get a New Look
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   Web Projects Manager, Workplace and Technology Services
   Jeremy Wiles
   User Experience Designer, Workplace and Technology Services

3. Member Updates
   All

Campus Website Templates Get a New Look

Workplace Technology Services (WTS) has debuted new Content Management System (CMS) templates. The latest version of the CMS templates, version five, features a new look and feel and based on the image-rich ucsd.edu website design. Version five offers a modern design sensibility through the use of new fonts, colors and layouts. The new homepage and two-column templates use a modular approach that give you the flexibility to create efficient visual scanning with minimal supporting text.

New templates

Two new templates are available: a new homepage and a new two-column page. Once your site is upgraded, the WTS team will help you repurpose your existing homepage content into the new template. Keep in mind, the content will most likely not move over as is. The new template has much more room for images and less room for text. Any of your pages currently using the two-column template will migrate as is but you will have access to the new modules in both templates.

- Example of a new homepage.
- Example of a new two column page.
We need a redesign! The key questions:

- What is the purpose of the site?
- Who is the audience?
- How well are we serving the audience?

User-focused experience: we are not our site’s audience.

- Examination of analytics data, survey results, market research
- Google Analytics is underused for this purpose.

The UCSD.edu redesign focused on prospective students by asking the question, “Who is UC San Diego, and what do we want prospective students to know about us?”

Before the redesign, ucsd.edu lacked visual and content focus and hierarchy; we were trying to serve too many audiences. Design decisions revolved around a particular audience. There is a lot of negative space now, which enables the content that is there to stand out more.

Features include:
- New fonts, color scheme, navigation strip, header and footer
- New homepage with hero image rotator (required)

New Modules
Five different modules can be added to either the homepage or two-column templates, in any number and in any order. Follow the links to see examples:

- **Call to action**: Headline, single text area, and a button (with link) presented beside an image. Options are right, left, white or gray background
- **Call to action inset**: Headline, text area, and button presented in a box floating above the larger image
- **Callout content**: Headline with two or three text areas (with links) presented in separate boxes floating above an image
- **Image rotator**: Series of image slides with optional headline, caption and link. Headline/caption are optional.
- **News with images**: Headline and link to a news page above three news entries. Each news entry consists of an image above a date, title and link (optional)
- **Text block**: Headline with two or three text areas (with links) presented in separate boxes floating above an image.

What isn’t part of the version five upgrade? The three-column layout.

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How do you upgrade?

Review the documentation at blink.ucsd.edu/go/v5. To kick off the process, email wts@ucsd.edu, but beware, 17 sites in progress, and 20 in line!

Examples of new sites: aps.ucsd.edu, retirement.ucsd.edu.

What’s next? More Trident branding, “instant” hero image, hero image button, social media/contact block, news template, video in the hero rotator, new calendar list view.

NEXT MEETING: Wednesday, April 25, 2018

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