Department Home Pages

Snippets and Design
Welcome to the guide for building new department webpages in Omni Update. This document contains the criteria for the home page, undergraduate students and faculty/staff pages. We will provide snippet selections as well as suggested word count to help you create a beautiful new department site section.

Home page sections:
Below is a brief list of all the different sections and details that every home page will have. Verbiage, images and snippet selection will be what makes each department different.

About/Introduction - available snippets: Flex 5050 (with or w/o video and dropdown) *
This will be a brief summary of the department.

Students - available snippets: Teasers (with light or grey background), Tricons or Fast Facts (only if displaying programs) *
Undergraduate Students
This page will outline specific details for undergraduate students in your department including: majors, minors, resources, organizations, scholarships, internships, career services, and freshman advising.

Graduate Students
Content will vary per department.

Online
Online degrees or resources.

Degree Options
A full list of departmental degree options.

Programs - available snippets: Teasers (with light or grey background) *
Here we will show information on degree programs (different from major details) to help students better understand the option they want to pursue.

Research/Grants/Facilities - available snippets: Flex 5050 (video or image), Featured Text+Black Box, Fast Facts *
Here we will highlight some of the important sections of research for departments that help with recruiting grad students.

Staff and Faculty - available snippets: Info Cards, Routing Cards *
Here we plan to house a full staff directory with faculty contacts and info.
Home page cont.

**News and Events** - available snippets: News and Events*
Using the same news and events snippet from the CAS home page to link up department calendars to show news and events occurring in the department.

**Giving/Alumni** - available snippets: CTA+Link List Orange Variation*
This section will have the same information on all department pages informing alumni how they can give to the college or to their department.

**ATTENTION***

The department home page structure will not change. Our Communications and Recruitment team have meticulously put this together for best communication results.
About/Introduction

Available Snippets

**Flex 5050**
Dropdown button works on both. Light and Grey variations on both

**Word Count**
Word count is very important in the new pattern lab to maintain a clean, readable website. Being under the word count is fine, but we ask that you do not exceed it.

- **Heading**: 3-6 words
- **Sub-Head**: 5-7 words
- **Body**: 65 words
- **Button**: 3-6 words
**Students**

**Available Snippets**

**Teasers**
Multiple rows of four. Light and Grey variations available.

**Tricons**
Can only have three options, no more or less. Light and Grey options available.

**Word Count**
Heading: 3-6 words
Sub-Head: 5-7 words
Sections:
  - Heading: 1-3 words
  - Body: 20-30 words
  - Button: 3-6 words
Available Snippets

Fast Facts
Cards in Black or Orange. Button can be dropdown. Light and Grey options available.

Orange Ex.

<table>
<thead>
<tr>
<th>Empower 24/365 Deliverables</th>
<th>Unleash frictionless experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 EXPERTIZE CLICKS-24/365 E-BUSINESS</td>
<td>0 TARGET LEADING-EDGE PARADIGMS</td>
</tr>
<tr>
<td>4 Orange Ex. options</td>
<td>0 Black Ex. options</td>
</tr>
</tbody>
</table>

Black Ex.

<table>
<thead>
<tr>
<th>Empower 24/365 deliverables</th>
<th>Unleash frictionless experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 EXPERTIZE CLICKS-24/365 E-BUSINESS</td>
<td>0 TARGET LEADING-EDGE PARADIGMS</td>
</tr>
<tr>
<td>4 Orange Ex. options</td>
<td>0 Black Ex. options</td>
</tr>
</tbody>
</table>

Word Count

Heading: 3-6 words
Sub-Head: 5-7 words
Buttons: 3-6
Cards:
Large Number: 4 characters max
Title: 3-6 words
Body Copy: 15-20 words
Programs
Available Snippets

Teasers
Multiple rows of four. Light and Grey variations available.

Word Count
Heading: 3-6 words
Sub-Head: 5-7 words
Sections:
  Heading: 1-3 words
  Body: 20-30 words
  Button: 3-6 words
Research

Available Snippets

**Flex 5050**
Dropdown button works on both. Light and Grey variations on both

**Video Ex.**

**Image Ex.**

**Featured Text+Black Box**
Only one option available.

**Word Count**
- Heading: 3-6 words
- Sub-Head: 5-7 words
- Body: 30-65 words
- Button: 3-6 words

Same for Black Box
Available Snippets

Fast Facts
Cards in Black or Orange. Button can be dropdown. Light and Grey options available.

Orange Ex.

Empower 24/365 Deliverables
unleash frictionless experiences

2
EXPLORE CLICKS-
And-A-POSITIVE E-
BUSINESS

Empower 24/365 deliverables
unleash frictionless experiences

2
EXPLORE CLICKS-
And-A-POSITIVE E-
BUSINESS

Black Ex.

Orange Ex.

Black Ex.

Fast Facts
Cards in Black or Orange. Button can be dropdown. Light and Grey options available.

Orange Ex.

Empower 24/365 Deliverables
unleash frictionless experiences

2
EXPLORE CLICKS-
And-A-POSITIVE E-
BUSINESS

Empower 24/365 deliverables
unleash frictionless experiences

2
EXPLORE CLICKS-
And-A-POSITIVE E-
BUSINESS

Black Ex.

Orange Ex.

Black Ex.

Word Count
Heading: 3-6 words
Sub-Head: 5-7 words
Buttons: 3-6
Cards:
Large Number: 4 characters max
Title: 3-6 words
Body Copy: 15-20 words
Faculty and Staff

Available Snippets

Info Cards
Max three in a row. Light and Grey variations available.

Routing Cards
Two columns max. Light and Grey options available.

Word Count
Heading: 3-6 words
Sub-Head: 5-7 words
Cards:
  Heading: 4 characters max
  Body Copy: 15-20 words
Alumni/Giving

Available Snippets

CTA+Links
Only one option available.

Iterate User Centric Platforms

Expedite Back End Content

Unleash Virtual Vortals

Available Snippets

* Only one option available.

Word Count
Heading: 3-6 words
Body: 30-45 words
Right Links
Link: 1-3 words
The first template is for those who do not wish to highlight programs on their home page. The following structure is:

- About the Department
- Students
  - Undergrad
  - Grad
  - Online
- Program Details
- Research/Grants/Facilities
- Faculty and Staff
- News and Events
- Alumni/Giving/Awards

Why use this template?
This version is mainly for the student module flexibility, research flexibility, and for those who do not wish to highlight all their programs.

The research section opts for a dropdown just in case you do not want to highlight grants and facilities as well.

NOTE*
These templates are not set in stone as there are other snippet options available, but these are STRONG suggestions made by our communications and recruitment team for best web presence.
The second template is for those who would like to highlight their department programs on their homepage. This lets departments swap their students snippet for something new since Programs only uses the Teasers snippet.

- About the Department
- Students
  - Undergrad
  - Grad
  - Online
  - Program Details
- Programs
- Research/Grants/Facilities
- Faculty and Staff
- News and Events
- Alumni/Giving/Awards

Why use this template?
This version adds the programs section for students to find program information quickly, or to spotlight programs to increase recruitment and visibility.

NOTE*
These templates are not set in stone as there are other snippet options available, but these are STRONG suggestions made by our communications and recruitment team for best web presence.
Snippets and Design

The plan for the undergraduate student page is to have the same universal design across all departments. It was designed by the communications and recruitment teams to best serve undergraduate students at a department level with tools, resources, and information to succeed.

Undergrad Sections

These sections will be in order from top to bottom as they will be shown on the page. We have used strategic communication to best group and order these sections for effective navigation and design.

Opportunity Highlights - available snippets: Flex 5050 [with or w/o video and dropdown] *
A brief summary written by departments to sell what the department is doing for students, OSU, and the future

Nav Bar - available snippets: Routing Bar Orange *

- Majors
  Full A-Z list of majors in the department and information on them.
- Minors
  Full A-Z list of minors in the department and information on them.
- Certificates
  Full A-Z list of certificates in the department and information on them.
- Coursework
  Coursework information and class details.
- 4+1 (Optional)

Connect with your community - student orgs, faculty, dept. advisor, freshman advisor
This section specializes in connecting like-minded students and developing relationships with faculty and advisors.

Achieve Real Experience - Study Abroad, Internships, Research Opportunities, Experiential Learning
Here we look to highlight subject that give students experience they can earn outside the classroom through travel or research.
Succeed With Support - Scholarships, Career Services, Dept. Resources, Facilities
Here we give students resources and options to help them succeed at CAS, from financial to academic assistance.

Flex Section
Just in case we did not cover everything above or there is more to the department. Every department will have different information so being flexible with this spot will help add information that others may not have.

ATTENTION*
The Undergraduate Student page structure will not change. Our Communications and Recruitment team have put this together for best communication results.
Department Highlights

Available Snippets

Flex 5050
Dropdown button works on both. Light and Grey variations on both

Video Ex.

Image Ex.

Word Count
Word count is very important in the new pattern lab to maintain a clean, readable website. Being under the word count is fine, but we ask that you do not exceed it.

Heading: 3-6 words
Sub-Head: 5-7 words
Body: 65 words
Button: 3-6 words
Nav Bar

Available Snippets

Nav Bar
Min 3, Max 4 nav items. Orange variant only.

Word Count
Link: 3-4 words
Available Snippets

Routing List
Min 3, Max 4 items listed

Word Count
Heading: 3-6 words
Sections:
  Heading: 1-3 words
  Body: 20-30 words
  Button: 3-6 words
Achieve
Available Snippets

Routing Cards
Two columns only, Unlimited rows.

Word Count
Heading: 3-6 words
Body: 15-20 words
Sections:
   Heading/Link: 1-3 words
**Succeed**

Available Snippets

**Teasers**
Multiple rows of four. Light and Grey variations available.

---

**Word Count**

Heading: 3-6 words
Sub-Head: 5-7 words
Sections:
- Heading: 1-3 words
- Body: 20-30 words
- Button: 3-6 words
Undergrad Home Structure
- Department Highlights
- Nav Bar
  - Majors
  - Minors
  - Certificates
  - Coursework
  - 4+1 (Optional)
- Connect
  - Student Org
  - Facilities
  - Department Advisors
  - Freshman Advising
- Achieve
  - Study Abroad
  - Interships
  - Research Opportunities
  - Experiential Learning
- Succeed
  - Scholarships
  - Career Services
  - Department Resources
  - Facilities
- Flex Section

ATTENTION*
This template structure is not flexible, but what you select for them is. Work with your CAS web assistant to help fill content.
Faculty and Staff

Snippets and Design

For Faculty and Staff, we plan to have a simple layout consisting of headshot and contact information for easy recognition and navigation. The designs for both pages will have similar appearance for consistency. This is the same look we gave the Dean’s Leadership page on the main CAS site.

Sections

Faculty/Staff Display
Headshot and Contact information and website display.

Flex
For any overall contact or office contact information.

Snippets

Teasers
Multiple rows of four. Light and Grey variations available.

CTA+Links
Only one option available.

Word Count
Heading: 3-6 words
Sub-Head: 5-7 words
Sections:
  Heading: 1-3 words
  Body: 20-30 words
  Button: 3-6 words
Faculty and Staff Layout

Faculty and Staff Structure
- Faculty/Staff Members
- Flex Contact

ATTENTION*

This template structure is not flexible, but what you select for them is. Work with your CAS web assistant to help fill content.