

5. Page Templates

We're going to outline some page structure ideas in templates for you to use when creating pages, based on the content you have. Determine which kind of page aligns most with the content you have, and recreate it in your CMS with the recommended patterns.

How to determine your page template

Page templates allow the user to have a consistent experience across the site, and makes it easier for us to build out pages according to user expectations. The following questions can help you determine which page template you should select.

Is this page at the first hierarchical level of the site?

If yes, use the [Top-Level Landing Page](#) template.

Is this page providing an overview for a range of programs, services, or opportunities?

If yes, use the [Guide Page](#) template.

Is this page introducing one specific department, office, or group that is relevant to prospective or current students?

If yes, use the [Overview Page](#) template.

Is this page sharing detailed information about one topic?

If yes, use the [Basic Page](#) template.

Is this page sharing curated resources for a specific audience?

If yes, use the [Curated Page](#) template.

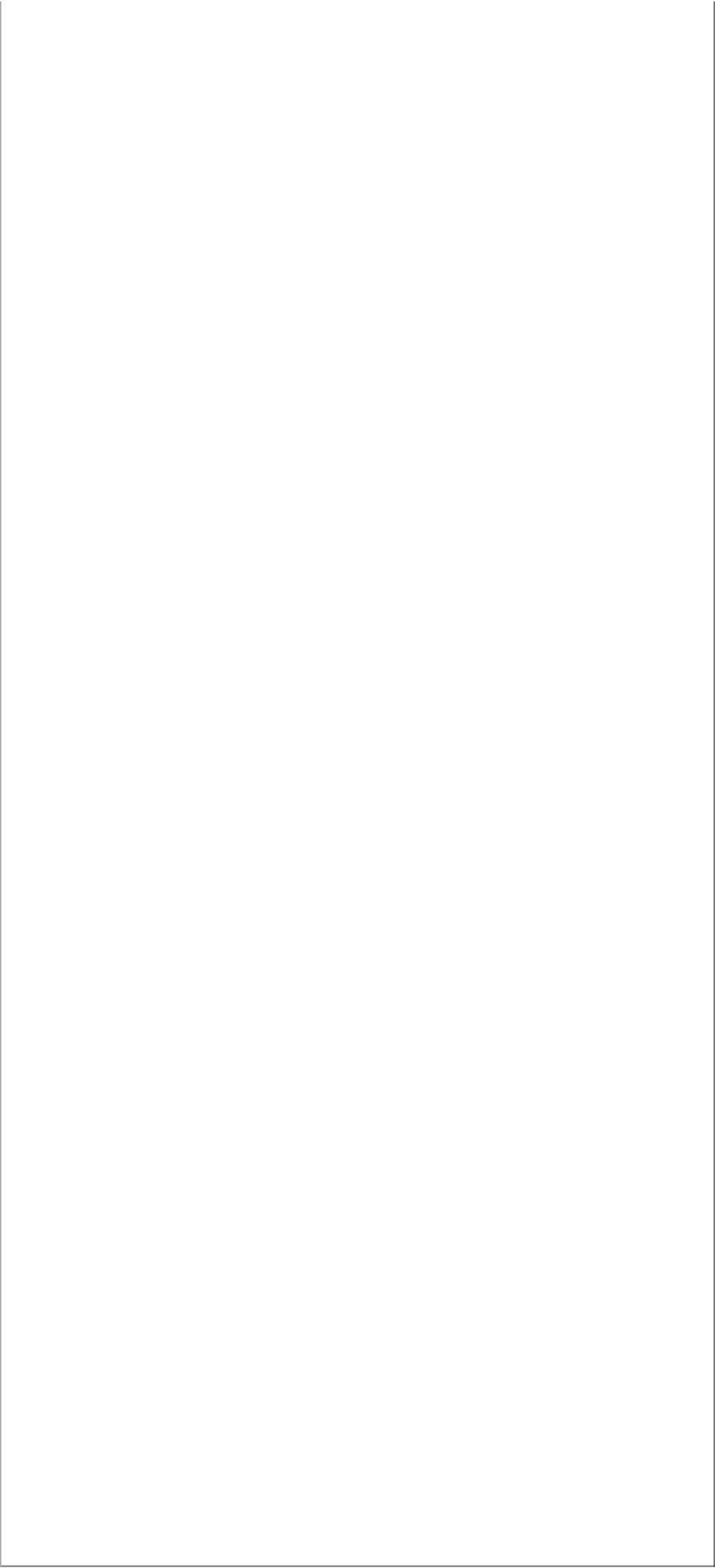
If none of the questions above seem to apply to the page you're working on, go with the [Basic Page](#) template. You may always modify or add to these templates to make them fit user needs better.

Templates

Top-Level Landing Page

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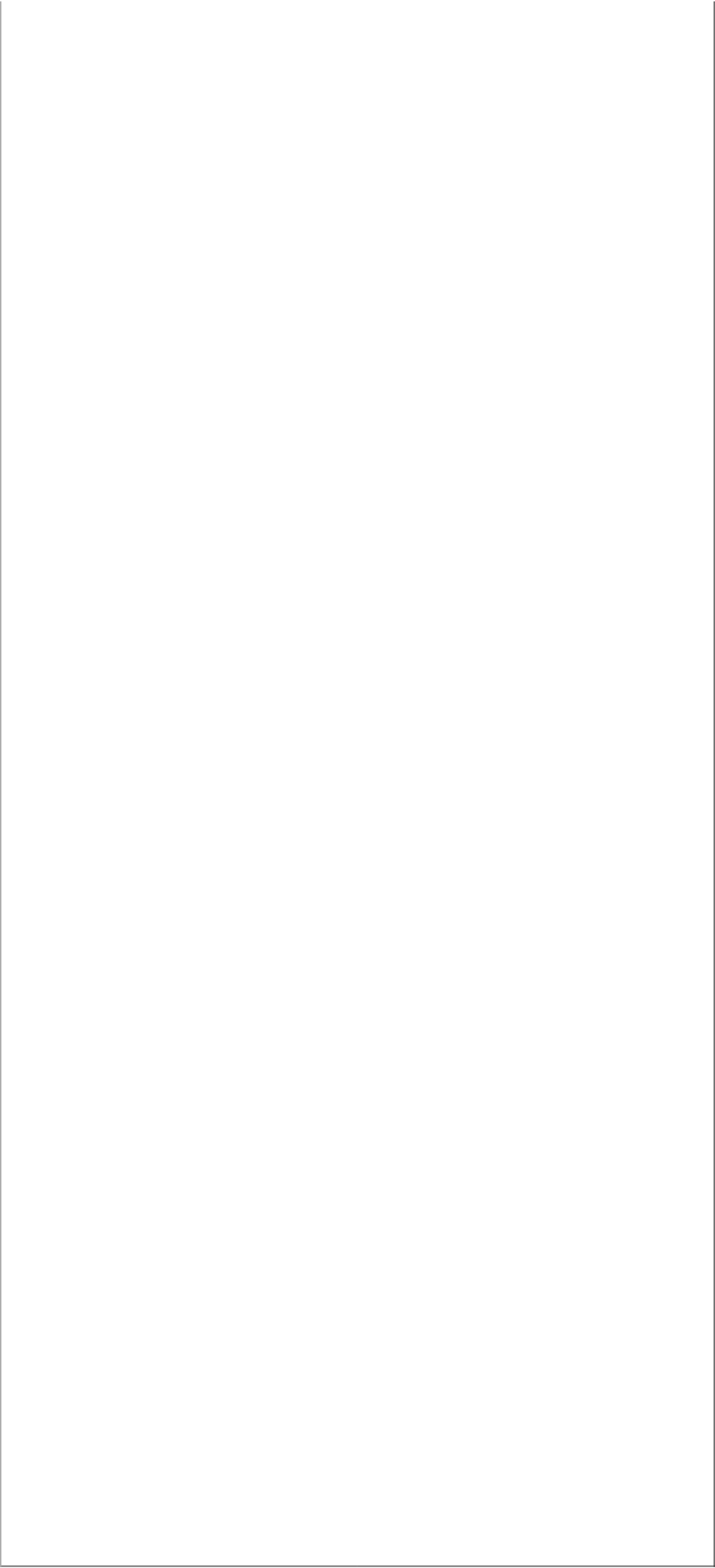


Guide Page

Purpose	A scannable page that gives high-level overviews for a range of options, presenting each option equally.	STATE HEADING LOREM IPSUM H1 Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo consequat. 3 COLUMNS IPSUM SIT H2 Title with No Link Title and Optional Link Title with No Link Title with No Link Title and Optional Link Title with No Link STATS + PHOTO IPSUM SIT H2 2,933 60+ XYZ ACCORDION IPSUM SIT H2 See! Facilis sit metus, ut maximus ipsum efficitur sit amet. Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Maecenas augue libero, bibendum a turpis sit amet, faucibus condimentum eros. Curabitur metus dapibus ornare. Morbi blandit quam sed ante pellentesque, vel aliquet enim faucibus. Aenean sit amet purus portitor, semper leo in, dictum libero. Etiam gravida imperdiet ante. Nullam a convallis diam, quis gravida elit. Nullitulum sagittis, et ut nuncupate hendrerit, neque massa ornare risus, sed convallis enim orci et lacus. Maque pulcras, purus et venenatis rhoncus, est tellus varius eros, ut ametulcus augue leo id ante. Donec iaculis hendrerit consectetur. Maecenas augue libero, bibendum a turpis sit amet, faucibus condimentum eros. Curabitur metus dapibus ornare. Morbi blandit quam sed ante pellentesque, vel aliquet enim faucibus. Aenean sit amet purus portitor, semper leo in, dictum libero. Etiam gravida imperdiet ante. Nullam a convallis diam, quis gravida elit. 3+ FACULTY & STAFF
Content	Include consistent links and an overview of how to compare options.	
Suggested Patterns	3 Column, Stats + Photo, Accordion, Directory Embed, Contact	

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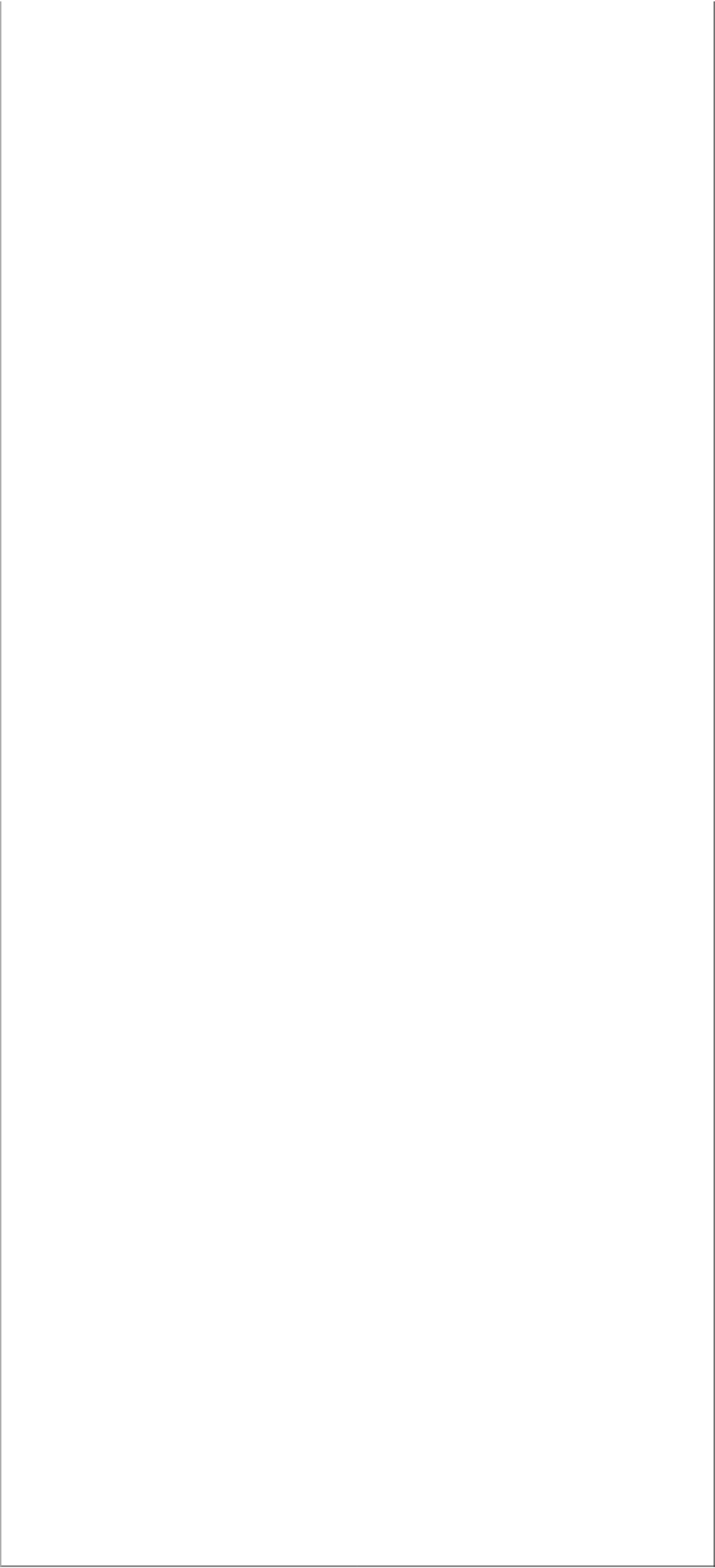


Overview Page

Purpose	A scannable page that introduces one specific offering, department, group, or service.	 PATTERN PAGE H1 Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi.
Content	Primarily text content, with some stories or imagery included for visual variety.	IMAGE LIST IPSUM SIT H2 Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Title and Optional Link → Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Title with No Link Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi.
Suggested Patterns	Image List, Carousel, WYSIWYG, News 3-Up, Contact	CAROUSEL IPSUM SIT H2 Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi.  HEADING H2 Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. HEADING H3 Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi.
		NEWS: 3-UP IPSUM SIT H2 Optional introductory text. Lorem ipsum page introduction lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi.  MAY 5, 2024 Lorem ipsum dolor sit amet, consectetur adipiscing → MAY 5, 2024 Lorem ipsum dolor sit amet, consectetur adipiscing → MAY 5, 2024 Lorem ipsum dolor sit amet, consectetur adipiscing →

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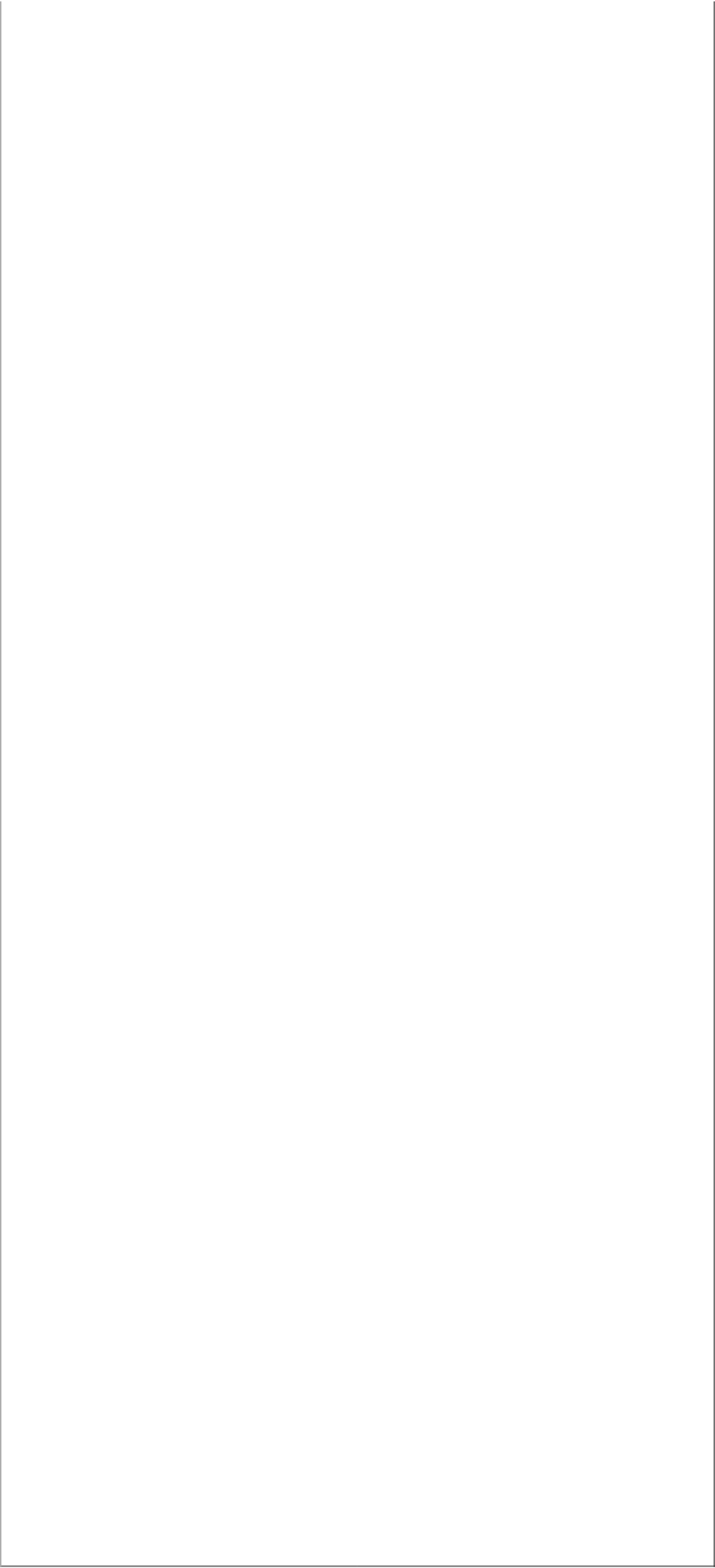


Basic Page

Purpose	A succinct, primarily informational page which describes one topic in detail.	Menu STATE HEADING LOREM IPSUM H1 SECTION MENU Home > Lorem ipsum > Current Page Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. HEADING H2 Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque aliquet vel dignissim vel nisl. Sed pretium, ligula solistudin molestie malesuada. Cras lorem ipsum, eget tristique nunc tunc eu. Nullam males. Ut justo. Suspendisse potenti. HEADING H3 Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque aliquet vel dignissim vel nisl. Sed pretium, ligula solistudin molestie malesuada. Cras lorem ipsum, eget tristique nunc tunc eu. Nullam males. Ut justo. Suspendisse potenti. - Nullam quis massa sit - Nullam quis massa sit - Nunc sem lacus, accumsan - Nunc sem lacus, accumsan - Ut accumsan hendrerit - Vivamus a massa eget arcu congue tristique. Heading H4 Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque aliquet vel dignissim vel nisl. Sed pretium, ligula solistudin molestie malesuada. Cras lorem ipsum, eget tristique nunc tunc eu. Nullam males. Ut justo. Suspendisse potenti. - Nullam quis massa sit - Nullam quis massa sit - Nunc sem lacus, accumsan - Nunc sem lacus, accumsan - Ut accumsan hendrerit - Vivamus a massa eget arcu congue tristique. 2 COLUMNS IPSUM SIT H2 Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.  Title and Optional Link -> Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.  Title with No Link Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. QUOTE IPSUM SIT H2 Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. "The classes are smaller and the professors talk to you and remember your name." isa Song, Nursing '18 ACCORDION IPSUM SIT H2 Optional large introductory text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Expand All Collapse All Sed facilisis elit metus, eu maximus ipsum efficitur sit amet. Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Donec dignissim, ligula ipsum ante faucibus justo? Maecenas augue libero, bibendum a turpis sit amet, faucibus condimentum arcu. Curabitur matta dapibus ornare. Morbi blandit quam sed ante pellentesque, vel aliquet enim feugiat. Aenean sit amet purus pretium, semper leo in, dictum libero. Etiam gravida imperdiet urna. Nullam a convallis diam, quis gravida elit. Vestibulum sagittis, erat eu vulputate hendrerit, neque massa ornare risus.
Content	Text content with images or lists as needed.	
Suggested Patterns	WYSIWYG, 2 Column, Quote, Accordion	

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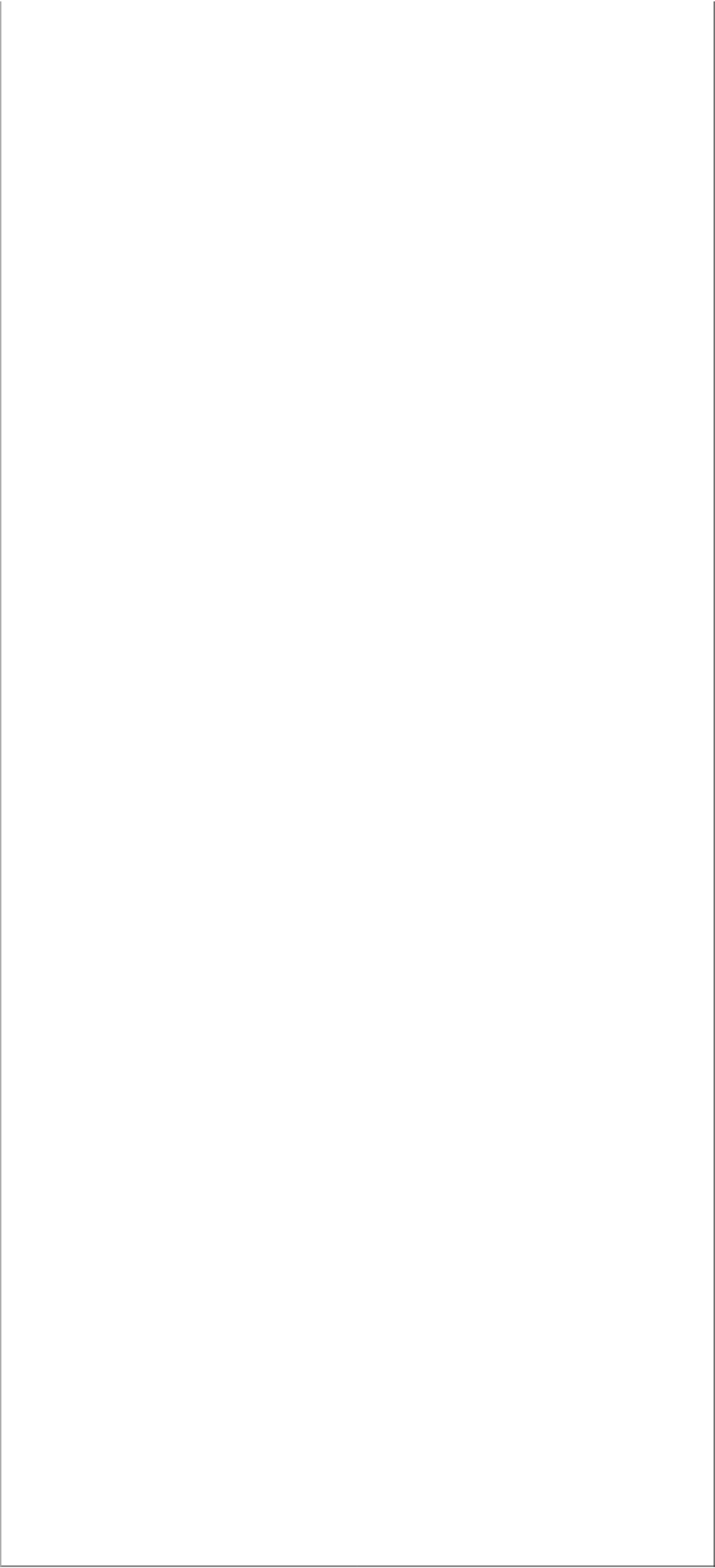


Curated Page

Purpose	A page gathering a range of helpful links and resources for one specific audience.
Content	Lists of links, with and without images, and callouts for specific pieces of information that users should know.
Suggested Patterns	2 Column, Accordion, News 3-Up, Calendar 3-Up, Contact

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