

Site Owners: Advanced Cascade

June 2017

About

This guide was originally created by NU Global Marketing, but has been modified for Feinberg site managers.

Before you start reading this document, it is important that you understand its purpose:

- This document is intended for content editors who are familiar with Cascade server. This document does not explain terms that are familiar to such an audience.
- The supplemental guide focuses on the features of the web page templates that your site is using and functionality of any special sections that your site may have.

This document assumes that:

- You have access to your site in Cascade.
- You are able to perform common tasks such as editing and publishing assets to the live server, adding new assets and moving and renaming assets.

Your Comments Are Welcome

We appreciate your comments as Cascade user and as a reader of this document.

If you would like to contact us with your comments or concerns, please email

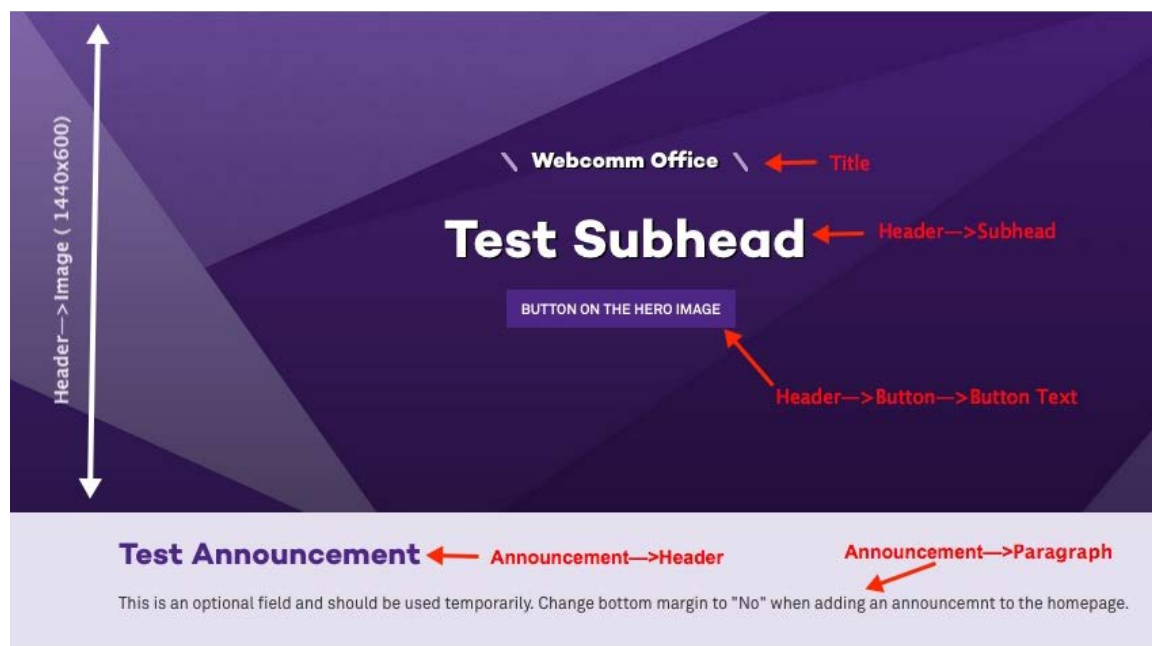
medweb@northwestern.edu.

If you are not familiar with the Cascade system, visit the Office of Communications site to review the Cascade Basics guide and to sign up to attend one of our regular Cascade training sessions.

<http://www.feinberg.northwestern.edu/communications>

Full-Width Modules

Refer to screenshots below for example of sections. The screenshot is from Brand tools site that uses the same page type.



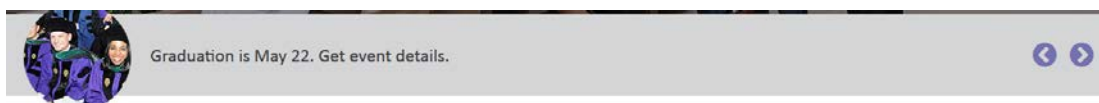
Inline Metadata

Same on all pages. You will add an optional display name (for side navigation), a page title, and select the option to display a page in the navigation.

Header

- **Image** (optional)
Size should be 1440x400. NU uses 1440x600, but **at Feinberg we use 1440x400** to avoid unexpected cropping.
- **Image Alt**
Add an alternate text for visually impaired users (must if an image is used).
- **Subhead** (optional)
Appears in large white font on the hero image. Subhead text should not go beyond the second line. Always preview the page before making it live to make sure everything looks okay.

- **Description** (optional)
A small blurb that appears under the subhead.
- **Header Button**
You can create a button and link to an internal or external web page.
- **Bottom Margin**
Should always be marked “yes” for this page type.
- **Announcement Ribbon** - Announcement on your homepage will appear under the banner image in the purple background. This is an optional field and should be used temporarily. Feinberg’s Announcement Ribbon looks a little different than those on NU. It includes an image.



In Cascade, you will do the following to post an announcement:

A screenshot of the Cascade announcement form. At the top, there are two dropdown menus: "Mobile Focus" set to "Center" and "Bottom Margin" set to "None". Below these is a section titled "Show Announcements?" with radio buttons for "Yes" (selected) and "No". Underneath is a tab labeled "Announcement". Below the tab, there is a section for editing the announcement. It includes a date and time picker for "Expires on" set to "05-23-2017" at "12:00 AM". There is a "Thumbnail (140x140)" field with a file icon and the path "[images/home/grad-thumb.jpg]". Below that is a "Title" field with the text "Graduation is May 22. Get event details.". There is also a "Choose Page" field with a file icon and the path "[current-students/policies-services/annual-events/graduation]". At the bottom, there is a field for "-OR- External URL (http://...)" which is currently empty.

- Go to the homepage→**Edit** tab
- Change Bottom Margin to “**None**”
- Change Show Announcements? to “**Yes**”
- Select a date under the “**Expires on**” field
- Upload or select a 140x140 image to “**Thumbnail**” field

- Enter announcement header and text under “**Title**” field; **the limit is 50 characters**
- Select a destination for related information, either **Choose Page** or **External URL** (optional but advised)
- When it’s time to remove it, just delete the text from the header and paragraph fields and change the bottom margin to “Yes”

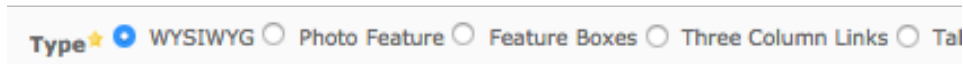
Section (optional)

You will see the following fields and sub-fields under this module.



- **Title**
Enter section title here. This appears between two gray slashes right under the banner image.
- **Subhead (optional)**
Appears under section title in big bold font.
- **Paragraph**
You can add a small blurb that appears right above a module after subhead.
- **Bottom Margin**
Allows you to add spacing between two sections.
- **Width**
Allows you to adjust the width of the **Subhead** and **Paragraph** text. Set it to medium or big if the subhead is too big for this space.

- **Type** – You will select a module type using the radio button setting.



To add a new module, you will add a new section first, then select the desired module. You can use green plus icon to add a new module. All modules are described below but refer to the [Templates site](#) for front-end preview and for most up to date template.



Every module has a specific style and purpose, so please refer to the screenshots below to see corresponding Cascade labels and what the module looks like on the published page.

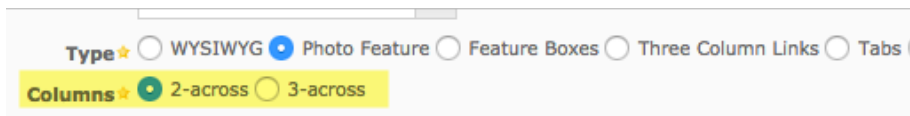
Section → WYSIWYG

You can add running text here.



Section → Photo Feature

This module gives you the option to create a two column or three column layout on the page (select appropriate radio button setting).



You can turn it into a flip card feature if you populate Back Text and Link Text fields and link to an internal or external page.

Photo feature has the following fields in Cascade:

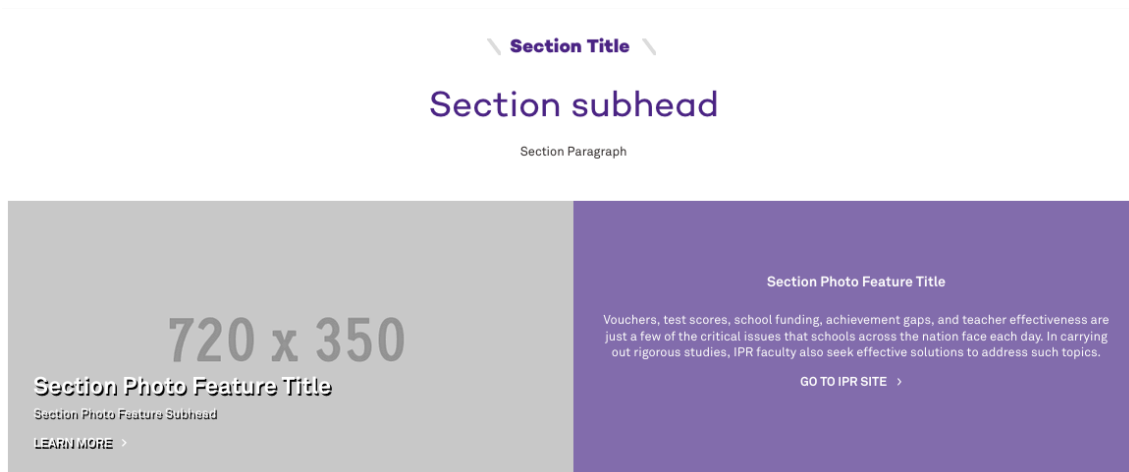
- Image (sizes depend on the layout option you choose)
 - Two across = 720x350px
 - Three across = 480x350px
- Image alt text
- Title
- Subhead
- Back Text
 - Add this for flip card action. This is not a feature that is used with regularity on Feinberg sites. If you would like to employ it, Web Communications can assist you in integrating it into your site consistently.
- Link Text

You can also add a button to each **Feature** module and link it to an internal or external web page.

The screenshot shows the 'Section » Photo Feature' configuration form in the Cascade CMS. The form includes the following fields and options:

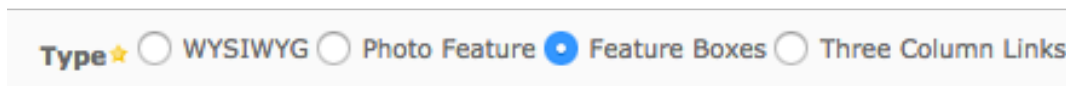
- Image (720 x 350):** A field with a star icon and a file icon, containing the path '[UNIVREL-NewsCenter-OLD:images/placeholders/720x350.gif]'.
- Image Alt:** A text field containing 'placeholder'.
- Title:** A text field containing 'Section Photo Feature Title'.
- Subhead:** A text field containing 'Section Photo Feature Subhead'.
- Back Text:** A text field containing 'Vouchers, test scores, school funding, achievement gaps, and teacher effectiveness'.
- Choose Page:** A dropdown menu with a red arrow icon, showing '[full-width-modules]'.
- OR- External URL (http://...):** A text field.
- Link Text:** A text field containing 'Go to IPR site'.

With all fields populated, it's going to look this:



Section → Feature Boxes

This module allows you to create a two-, three- or four-column layout on the page with the option to add a small blurb of text or links and a call-to-action button.



Feature box has following fields in Cascade:

- Image (sizes depend on the layout option you choose)
 - Two-column = 550 x 310
 - Three-column = 360 x 200
 - Four-column = 345 x 220)
- Image alt text
- Title
- Content (WYSIWYG for adding a small blurb of text or links)

Choose Page

[full-width-modules1]

-OR- External URL

(http://...)

Button Text

Go to IPR Site

Three-Column Links

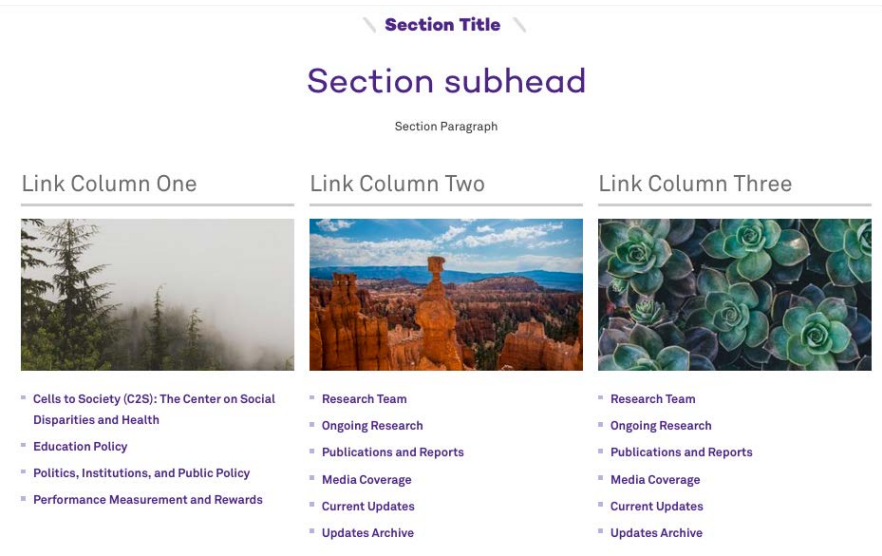
Type ☒ WYSIWYG ☐ Photo Feature ☐ Feature Boxes ☒ Three Column Links ☐ Tabs

A three-column links module has the following fields in Cascade:

- Image (360 x 200)
- Image alt text
- Title
- Content (WYSIWYG meant to contain an unordered list only)

The screenshot shows the Cascade editor interface for a 'Three Column Links' module. The title field is populated with 'Link Column One'. The image field shows a placeholder for a 360 x 200 image. The image alt field is populated with 'Test image'. The content field is a WYSIWYG editor with a toolbar and an unordered list containing four items: 'Cells to Society (C2S): The Center on Social Disparities and Health', 'Education Policy', 'Politics, Institutions, and Public Policy', and 'Performance Measurement and Rewards'.

With all fields populated, it's going to look like the screenshot below:



Section Tabs

This module allows you to create tabs on a page. You will add a tab using Title field and text using the Content field.

Costs

Tab Title → Aid by Family Income Tuition & Fees Billing & Payment Dates

Your family's financial contribution, called the Expected Family Contribution (EFC), is based on information provided on two forms: the [CSS/Financial Aid PROFILE](#) and the [Free Application for Federal Student Aid \(FAFSA\)](#). The formula used to calculate the EFC takes into account the following factors: your earnings and savings, parental income, nonretirement assets, taxes paid, family size, number of family members in college, private K-12 school costs, nondiscretionary expenses and any special circumstances.

Families whose EFC is less than the total Cost of Attendance (COA) for one year at Northwestern have what is known as "demonstrated financial need." **Northwestern's financial aid package equals the difference between the COA and the EFC.**

You can also use our Net Price Calculator, which estimates the amount of grants, scholarships and aid that may be available so you can find the "net price" of attendance.

NET PRICE CALCULATOR

This chart shows average aid packages across a range of family Adjusted Gross Income (AGI) levels awarded to Northwestern freshmen who enrolled in Fall 2015.

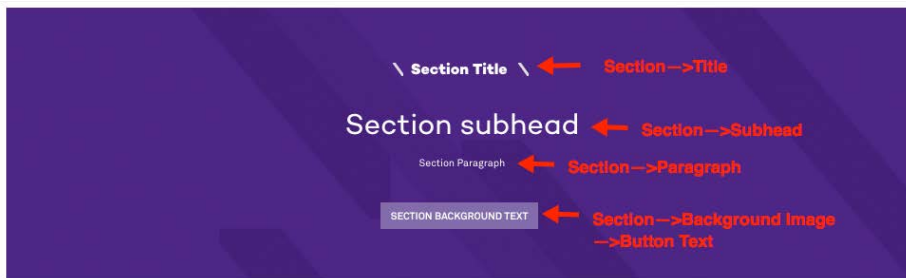
Family Income (AGI)*	Percent Receiving Aid	Average Aid Package
\$0-\$29,999	98%	\$50,029
\$30,000-\$59,999	96%	\$56,752
\$60,000-\$89,999	89%	\$50,877
\$90,000-\$119,999	87%	\$44,021
\$120,000-\$149,999	91%	\$37,537
\$150,000 or more	50%	\$25,876

*Families in the higher income ranges may have more than one student enrolled in college to qualify for aid.

A financial aid package typically includes a combination of need-based scholarships, grants, loans and part-time work that together meet a student's full financial need. [See examples of different financial aid packages on the Undergraduate Financial Aid website.](#)

Background Image

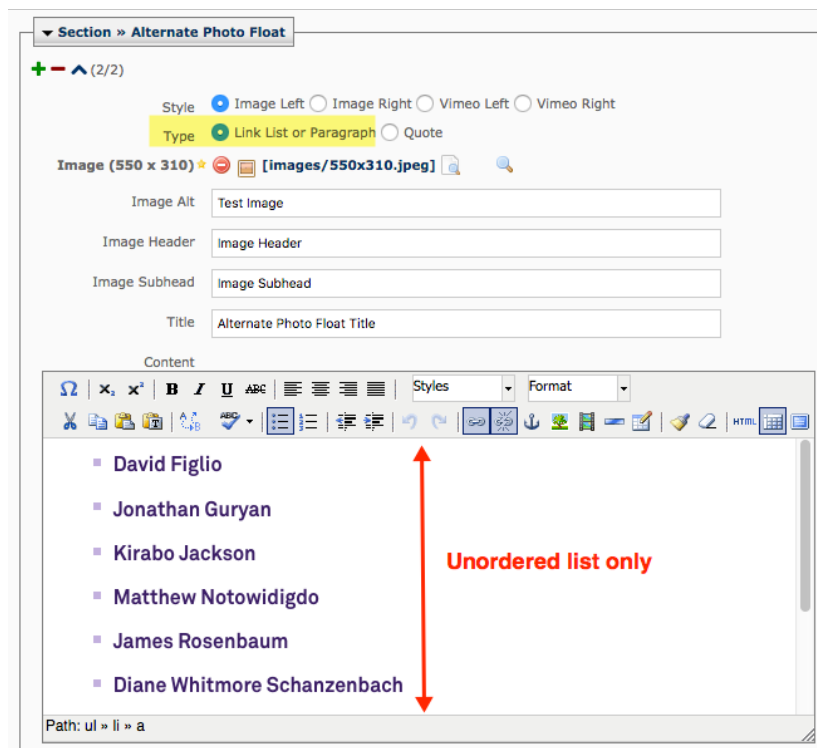
This module is generally used to highlight a brief blurb of text with a call to action button. There are a variety of background facet options, including gray slashes, purple slashes and world map.



Alternate Photo Float (Quotes or Link Columns or Videos)

This module allows for alternating images with paragraphs, quotations, links, or Vimeo videos. Here's a list of all possible layout options:


- Alternate Photo Float with Link List (links in a two-column layout)
To create a link list, just add an unordered list of links in the WYSIWYG and you'll get a two-column layout when you save.



This is what it looks like on the front end.

Alternate Photo Float Title

David Figlio	James Rosenbaum
Jonathan Guryan	Diane Whitmore Schanzenbach
Kirabo Jackson	Wesley G. Skogan
Matthew Notowidigdo	



○ Alternate Photo Float with Paragraph

Alternate Photo Float Title

Faculty in this area center their research on the challenges of measuring and incentivizing performance, no matter the activity. They pay attention to how major service industries—such as hospitals, universities, and museums—operate in markets where they compete against or collaborate with for-profit and government organizations.



○ Alternate Photo Float with Quotes

▼ Section » Alternate Photo Float

+

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(2/2)

Style

☒ Image Left ☐ Image Right ☐ Vimeo Left ☐ Vimeo Right

Type

☐ Link List or Paragraph ☒ Quote

Image (550 x 310)

[images/550x310.jpeg]

Image Alt

Test Image

Image Header

Image Header

Image Subhead

Image Subhead

Title

Alternate Photo Float Title

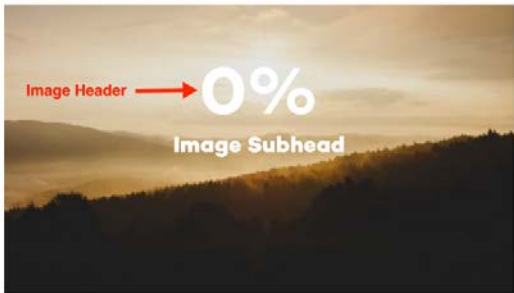
Quote

IPR fellows work with graduate students and research staff to develop software programs and other data tools that are made available to the public. Please check back periodically for updates and new developments.

Credit

Test Credit

Path:



Alternate Photo Float with Quote

“IPR fellows work with graduate students and research staff to develop software programs and other data tools that are made available to the public. Please check back periodically for updates and new developments.”

Test Credit

News and Events

This module allows you to highlight four news stories with thumbnail images and a button that takes users to a full news listings page and up to four events with the option to link to a full events listings page.

▼ Section » News and Events

News Title

▼ Section » News and Events » News

▼ (1/4)

Image (170 x 170) [Search]

Image Alt

Title

Choose Page [Search]

-OR- External URL (http://...)

▶ Section » News and Events » News

▶ Section » News and Events » News

▶ Section » News and Events » News

▼ Section » News and Events » News More Link

+

Choose Page [Search]

-OR- External URL (http://...)

▼ Section » News and Events » Events Feed

Events Title

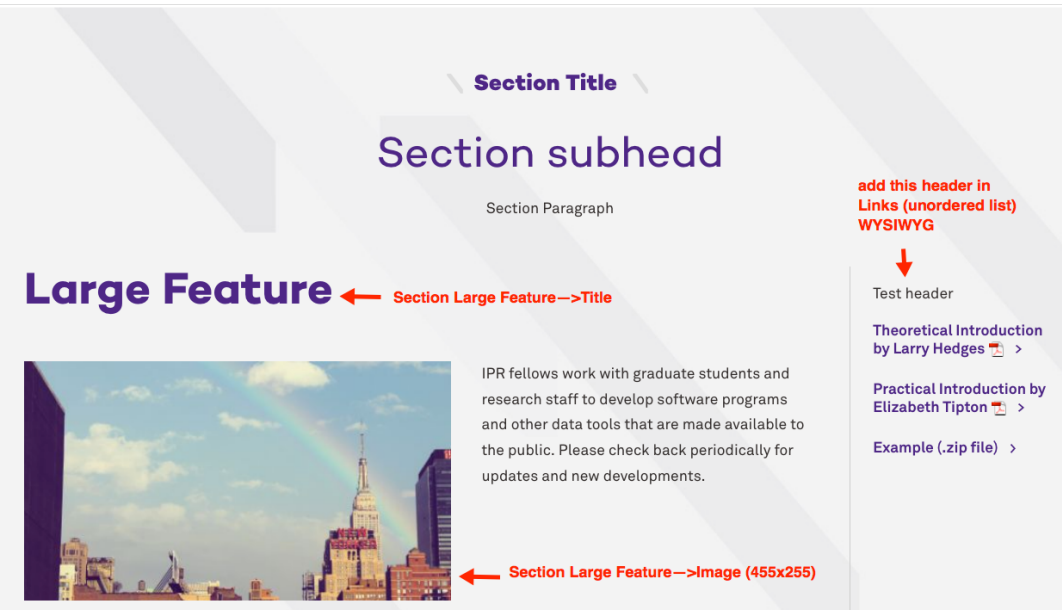
Feed Block [Search]

Choose Page [Search]

-OR- External URL (http://...)

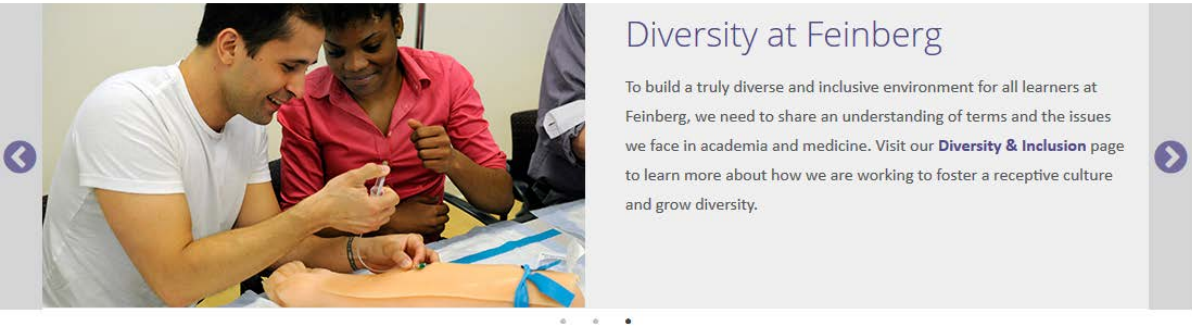
Large Feature

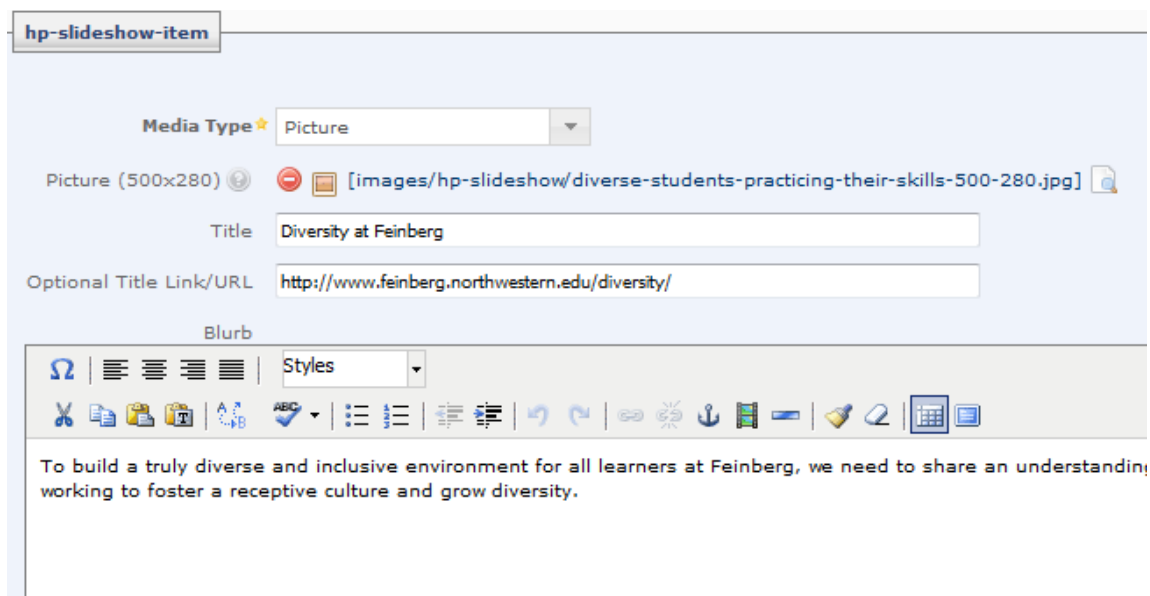
Used to highlight a topic with an image, description, and multiple links. This automatically adds a background behind the content as shown in the screenshot below. Most of the fields that you see in Cascade are self-explanatory. The module looks best when you have all of the fields populated.



Carousel

This element is a block-based module that is developed for your site by Feinberg Web Communications. It is not a standard module type available on all sites.





hp-slideshow-item


Media Type Picture

Picture (500x280) [images/hp-slideshow/diverse-students-practicing-their-skills-500-280.jpg]

Title Diversity at Feinberg

Optional Title Link/URL <http://www.feinberg.northwestern.edu/diversity/>

Blurb

 Styles

To build a truly diverse and inclusive environment for all learners at Feinberg, we need to share an understanding working to foster a receptive culture and grow diversity.

The Carousel module has the following fields in Cascade. These blocks do not live in the web page on which they appear. The Web Communications team can help you make them.

- Media Type
- Picture (if a static image; image size should be 550x280)
- Title copy appears above the body text to the side of your image/video still
- Optional Title Link/URL appears above blurb text
- Blurb (WYSIWYG meant to contain an unordered list only)