

**NC STATE**

## Web Layout and Content Guide

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## Working with Pages

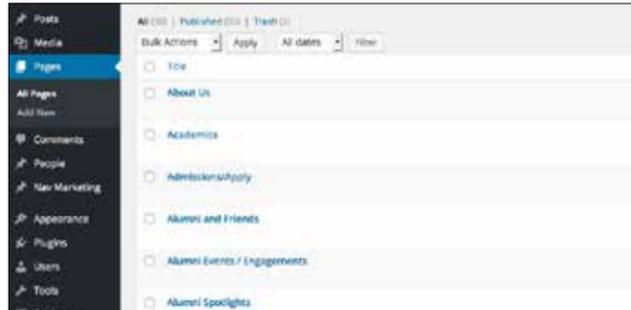
All University Communications-created sites use Wordpress as their content management system. Content is entered and pages are created through a web browser. A web address will be provided to you, allowing you to access the Wordpress Dashboard for your site with your Unity ID via the "Wrap Account" option.

**UPDATE: "NC State Unity ID" option**



## Existing and New Pages

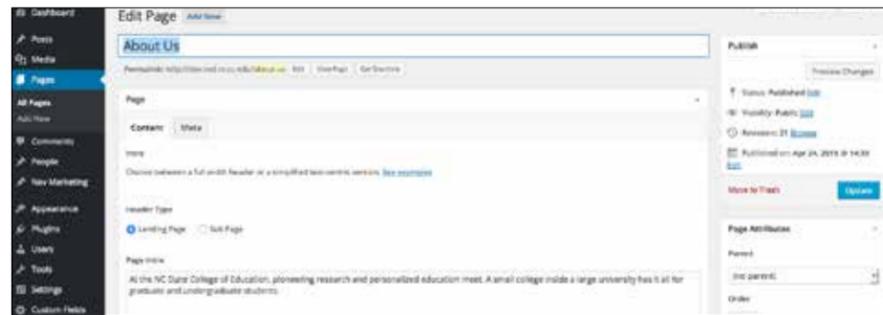
In the Wordpress Dashboard the “Pages” section — accessible in the left-hand menu — allows you to view all the pages that have been created for your site, and select the one you want to edit. You can also add a new page via the left-hand menu, or the large button in the “All Pages” view or “Tree View.” Once you have created a new page and you are in the “Edit Page” view, be sure to give the page a proper Title.



“All Pages” view

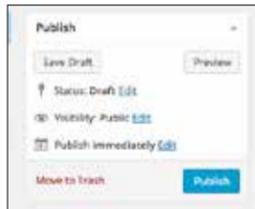


“Tree View”

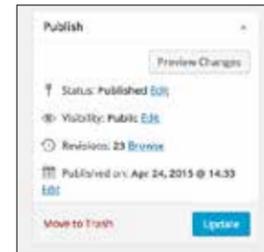


“Edit Page” view

Clicking the “Publish” button in the right-hand menu on the “Edit Page” view takes a page live. “Save Draft” allows you to save the work you’ve done on a page without it going live. “Preview” will open the page in its current state in a new tab, but will not save changes. Once a page has been published, “Update” takes over the “Publish” function and takes a page live. A page can be deleted by clicking “Move to Trash.”



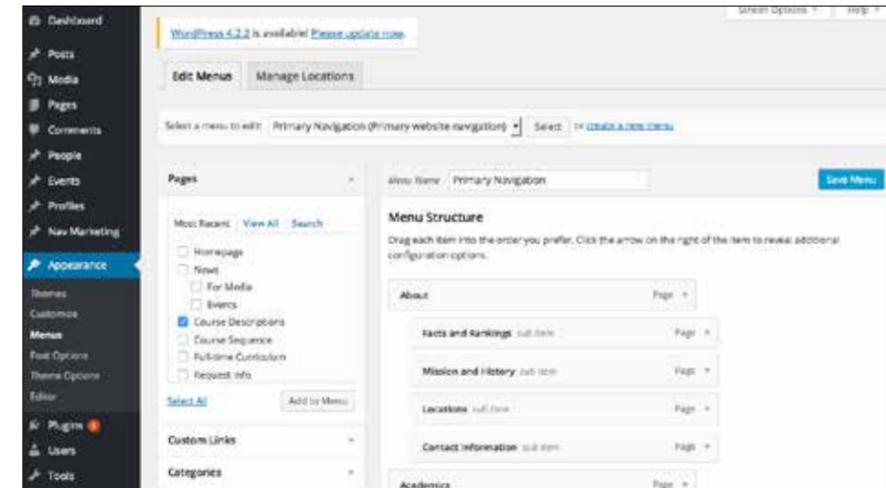
“Publish” menu (pre-publishing)



“Publish” menu (post-publishing)

## Site Navigation/Links

Once a new page has been published it can be added to the appropriate place in the site’s navigation structure under “Appearance” > “Menus” in the left-hand menu. The new page should appear in the “Most Recent” list on the left. It can then be selected and put into the navigation by clicking the “Add to Menu” button. The page will be added to the bottom of the “Menu Structure” by default. It can be moved to the proper place by dragging-and-dropping. Be sure the page is nested in the appropriate level to keep your navigation’s structure intact.



“Edit Menus”

One of the most common elements in the body of a page is a link — either to somewhere else within the site, or elsewhere on the web. There are many different places in the Wordpress Dashboard where you will be prompted to enter a web address in order to provide a link. The way you provide the web address, however, is the same in all cases.

### Internal Links

If the link is “internal” (to another page on your site) ~~the portion of the web address after “.edu” should be entered. So if the Jenkins MBA program wanted to place a link on their “About Us” page (http://mba.ncsu.edu/about-us) to their “Centers & Initiatives” page (http://mba.ncsu.edu/academics/centers-initiatives/) that web address would be entered: “/academics/centers-initiatives/”.~~

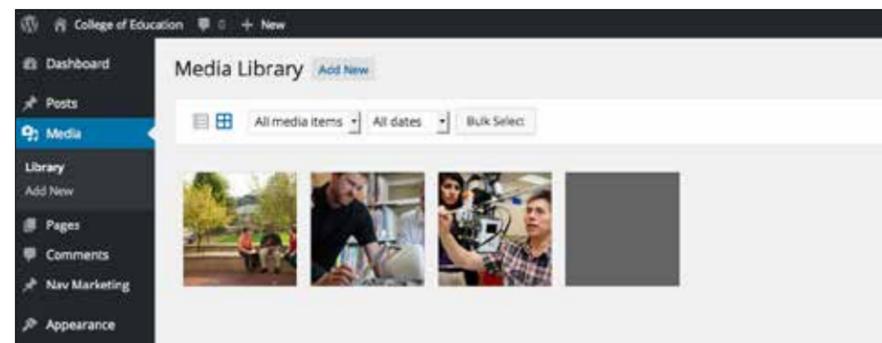
**Internal links should follow “External Links” guidelines**

### External Links

If the link is “external” (to a page that exists outside of your site) the full address including the **“http://”** <sup>Often “https://” now</sup> should be entered. So if Jenkins MBA wanted to place a link on their “About Us” page to NC State’s homepage (http://ncsu.edu) that web address would be entered: “http://ncsu.edu”.

## Adding Media

Images, downloadable files such as pdfs, and any audio and video that are not hosted remotely should be housed in your site's Media Library, which is accessible in the left-hand menu. When you upload an image, several fields will appear on the right asking you for various types of data. "Alt-text" — a brief description of the image, used by screen-readers for the visually-impaired — should always be entered. If the image will be captioned, that should be entered as well.



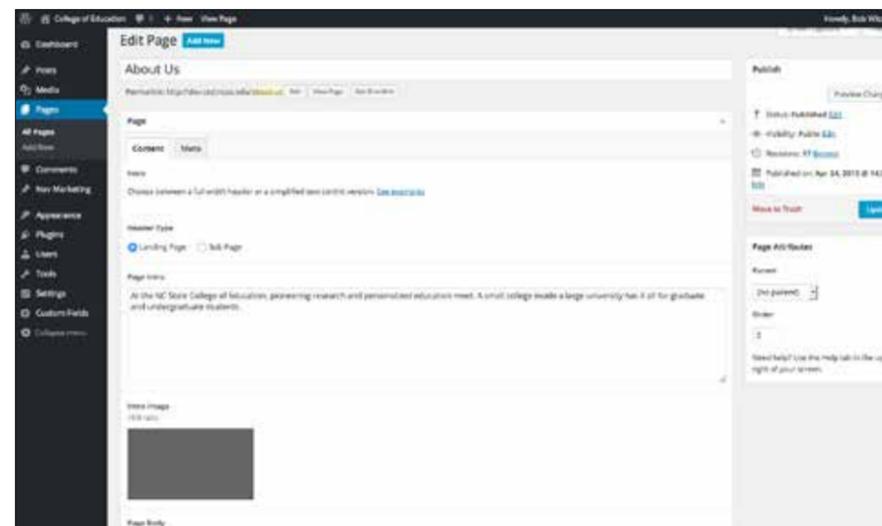
# Images

The images used on a page should always be aligned with NC State brand, and relevant to the content they support. All the sections of our pages work best with images that have a 16:9 ratio to their dimensions. To make it easy to move and swap out images as your pages change, we recommend *always* cropping your images to this ratio. Using 1500x844px as your dimensions will ensure that your images are optimized for retina-display. The only exceptions to the 16:9 ratio are square thumbnails and image page dividers, both of which are used only in certain special cases.



## Creating Page Intros

By default, the “Title” is always displayed at the top of the page, in our largest font-size. This allows the end-user to easily understand exactly where they are within a site. If the page is designated as a “Landing Page” — one that is featured in the top-level of your site’s navigation — a more robust layout will be employed than on “Sub Pages.”



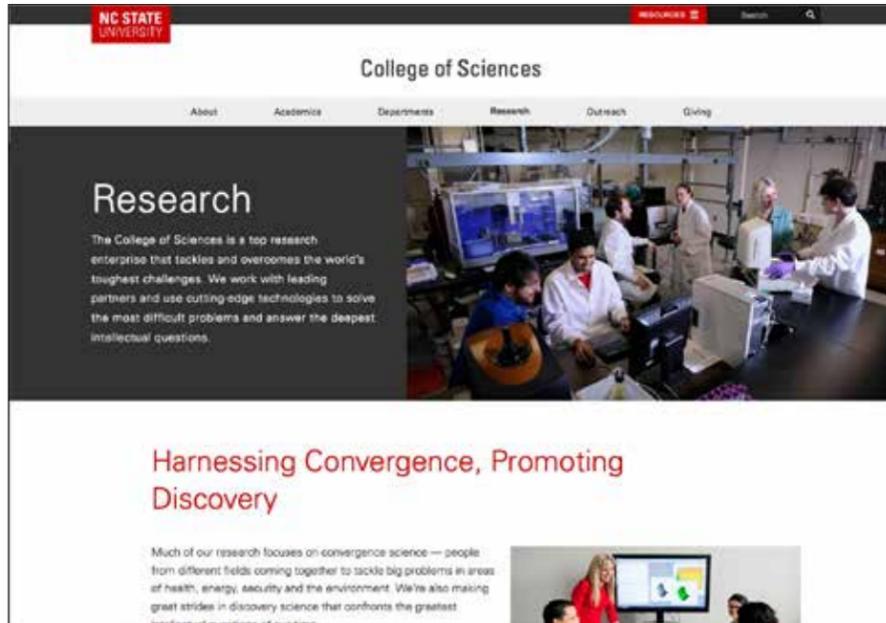
# Page Intros/Intro Images

A two-to-three sentence paragraph, establishing the purpose and tone of the page, should be used for the Page Intro. This element is required on the Landing Page header, and optional on Sub Pages. Also an image must be selected for the Landing page header. The image is optional for Sub Pages.

## Landing Page



Basic Layout



Example (sciences.ncsu.edu/research)

## Sub Page without an image



Basic Layout

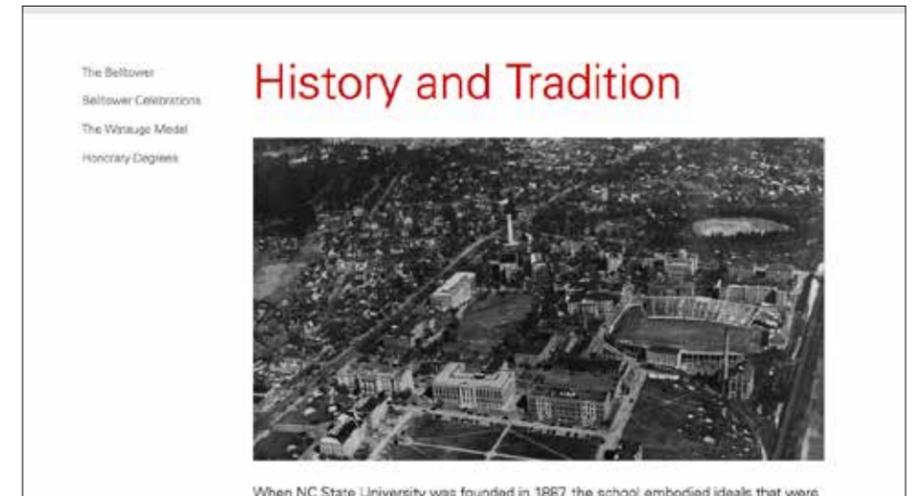


Example (sciences.ncsu.edu/about/college-vision)

## Sub Page with an image



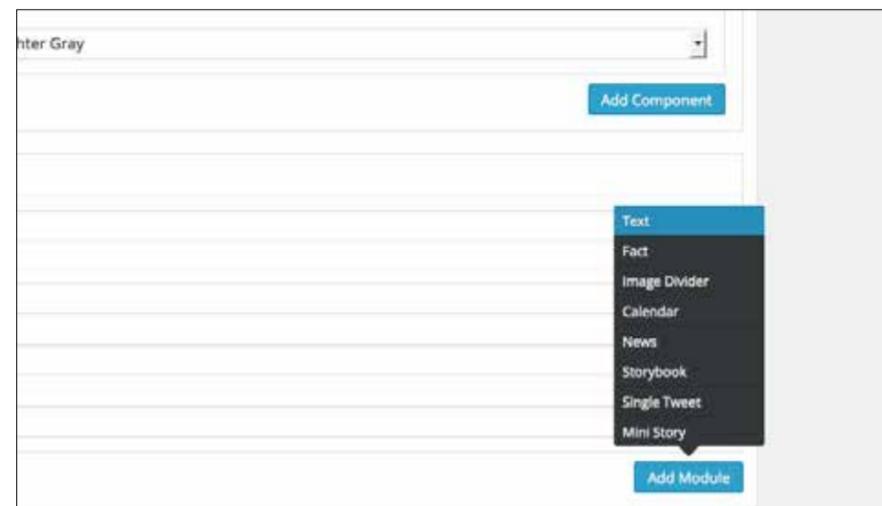
Basic Layout



Example (ncsu.edu/about/history-and-tradition/)

## Using Text Modules

Areas of content are divided into “modules.” Modules can easily be added, removed, and even reordered by dragging-and-dropping. “Text” modules are simply designed and easy-to-read; they should almost always be used to communicate your page’s main content.

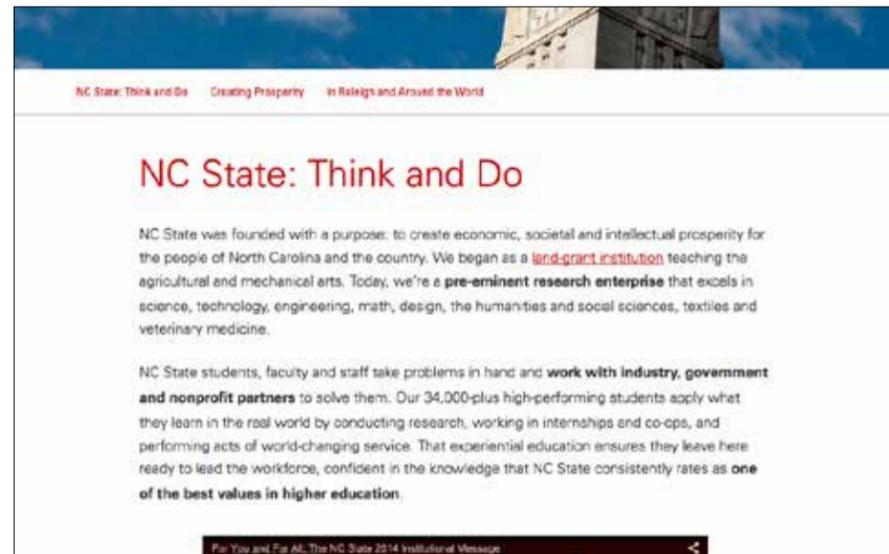


# Text Modules

People do not read as thoroughly on the web as they do with printed media, so long blocks of copy should be broken into shorter sections and entered into multiple Text modules. The Text module should be given an informative “Title,” which will appear as its heading. Sub-headings, to establish hierarchy within sections, can be created in the editor; the desired heading’s style is simply changed from “Paragraph” to “Heading [2-6].”

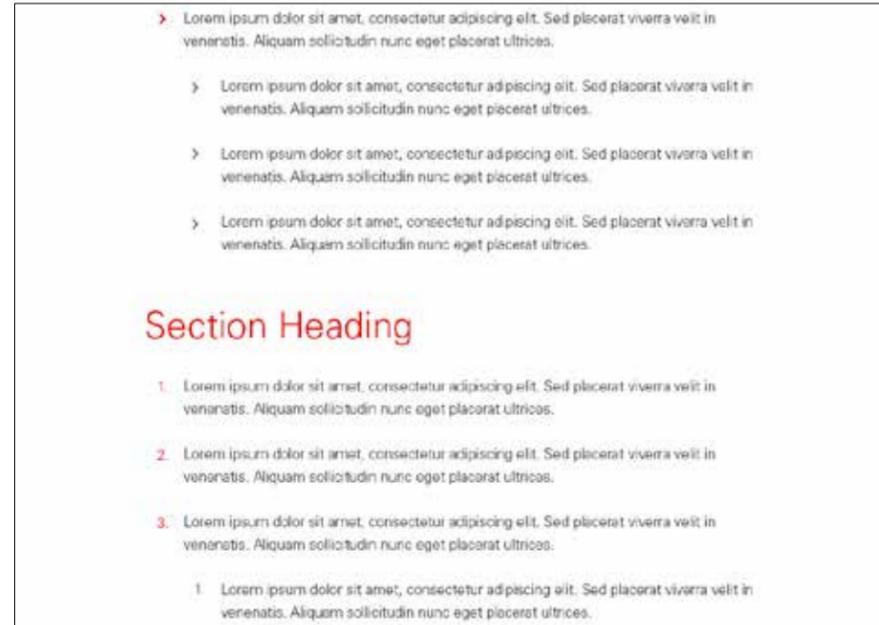


Basic Layout

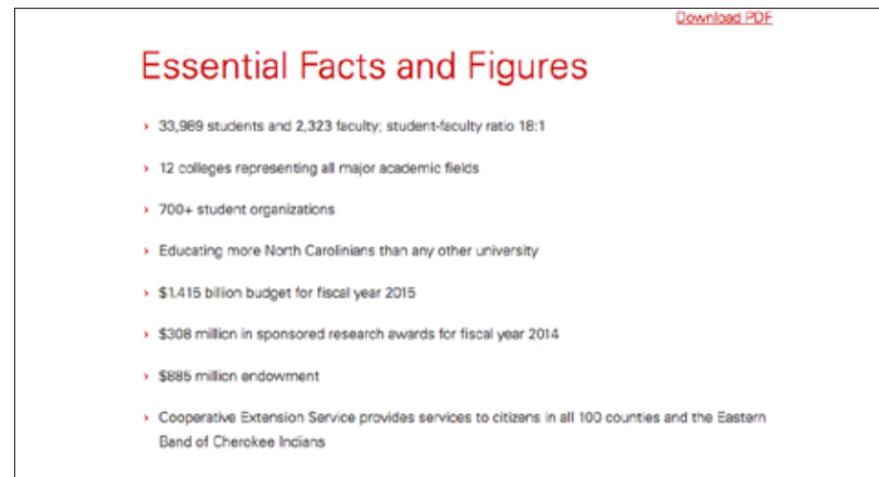


Example (ncsu.edu/about)

## Unordered and Ordered Lists



Basic Layouts

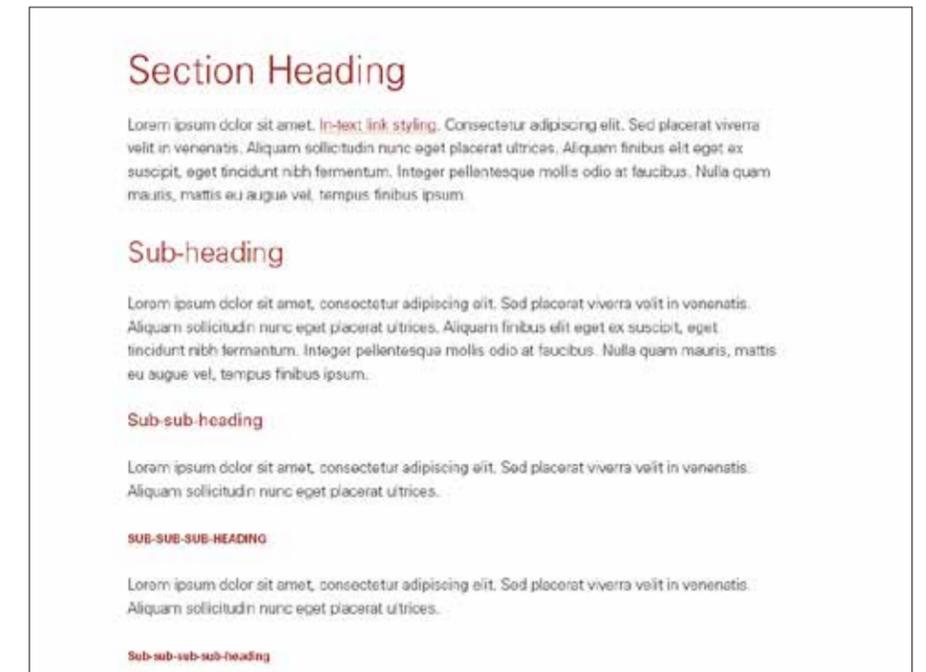


Example (ncsu.edu/about/stats-and-strengths)

## Sub-headings



Sub-headings in the Dashboard



Sub-headings in a Basic Layout

# Text Modules-Images

Full-width, and left- and right-floating images can be placed in a Text module. Images are a good way to add visual interest to large areas of copy and/or control the pacing of a page. Floating images “hang” over the boundaries of the page’s text box to give the page a less rigid feel. Images should be placed in between paragraphs, never within one, as this might interrupt or confuse the reader. Captioning is not required but is encouraged. The following Short code should be used to add these types of images, instead of the “Add Media” button in the editor; the Short Code can reformat the images properly for the various responsive layouts.

## Full-width and Floating Images



Full-width Example (ncsu.edu/research)



Floating Examples (ncsu.edu/think-and-do/video)

## Image Short Code

```
[retina_image id='value here' align='value here' caption='value here']
```

### Attributes

**id:** a number that identifies which image to display. It can be found in the URL of the image, when it is being viewed in the Media Library. If the end of the URL for an image reads “.../wp-admin/upload.php?item=128,” for example, the id is “128.” It should be coded “id='128.’”

**align:** can be given the value “right,” “left,” or “center.” “center” will create a full-width image. This attribute will default to “center” if no value is given.

**caption:** can be given the value “true,” which will display a caption or “false” which will not. Captions are added to images in the Media Library. This attribute will default to “false” if no value is given.

Note: Short Code can be entered either in the “Visual” or “Text” (code) editor.

## Right-floating Image-Full Example



Code in Dashboard



Resulting Layout

# Text Modules-Full-width Pull Quotes

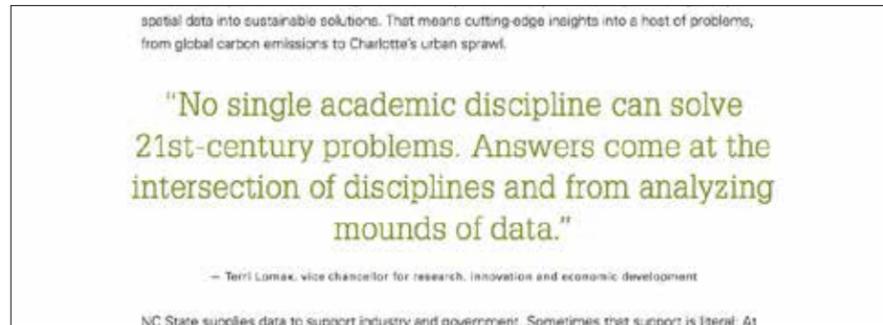
A pull quote is another good way to add visual interest to a large area of copy. A full-width pull quote can be created using the blockquote button in the “Visual” editor, or by wrapping text with <blockquote> tags in the “Text” (code) editor. Full-width pull quotes should be placed between two paragraphs of text, never within a paragraph, as this might interrupt or confuse the reader. Their color can be chosen from a range from the secondary palette. Both ends of the quote will “hang” outside of the page’s text box.

See updated online documentation for details on how to include pull quotes.

<https://web.ncsu.edu/documentation>



Basic Layout



Example (ncsu.edu/think-and-do/video)

## Full-width Pull Quote Code

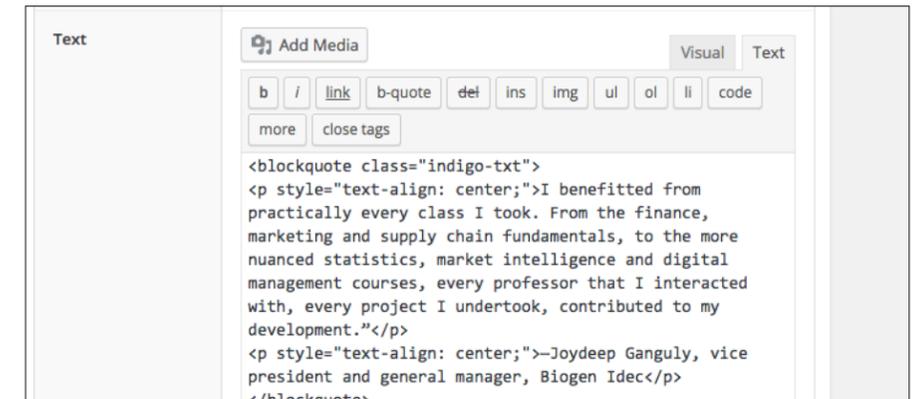
```
<blockquote class="color class here">  
<p style="text-align:center;">  
Quoted text."  
</p>  
<p style="text-align:center;">  
— Source  
</p>  
</blockquote>
```

Note: the opening quotation mark is not entered — it is added automatically via the site’s stylesheet. The closing quotation mark, however, needs to be added manually. Also, the quote should be centered by either using the Align center button in the “Visual” editor, or by adding the “text-align:center;” styling to the <p> tags in “Text” editor.

The color of the quote must be added in “Text” (code) editor, by adding one of the following classes to <blockquote> tag:

-  ~~red-txt (for Wolfpack Red)~~
-  ~~reynolds-red-txt (for Reynolds Red)~~
-  ~~orange-txt (for Pyroman Flame)~~
-  ~~green-txt (for Genomic Green)~~
-  ~~blue-txt (for Innovation Blue)~~
-  ~~indigo-txt (for Bio-Indigo)~~

## Full-width Pull Quote-Full Example



Code in Dashboard



Resulting Layout

# Text Modules-Floating Pull Quotes

A floating pull quote can be created by using a Short Code. Their color can be chosen from a range from the secondary palette. One end of the quote will “hang” outside of the page’s text box.

See updated online documentation for details on how to include pull quotes.

<https://web.ncsu.edu/documentation>



Layout



Example (ncsu.edu/research)

## Floating Pull Quote Short Code

~~[pullquote color='value here' img='value here' source='value here']Quoted text."/>~~

~~Note: the opening quotation mark is not entered — it is added automatically via the site’s stylesheet. The closing quotation mark, however, needs to be added manually.~~

### Attributes

~~color: one of the following should be entered:~~

- ~~ ~~red (for Wolfpack Red)~~~~
- ~~ ~~reynolds-red (for Reynolds Red)~~~~
- ~~ ~~orange (for Pyroman Flame)~~~~
- ~~ ~~green (for Genomic Green)~~~~
- ~~ ~~blue (for Innovation Blue)~~~~
- ~~ ~~indigo (for Bio-Indigo)~~~~

~~img: a square headshot can be inserted here, via the Media Library by clicking the “Add Media” button at the top of the editor. This is not a required element, however. Ideal dimensions are 340x340px.~~

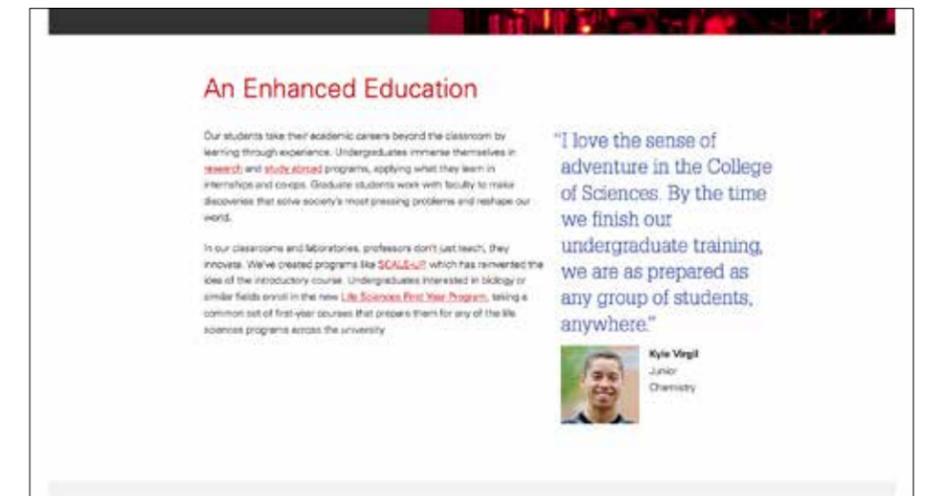
~~source: the person being quoted should be entered here, exactly as it needs to be displayed.~~

~~Note: Short Code can be entered either in the “Visual” or “Text” (code) editor.~~

## Floating Pull Quote-Full Example



Code in Dashboard



Resulting Layout

# Text Modules-Stand-alone Boxes

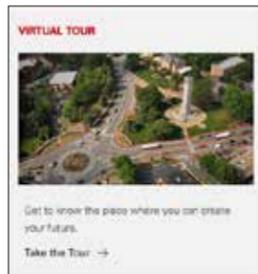
A small, stand-alone gray box containing a section title (optional), main headline (optional), an image (optional), brief teaser copy, and a call-to-action text and link can be added to a Text module with a Short Code. This should be used when there is important content to push to, but a simple link would not provide the end user with enough information about it. The box will float to the right of a block of copy. Stand-alone boxes should be placed between two paragraphs of text, never within a paragraph, as this might interrupt or confuse the reader.

See updated online documentation for details on how to include pull quotes.

<https://web.ncsu.edu/documentation>



Basic Layout



Example (ncsu.edu)

## Stand-alone Box Short Code

```
[box_small_heading='value here' main_heading='value here' cta='value here' cta_url='value here']Image/body copy.[/box]
```

### Attributes

**small\_heading:** enter a "section title" — a label explaining how the item is related to the main copy — here.

**main\_heading:** enter a main headline for the content here.

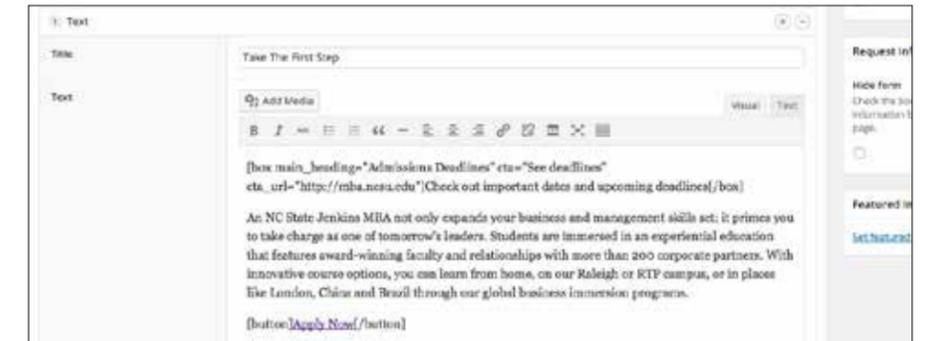
**cta:** enter call-to-action copy ("Learn More," etc.) here.

**cta\_url:** enter a web address here.

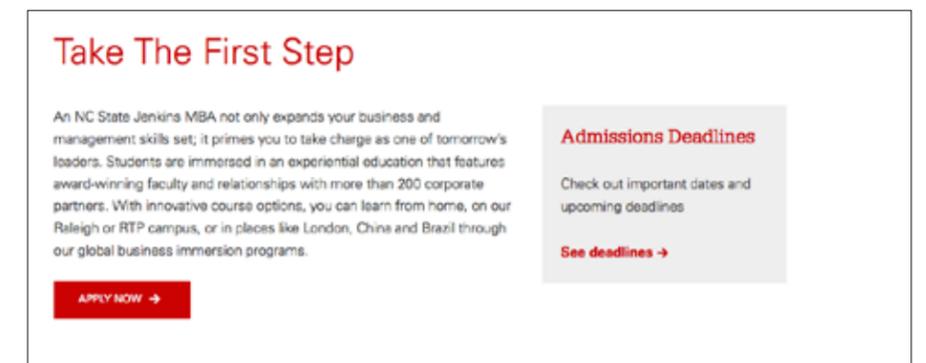
The image, if one is being used, can be added with the body copy via the Media Library by clicking the "Add Media" button at the top of the editor.

Note: Short Code can be entered either in the "Visual" or "Text" (code) editor.

## Stand-alone Box-Full Example



Code in Dashboard



Resulting Layout

# Text Modules-Tables

When data needs to be displayed in a grouped/sorted manner, a table should be used. A table can be created in the “Visual” editor by clicking on the table tool, navigating to “Insert Table,” and choosing the layout with the appropriate numbers of rows and columns. When the table is first generated, the cells will appear in a collapsed form, making initial data entry a little tricky. Cells can be navigated through using arrow keys, and will expand as content is entered. You can also drag the entire table outward to enlarge the cells, but if you do this, make sure to later go into “Table Properties” in the table tool and delete the values that have been placed in the “Width” and “Height” fields. Tables should not be assigned a width or height, as doing so would cause them to appear at incorrect sizes across responsive layouts.

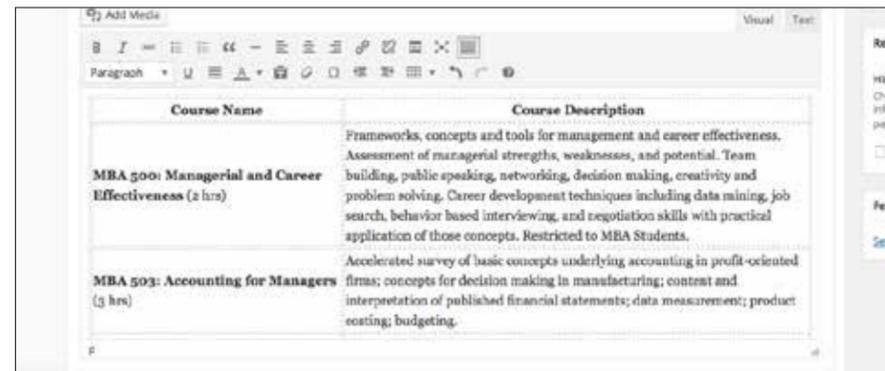
## Table Headers/Code

The first row of a header should be assigned a “Header” type to keep the proper formatting intact. To do this, select anywhere in the row and, in the table tool, navigate to “Row” > “Table row properties.” Under “Row type” choose “Header.” Then, each cell in the header row needs to be assigned a “Header” type as well. Select anywhere within the cell and navigate to “Cell” > “Table cell properties.” Under “Cell type” choose “Header cell.”

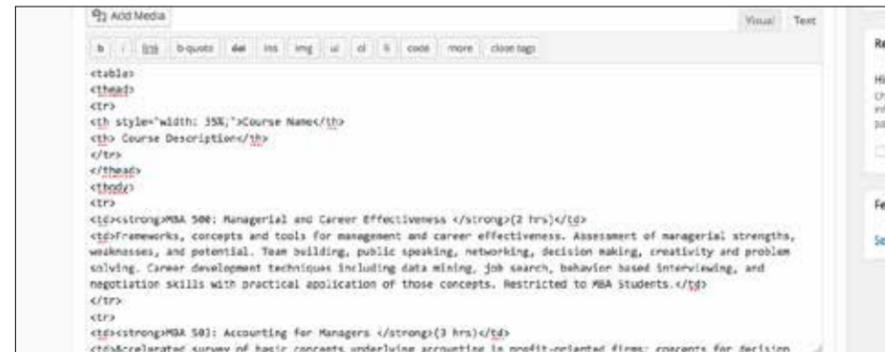
Tables can also be created easily in the “Text” editor via HTML. Below is sample code for a two-row, two-column table:

```
<table>
<thead>
<tr>
<th>Header copy for Column 1</th>
<th>Header copy for Column 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content for Row 1, Column 1</td>
<td>Content for Row 1, Column 2</td>
</tr>
<tr>
<td>Content for Row 2, Column 1</td>
<td>Content for Row 2, Column 2</td>
</tr>
</tbody>
</table>
```

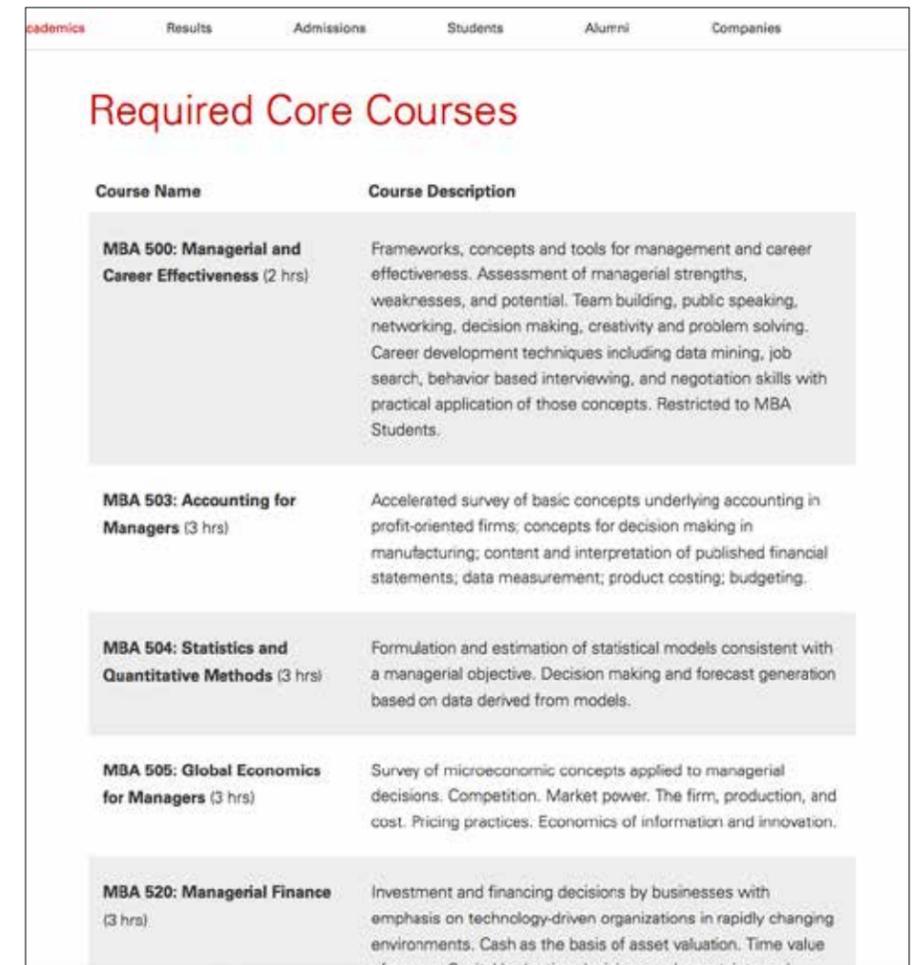
## Table-Full Example



Dashboard



Code in Dashboard



Resulting Layout

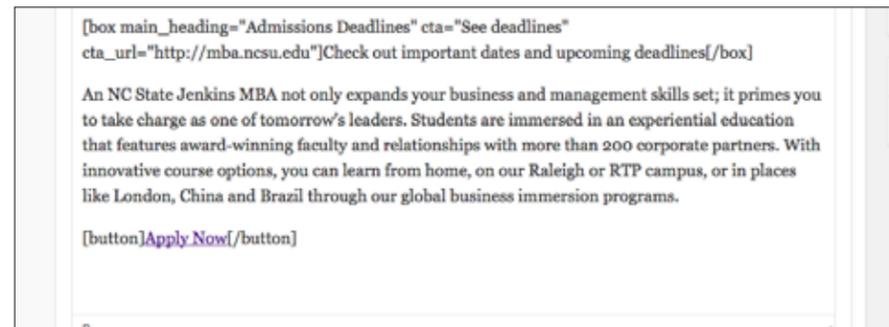
## Text Modules-Buttons

Buttons can be used to provide strong calls-to-action to end users. They are created by wrapping linked text with our button Short Code. Multiple buttons can be placed next to each, which will form an in-line layout, or broken into separate lines to stack them. Buttons should be placed before or after a paragraph of text, never within one as this might interrupt or confuse the reader. They are visually bold elements that can be overwhelming if they appear too often, so their usage should be planned carefully.

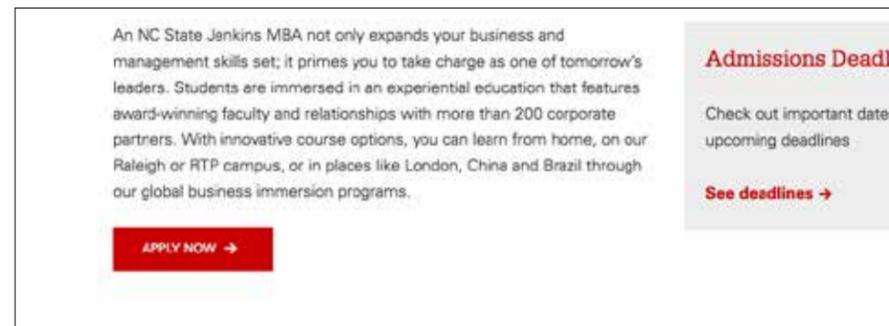
### Button Short Code/Full Example

```
[button]Linked Text[/button]
```

Note: Short Code can be entered either in the “Visual” or “Text” (code) editor.



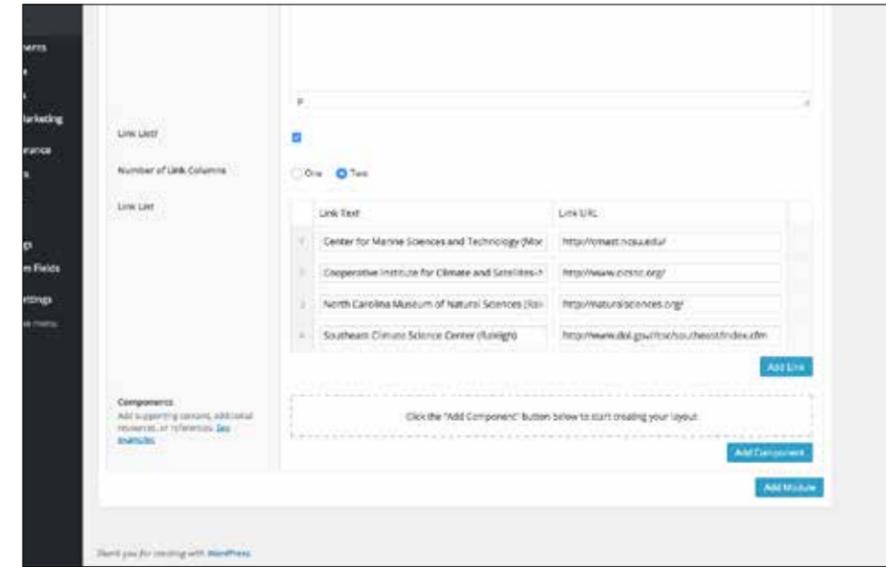
Code in Dashboard



Resulting Layout

## Text Modules-Link Lists

A one-or-two column “Link List” can be added below the block of copy. This featured should be used when links to multiple resources, publications, etc. need to be called-out, and no additional content is required to support or explain them.



Dashboard



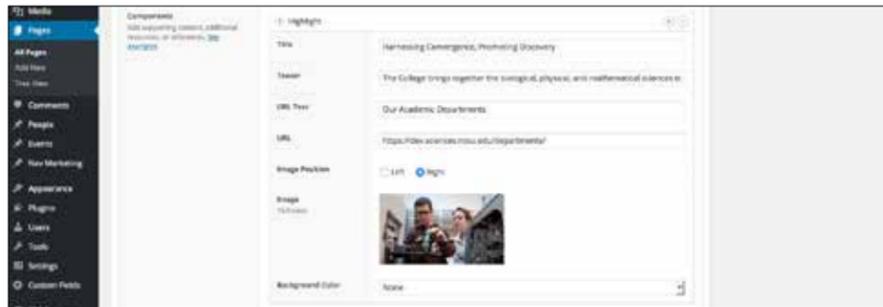
Resulting Layout

# Text Modules-Components

There are two different “components” that can be added to the end of a Text module — a “Highlight” and a “Feature Content.” These should be used to provide call(s)-to-action related to the long-form copy, or to provide links to supplemental content for a reader who wants to dig deeper into the subject matter (a related news story or publication, for example). The components are also a good way to create a visual divide between multiple Text modules. A Highlight component is used for a single item. A title, teaser copy, link, and image are all required. Call-to-action text for the link (such as “Learn more”) is optional. The image can be made to float to the left or the right of the copy and a wide variety of background color options are available. A Feature Content component is used for multiple items. A section title, explaining how the items are related to the main copy comes first. An overall link for the section may be placed with it. A headline and link are the only required elements for each item, but an image, teaser, and call-to-action text can also be added. The Featured Content component has a high level of flexibility in its appearance and some layouts are more desirable than others. The variations seen here are our recommendations for the best visual presentation.

“Feature Content” is now an independent module rather than a component of a text module. All functionality as outlined here is still present.

## Highlight-Full Example

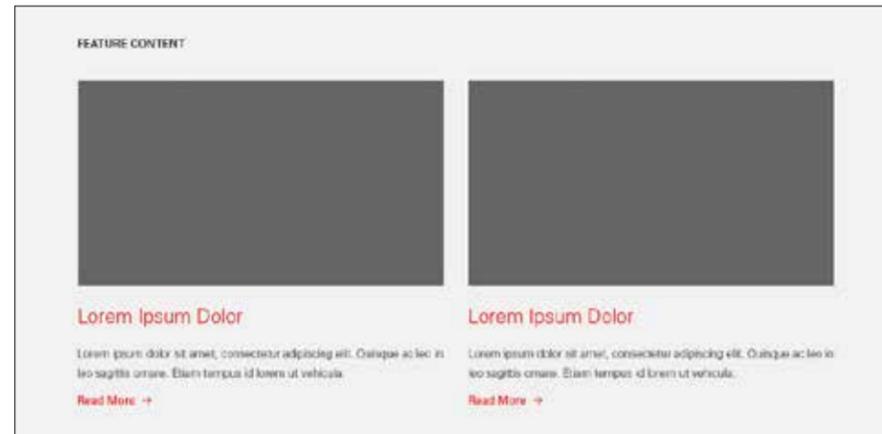


Dashboard

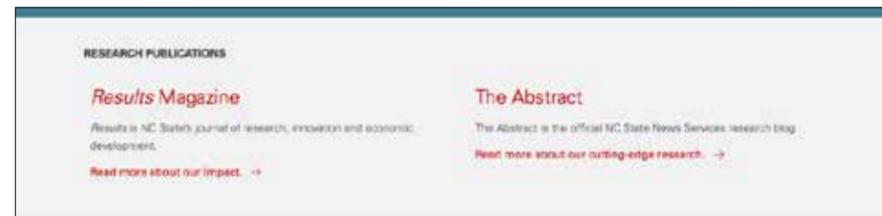


Resulting Layout

## Feature Content (2-up)

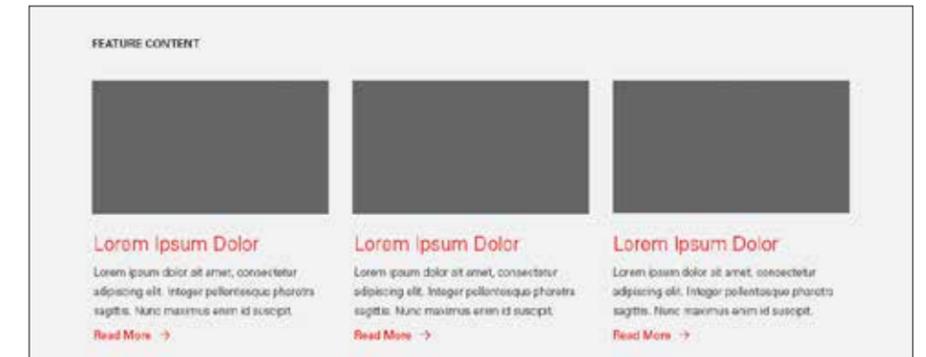


Basic Layout

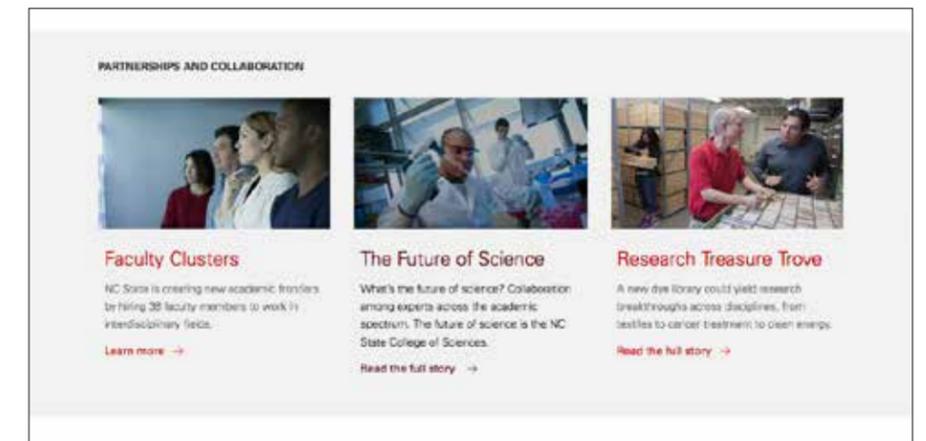


Example without images (ncsu.edu/research)

## Feature Content (3-up)



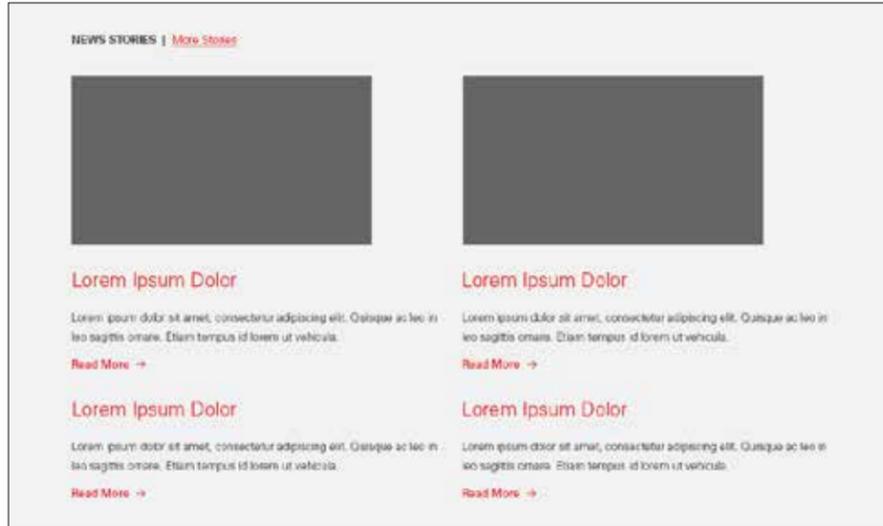
Basic Layout



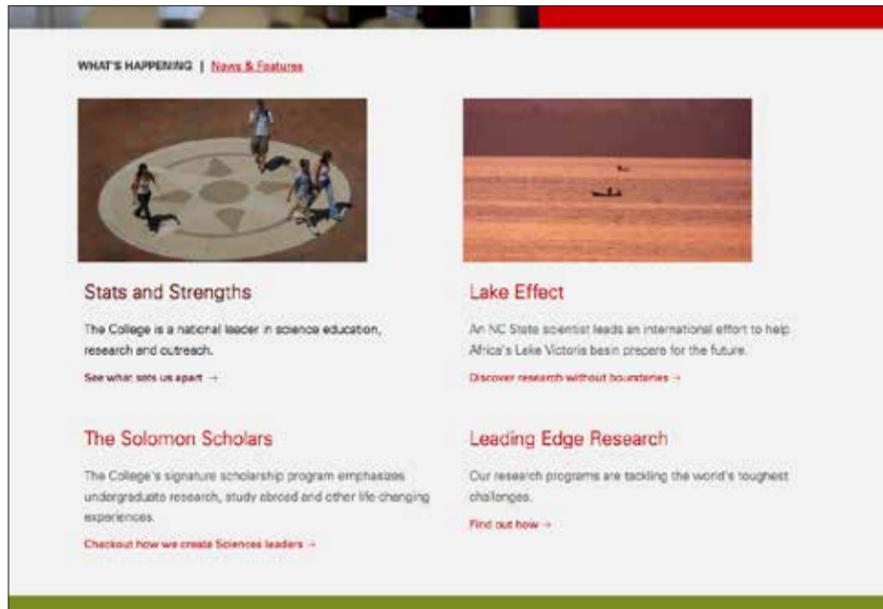
Example (ncsu.edu/research)

# Text Modules-Components Cont'd

## Feature Content (4-up with 2 images)



Basic Layout



Example (sciences.ncsu.edu)

## Feature Content (2 or 3-up with 1 image)

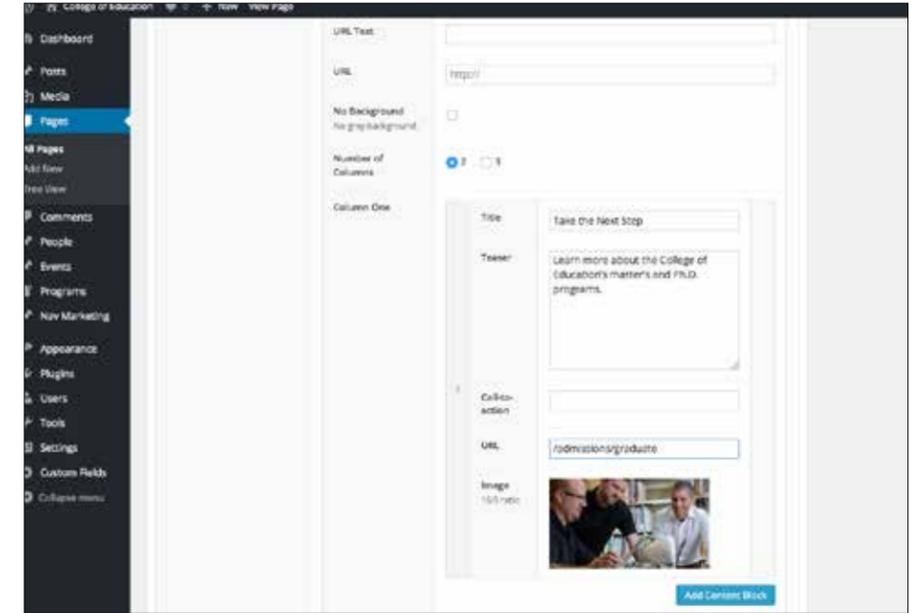


Basic Layout

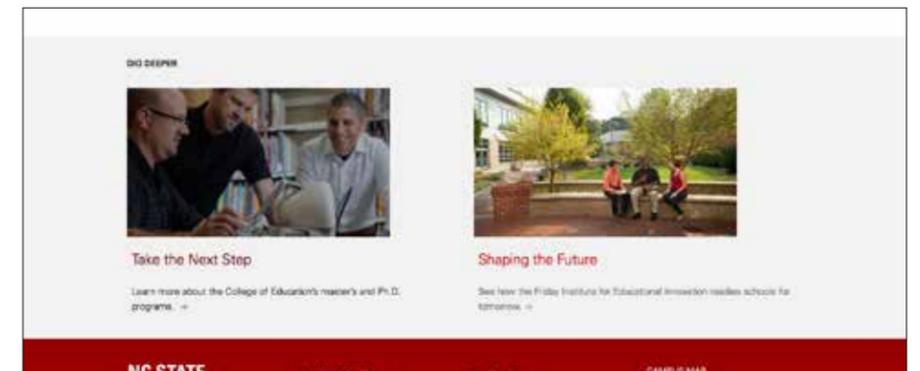


Basic Layout

## Feature Content-Full Example



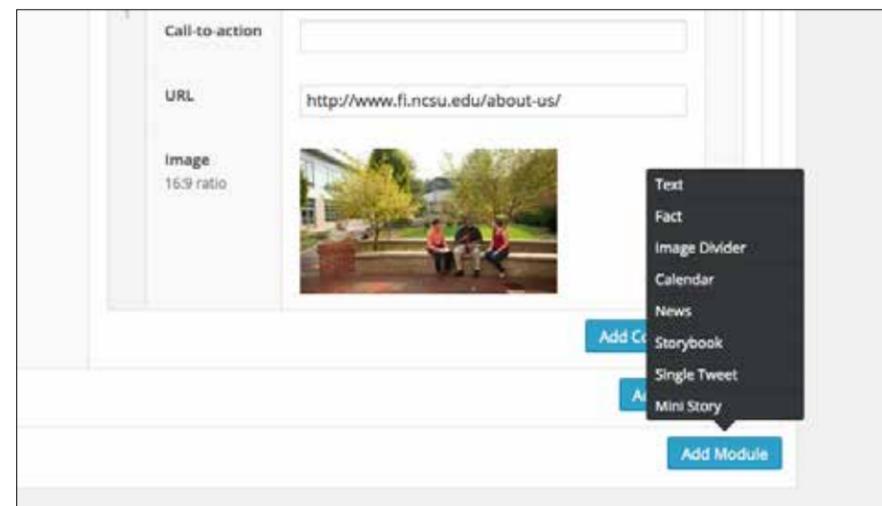
Dashboard



Resulting Layout

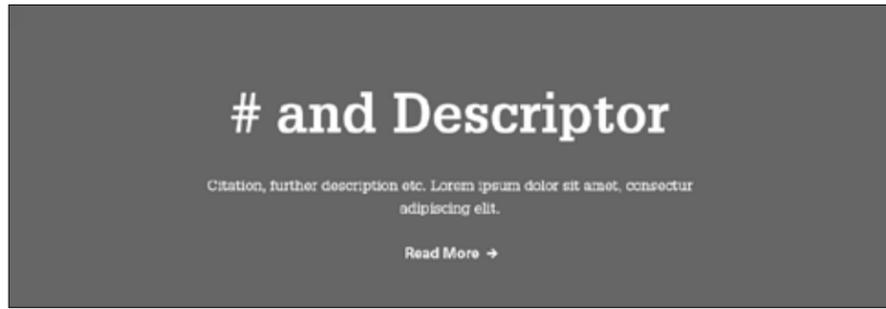
## Using Additional Modules

The “Fact,” “Image Divider,” “Calendar,” “News,” “Storybook,” “Single Tweet” and “Mini Story” modules are all ways to add supplemental content *and* visual interest to a page. They are boldly-designed elements and can overwhelm an end-user if they appear too frequently, so they should be carefully selected and implemented throughout your site.



# Fact Modules

Fact modules should contain a quickly-consumable piece of hard data that directly relates to the rest of a page's content. A brief summation of the number and person/place/thing being touted should be entered as the "Fact." The "Support" area should then be used to completely explain or expand on the fact. A call-to-action link is optional, but can be used to drive to a "quick facts" page, or to a news story or page relating to that specific topic. A range of secondary palette colors can be chosen for the background of a Fact module.



Basic Layout



Example (sciences.ncsu.edu/research)

## Writing for the Fact Module

Wording should be adjusted so that the "Fact" is a complete thought, but also as brief as possible. An end-user should be able to quickly glance at the module and understand the general idea being communicated, even without reading the "Support." "Facts" should be entered in title case and, although it breaks with AP style, the number symbol (#) and numerals (even those under 10) should be used when representing the data. These elements create a stronger graphic presence on the page. Citing the source for the statistic, either in the "Support" area or the call-to-action link, is highly recommended, as it lends credibility to the claim.



✗ **Bad Example:** The "Fact" is too long and contains two different figures. Meanwhile the "Support" area is being under-utilized. Also, the "Fact" is in sentence case.



✓ **Good Example:** The "Fact" has been shortened and contains only one figure. The "Support" area has been fleshed out and the "Fact" is in title case.



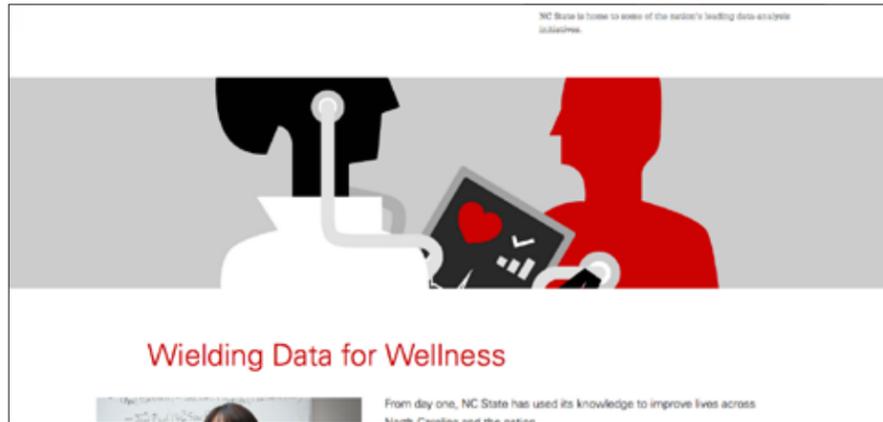
✗ **Bad Example:** Here the "Fact" reads well, but trying to communicate the full idea as one complete sentence, broken into the different parts of the module, is confusing and creates a poor visual.



✓ **Good Example:** The "Support" is now a complete sentence. The "Support" area has been fleshed out, and the call-to-action is treated as a stand-alone item, as well.

## Image Divider Modules

The “Image Divider” module inserts a full-width image in the middle of a page. This module creates a very strong divisions between sections of a page and should be used only with editorial/marketing copy that has been tailored for such a layout. A powerful image that is effective at starkly horizontal dimensions should be selected (the image will span the full-width of the page but should be relatively “short” allowing the end-user to quickly continue down a page). The ideal size for the image is 1500x350px.



Example (ncsu.edu/about/think-and-do)



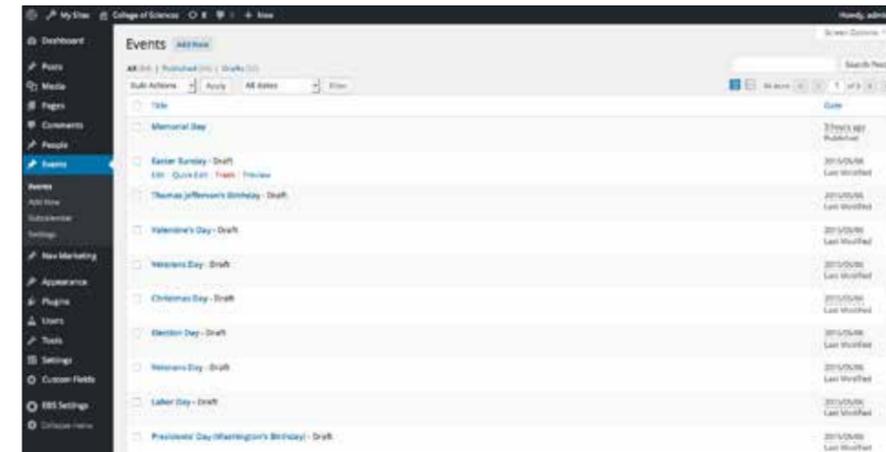
Example (ncsu.edu/about/think-and-do)

See online documentation for up-to-date information about new events plugin.

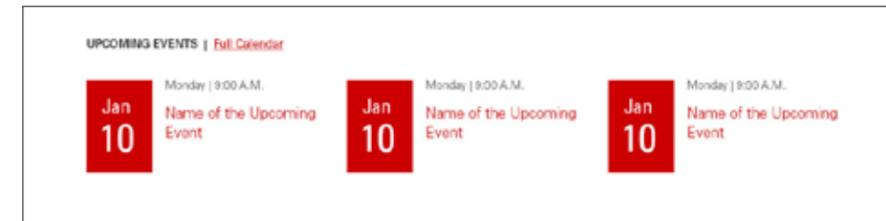
## Calendar Modules

<https://web.ncsu.edu/documentation>

The “Calendar” module inserts a full-width list of events into the body of a page. Events for the Calendar module can be added to Wordpress manually in the “Events” section in the left-hand menu of the Dashboard. ~~If the desired content for the Calendar module can be managed with an ActiveData or Google calendar, a feed can be added in “Events” → “Settings” and the events that appear on that calendar will be generated automatically for Wordpress. Subcalendars can also be created in the “Events” section and then selected in the Calendar module to manage the kinds of events that are displayed.~~ A section title, which should label/explain the listed events, comes first in the module. An overall link to a full calendar may be placed with it. The nearest three events are always the ones displayed. This module has the option to appear with a gray or white background.



“Events” view



Basic Layout

## News Modules

Will be supplemented with Newswire Module soon.

The “News” module inserts a full-width list of the headline, teaser copy, and date from three most recent stories from an RSS feed. A section title, explaining what the listed stories are comes first. An overall link to a News page may also be placed with it. The News module always appears on a white background.



Example (ncsu.edu)



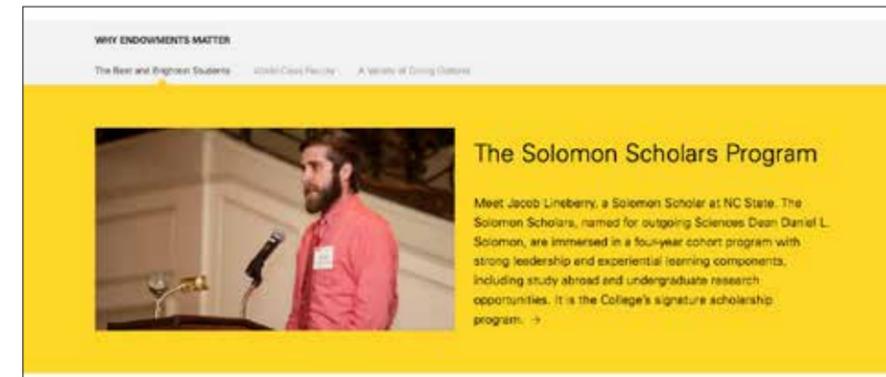
Example (mba.ncsu.edu/results)

## Storybook Modules

The “Storybook” module is a way to share three-to-five news or feature stories without taking up excessive room on a page. It “folds” all of the content into a tabbed player, displaying one story at a time. A section title should be added first, then a tab title, a story title, a paragraph of story copy, a link to the full story (optional), an image, and background color selection should be supplied for each story. Tab titles should be kept in the five-word range, to ensure that they all fit in the tab area, horizontally.



Example (sciences.ncsu.edu/giving)



Example (sciences.ncsu.edu/giving/ways-to-give)

## Single Tweet Modules

If you have an active Twitter account, the “Single Tweet” module is an easy way to add fresh content to a page. This module requires your Twitter username (without the “@” symbol). Call-to-action text and a link to your Twitter page are optional. The text from your most recent tweet will be displayed in this module (note that images will not show up). A range of secondary palette colors can be chosen for the background of a Single Tweet module.



Basic Layout



Example (sciences.ncsu.edu)

## Mini Story Modules

The “Mini Story” module houses a longer-formed link to a piece of supplemental content. Typically a summary of, or excerpt from, a news story is used. A section title, explaining how the link is related to the main copy comes first. An image, headline, and teaser are all required. A call-to-action link can also be added. The image can be floated to the left or right of the text, and this module has the option to appear with a gray or white background.



Basic Layout



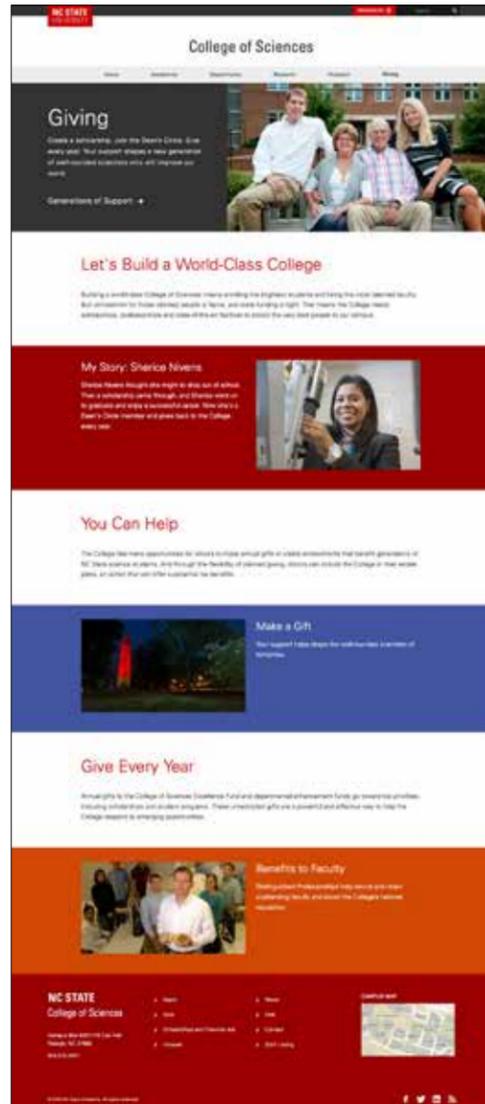
Example (ncsu.edu/research)

## Designing a Page Layout

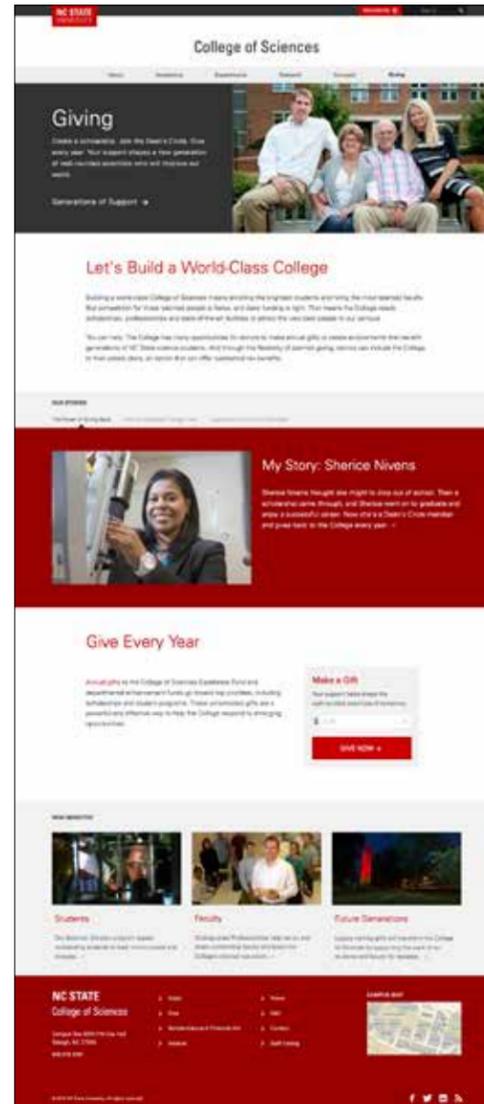
Generating interesting, informative, and relevant content is the most important thing that the owner of a website can do to ensure its success. Arranging good content in a way that is clear and appealing is also important. This will allow the end-user to easily understand and engage with your messaging, instead of becoming bored or overwhelmed and giving up on your site.

# Plan the Entire Page

On responsive websites, longer pages that require scrolling are the norm. Most users are now accustomed to this, and scroll readily, quickly taking in the entire page. Before content is added, it is a good idea to think through all of the sections of the page, from the header to the footer, and their various layouts. The modules used on a page should be chosen, first-and-foremost, because they are suited for the kinds of content that you want to provide, but if you end up with a page that is “crowded” with colors and large text, or one that repeats the same visual elements over and over again, it is recommended that the content be adjusted to alter the page layout.



**✗ Bad Example:** While brief copy is usually a good thing, the fact that all the blocks of copy are so short makes them seem almost unimportant. Additionally, the same layout (a Text module with a Highlight component at the end) is used again and again, making for a tedious user experience. The University’s secondary color palette is also being over-used here. Featuring this many different colors on a single page undermines the presence of Wolfpack Red.



**✓ Good Example:** It is now more apparent that the Text modules are the areas housing the main content. A variety of modules are now being used, having been planned out in a wireframe sketch before the page was created. Also, the secondary colors are being used with more restraint.



# Break-Up Large Areas of Copy

People do not read as thoroughly on the web as they do with printed media. Consider dividing lengthy copy into multiple Text modules and/or adding visually-interesting elements to them. Parts of the text might also be pulled out and reformatted as a module or component.

**Exploring and Sustaining Our World**

Thanks to big data, uncharted territory could soon be a thing of the past.

That's the promise of geospatial analytics, one of the fastest-growing fields in the nation. U.S. employers face a shortfall of 8,000 high-end analytics jobs each year, and NC State is leading the charge to fill those positions with qualified graduates.

At the Center for Geospatial Analytics, staff and students from 20 departments are honing the skills needed to map, model, chart and capture the details of the planet we share. Together with a top-notch faculty cluster, they're turning complex spatial data into sustainable solutions. That means cutting-edge insights into a host of problems, from global carbon emissions to Charlotte's urban sprawl.

NC State supplies data to support industry and government. Sometimes that support is literal: At the Constructed Facilities Laboratory, researchers test how infrastructure will stand up to extreme temperatures, earthquakes or 2 million pounds of force. Clients from around the globe send materials here to undergo testing that will determine whether they're ready for the real world.

Preparation for the future is an NC State specialty. As earth's growing population and changing climate put our food supply in jeopardy, we're working to predict how crops will cope. Computer scientists are joining plant geneticists to speed up the modeling process and ensure humanity will have enough to eat.

**Geospatial Analytics Forum**

During the fall and spring semesters, the Center for Geospatial Analytics hosts a weekly forum that unites practitioners, researchers, educators and students of the geospatial sciences. Open to all, the forum offers an opportunity to learn more about the state of the art in this vital field. A pair of hands shaping a topographic map at the NC State Center for Geospatial Analytics.

✗ **Bad Example:** There is very little in the appearance of this page that would entice a casual visitor to read the copy. The "plain" text suggests that the content itself is uninteresting.

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✓ **Good Example:** In addition to *showing* potential readers what they will learn about, floating images shorten some of the copy's line-length. This visual variance presents the content to the reader in smaller, less-daunting segments.

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**"No single academic discipline can solve 21st-century problems. Answers come at the intersection of disciplines and from analyzing mounds of data."**

— Terri Lomas, vice chancellor for research, innovation and economic development

NC State supplies data to support industry and government. Sometimes that support is literal: At the Constructed Facilities Laboratory, researchers test how infrastructure will stand up to extreme temperatures, earthquakes or 2 million pounds of force. Clients from around the globe send materials here to undergo testing that will determine whether they're ready for the real world.

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**ANALYZING ENTIRE ENVIRONMENTS**

**Geospatial Analytics Forum**

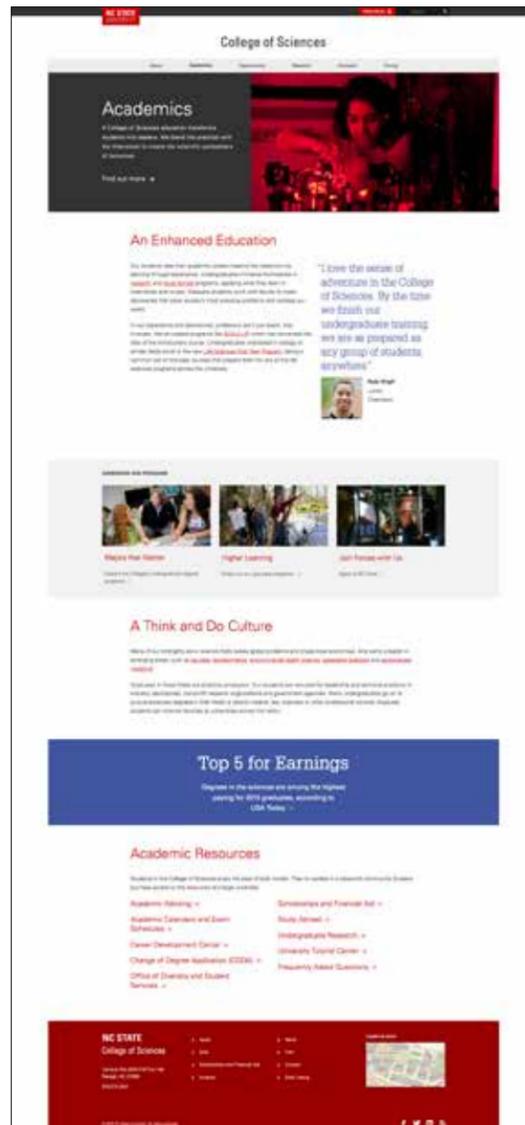
During the fall and spring semesters, the Center for Geospatial Analytics hosts a weekly forum that unites practitioners, researchers, educators and students of the geospatial sciences. Open to all, the forum offers an opportunity to learn more about the state of the art in this vital field.

✓ **Better Example:** A pull quote further divides the copy for even easier consumption. The module — in addition to setting apart content that is not as strongly related to the main message of the page — introduces a new background hue to the mostly white page section.

# Consider the Purpose of the Page

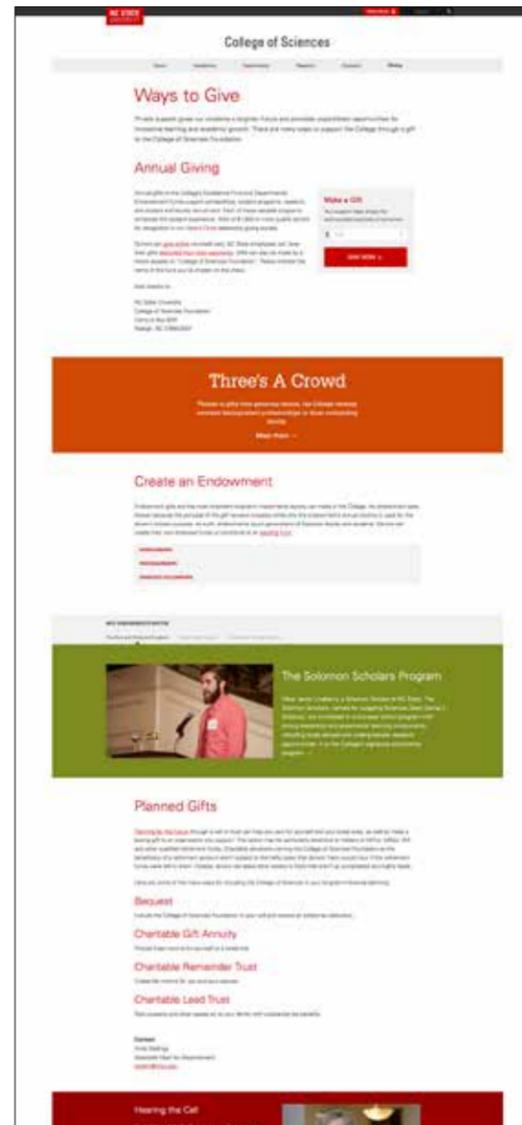
A site's landing pages (those featured in the top-level of the navigation) are usually overviews of large concepts, and are meant to provide users with brief explanations and clear links to more in-depth content. An engaging layout is a must for these pages. Many sub pages (those that live on the second-level and below in the site's nav structure) can also benefit from a layout that makes use of varied layout elements, though usually to a lesser extent. On most sites, some purely "utilitarian" sub pages — those that provide specific, cut-and-dry information such as academic resources or application processes — are necessary. In these cases, content and layout variation are not needed, and often distracting and unhelpful.

## Landing Page



Example (sciences.ncsu.edu/academics)

## "Designed" Sub Page



Example (sciences.ncsu.edu/giving/ways-to-give)

## "Utility" Sub Page



Example (sciences.ncsu.edu/academics/student-opportunities)