

Each college / school / department is provided a microsite consisting of two templates:

Microsite Homepage Template

- Uniform text header for site consistency
- Provides initial microsite navigation (first level menu)
- Showcase identity for the microsite with an image carousal
- Introduce the microsite with welcome copy - see image for word count.
- Key information callouts - see image for word count.
- Special testimonial callout – optional to use

Microsite Interior Template

- Continued navigation (second and third level navigation)
- Breadcrumb navigation within microsite
- Expanded content area

Microsite content should be organized into a three tier hierarchy menu system

Primary Horizontal Navigation

- Maximum of 7-8 top level microsite sections
- Use single word menu items when possible, two words if necessary
- Combine multiple sections into single logical top tiers.
- Menu items should not link to a page or site outside current template.

Second Level Vertical Menu (left side)

- Second menu items belong to a primary menu item.
- Menu items should not “wrap” to two lines.
- Menu items should not link to a page or site outside current template.

Third Level Vertical Menu (left side expand)

- Third level menu items belong to a secondary menu item
- Menu items should not “wrap” to two lines.
- Menu items correspond with right side content pages
- Menu items should not link to a page or site outside current template.

As an optional tactic, links can be placed within the content pages, providing a fourth level of navigation. This is where links may be placed that lead to pages or sites outside of the current template – for example: linking to a department site. Such external links should be introduced as taking the visitor outside the Memphis.edu site, should be linked to open in a new window, and should contain content beyond just the link itself, such as an overview of what the site’s purpose and content is.

Rotating “hero” image Carousel: This area allows for up to 4 images to rotate on the microsite home pages.

Images should:

- Be 830 pixels wide by 430 pixels high
- Be at least 72dpi in resolution
- Showcase the personality of the school, show students participating in academics and activities, engaged learning. High quality and dynamic photographs preferred. We recommend not adding any extra graphics or text overlay to the photos, as this would not be in keeping with the overall aesthetic of the new site.
- Optionally link to pages within the microsite, but never link outside the microsite

Callouts: Callouts can link outside of the current template and are meant to bring attention to key points of interaction/information, such as apply, contact, or other important content that is not represented in the horizontal main navigation. Callouts are fixed for all pages of the microsite, they do not change per page within the microsite

See images for specific word count suggestions.

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RESOURCES FOR... >

Apply to the Lowenberg School of Nursing >

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Contact >

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Callout 3 >

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Call out 4 >

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Key Call Outs

Headline word count

1-7 words

Copy 3-10 words

Driven by Doing

"Quote from nursing student about her community involvement, Driven by Doing story etc Driven by Doing"

NAME OF STUDENT

Optional Testimonial

Copy 5-18 words

Image of student should be on white bg

The Loewenberg School of Nursing

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School of Nursing >

Initial Navigation

Maximum 7-8 top level section, 1-2 words, no external links

Image Carousel

4 images, 830x430 pixels 72dpi minimum

H1 Preparing leaders. Promoting health.

Welcome to the Loewenberg School of Nursing (LSON), a place that helps you achieve your dream!

The Loewenberg School of Nursing (LSON), situated in a diverse metropolitan community, is committed to the education of nursing professionals who share a common goal of promoting health of the global community. Both undergraduate and graduate programs are accredited by the Commission on Collegiate Nursing Education (CCNE).

The mission of the LSON is to provide accessible and innovative higher education preparing leaders who promote the health of the global community through excellent teaching, rigorous research, and collaborative practice. To fulfill the mission, we are committed to creating a learner-centered educational environment, inspiring lifelong learning through excellence in teaching, shaping practice through innovation and partnerships, creating and disseminating knowledge through research and engaged scholarship, and embracing diversity and cultural competence. Our commitment is built on the core values of caring, diversity, integrity, and leadership.

H2 HEADLINE H2 HEADLINE H2 HEADLINE

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H3 Headline H3 Headline H3 Headline

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- **Bullet Point**
Child Item
- **Bullet Point**
Child Item

Main Content Area

Headline 4- 10 words (should fit in two lines)

Intro text: Recommend 300 - 400 words

H2 Headlines: Use periodically to break up content and make it easier to read.

