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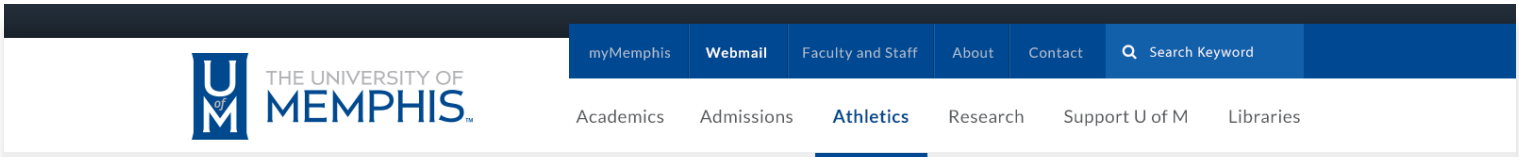
Rotating "hero" image Carousel: This area allows for up to 4 images to rotate on the microsite home pages.

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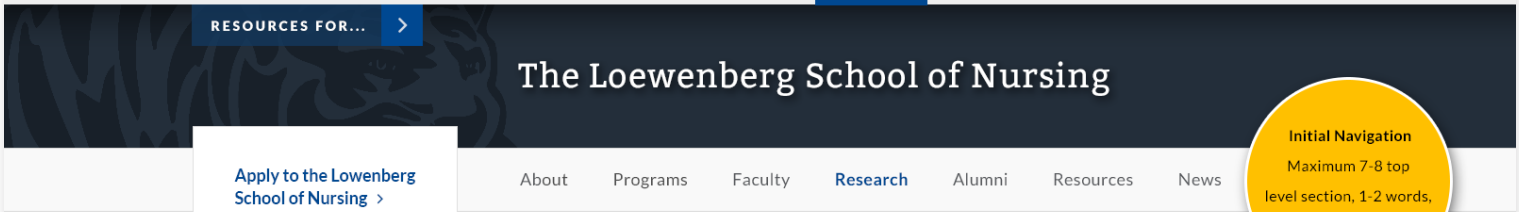
Callouts: Callouts can link outside of the current template and are meant to bring attention to key points of interaction/information, such as apply, contact, or other important content that is not represented in the horizontal main navigation. Callouts are fixed for all pages of the microsite, they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

See images for specific word count suggestions.

myMemphis   **Webmail**   Faculty and Staff   About   Contact   🔍 Search Keyword

Academics   Admissions   **Athletics**   Research   Support U of M   Libraries

RESOURCES FOR... ❯

The Loewenberg School of Nursing

About   Programs   Faculty   **Research**   Alumni   Resources   News

School of Nursing >

Apply to the Lowenberg School of Nursing ❯
Lorem ipsum dolor sit amet, consecutar adipising elit.

Contact ❯
Lorem ipsum dolor sit amet, consecutar adipising elit.

Callout 3 ❯
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Call out 4 ❯
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Driven by Doing

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

NAME OF STUDENT

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 [...]tion of nursing professionals who share a common goal of promoting health of the global community Both un[...]ate 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 pro[...] health of the global community through excellent teaching, rigorous research, and collaborative practice/ser[...] fulfill the mission, we are committed to creating a learner –centered educational environment, inspiring life-[...] ing through excellence in teaching, shaping practice through innovation and partnerships, creating and disse[...] knowledge through research and engaged scholarship, and embracing diversity and cultural competence. Ou[...] ment 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

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

Key Call Outs
Headline word count
1-7 words
Copy 3-10 words

Image Carousel
4 images,
830x430 pixels
72dpi minimum

Optional Testimonial
Copy 5-18 words
Image of student should be on white bg

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.

THE UNIVERSITY OF MEMPHIS™

myMemphis · Webmail · Faculty and Staff · About · Contact · Search Keyword

Academics · Admissions · Athletics · Research · Support U of M · Libraries

RESOURCES FOR... >

The Loewenberg School of Nursing

About · Programs · Faculty · Research · Alumni · Resources · News

School of Nursing > About

Secondary Vertical Menu
Menu items should not extend past 1 line
No external links

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

Breadcrumb Navigation

Third Level Menu
Menu items expand from secondary menu item. should not extend 1 line
No external links

About LSON

Dean's Message
Dean's Advisory Council
Mission, Vision, and Values
⌄ Degree Programs
　BSN
　RN to BSN
　RN to MSN
　MSN Programs
Accreditation
School History
Quick Facts
Contact Us

About LSON

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

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The mission of the LSON is to provide accessible and innovative higher education preparing leaders who promote health of the global community through excellent teaching, rigorous research, and collaborative practice/service. To fulfill the mission, we are committed to creating a learner –centered educational environment, inspiring life-long 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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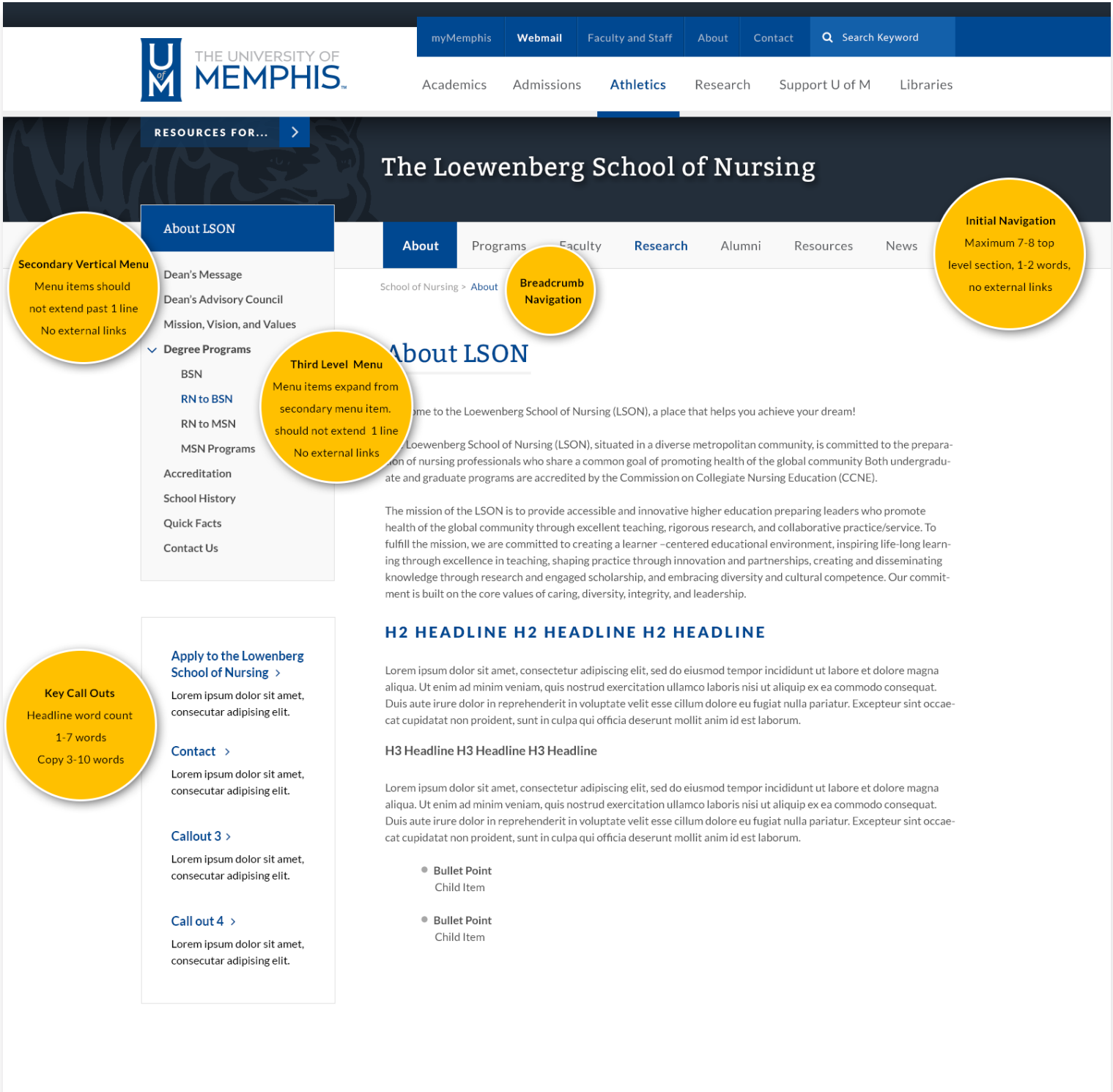
H3 Headline H3 Headline H3 Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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

Key Call Outs
Headline word count
1-7 words
Copy 3-10 words

Apply to the Lowenberg School of Nursing
Lorem ipsum dolor sit amet, consecutar adipising elit.

Contact >
Lorem ipsum dolor sit amet, consecutar adipising elit.

Callout 3 >
Lorem ipsum dolor sit amet, consecutar adipising elit.

Call out 4 >
Lorem ipsum dolor sit amet, consecutar adipising elit.

Admissions
First Time Freshmen
Undergraduate Transfer

Academics
First Time Freshmen
Undergraduate Transfer

Athletics
First Time Freshmen
Undergraduate Transfer