Playfight - Webflow CMS Schema

Collection 1: Work Projects (Main Collection)

Field Name	Field Type	Required?	Description / Options	Example Value	Notes
Project Name	Plain Text	Yes	The display name of the project	Utah Office of Tourism	Keep under 80 characters
Client Name	Plain Text	Yes	Official client/company name	Utah Office of Tourism	
Slug	Auto-generated	Yes	URL-friendly version	utah-office-of-tourism	Auto-generated from Project Name
Featured Project	Toggle/Switch	No	Show on homepage featured section	Yes	Use for top portfolio pieces
Hero Title	Plain Text	No	Main title on project page	Utah Office of Tourism	Can differ from Project Name
Hero Subtitle	Plain Text	No	Optional tagline/subtitle	Explore the Mighty Five	
Project Description	Rich Text	Yes	Main project narrative/story	When the Utah Office of Tourism sought to elevate their summer tourism campaign...	2-4 paragraphs recommended
Challenge	Rich Text	No	The problem/opportunity section	The client needed to reach a younger demographic...	Optional section
Solution	Rich Text	No	How you approached it	We created a content series showcasing...	Optional section
Show Metrics	Toggle	No	Display the metrics section	Yes	Hide if no data available
Metric 1 Number	Plain Text	No	First stat	1.3 B	Keep formatting simple
Metric 1 Label	Plain Text	No	First stat description	Impressions	
Metric 2 Number	Plain Text	No	Second stat	28M	
Metric 2 Label	Plain Text	No	Second stat description	Engagement (Likes+Comments+Shares)	
Metric 3 Number	Plain Text	No	Third stat	12M	
Metric 3 Label	Plain Text	No	Third stat description	Unique Users Reached	
Metric 4 Number	Plain Text	No	Fourth stat	1.5%	

Field Name	Field Type	Required?	Description / Options	Example Value	Notes
Metric 4 Label	Plain Text	No	Fourth stat description	Engagement Rate	
Project Year	Number	No	Year completed	2024	For filtering/sorting
Project Date	Date	No	Specific completion date	2024-08-15	Used for sorting
Meta Title	Plain Text	No	SEO page title	Utah Tourism Campaign | Let's Play Fight	60 chars max recommended
Meta Description	Plain Text	No	SEO description	Discover how we helped Utah Office of Tourism…	155 chars max recommended
OG Image	Image	No	Social sharing thumbnail		1200×630px recommended

Collection 2: Content Modules (Modular Content System)

This is the key to flexible layouts! Each module is a separate CMS item that references its parent project.

Field Name	Field Type	Required?	Description / Options	Example Value	Notes
Module Name	Plain Text	Yes	Internal reference name	Hero Image Grid	For your reference only
Parent Project	Reference	Yes	Links to Work Projects collection	Utah Office of Tourism	**Critical field**
Sort Order	Number	Yes	Controls display order	10, 20, 30, 40…	Use increments of 10 for easy reordering
Module Type	Option Field	Yes	Layout type to display	Full Width Video	**See options below**
Media File	Image	No	Image or video file		Upload media here
Media URL	Plain Text	No	External video URL	https://vimeo.com/123456	For Vimeo/YouTube embeds
Caption	Plain Text	No	Optional caption text	Behind the scenes at Arches	
Alt Text	Plain Text	No	Image alt text for accessibility	Hikers exploring Utah landscape	Important for SEO

Module Type Options:

- Full Width Video

- Full Width Image

- Photo/GIF 16:9 (standard widescreen)

- Photo/GIF 1:1 (square)

- Photo/GIF 4:3 (traditional)

- Photo/GIF 9:16 (vertical/mobile)

- Photo/GIF 21:9 (ultra-wide cinematic)

- Photo Grid 2-Column

- Photo Grid 3-Column

- Photo Grid 4-Column

- Text Block (for additional copy between images)

- Video Grid

Collection 3: Services (Reference Collection)

Field Name	Field Type	Required?	Description
Service Name	Plain Text	Yes	Corporate Video, Partnership Stories, Marketing Content
Service Description	Rich Text	No	Brief description of service
Service Icon	Image	No	Optional icon/image
Slug	Auto-generated	Yes	URL-friendly

Collection 4: Industries (Reference Collection)

Field Name	Field Type	Required?	Description
Industry Name	Plain Text	Yes	Travel & Tourism, Technology, Education, Healthcare, etc.
Slug	Auto-generated	Yes	URL-friendly

How to Implement in Webflow

Step 1: Create Collections

1. Create all 4 collections in Webflow CMS

2. Set up the reference fields (Parent Project, Services, Industries)

Step 2: Set Up Work Template Page

On your dynamic Work project template page:

```
Main Content Area:
├─ Static content (Hero, Description, Metrics)
└─ Collection List (Content Modules)
     ├─ Filter: Parent Project = Current Work Project
     ├─ Sort: Sort Order (ascending)
     └─ Collection Item (with conditional visibility)
          ├─ Conditional: Show if Module Type = "Full Width Video"
          │    └─ [Full width video layout]
          ├─ Conditional: Show if Module Type = "Photo/GIF 16:9"
          │    └─ [16:9 image layout]
          ├─ Conditional: Show if Module Type = "Photo Grid 3-Column"
```

```
|      └ [3-column grid layout]
    └ (Repeat for all module types)
```

Step 3: Add Content

1. Create a Work Project (e.g., "Utah Office of Tourism")

2. Create multiple Content Module items:

   - Module 1: Full Width Video, Sort Order = 10

   - Module 2: Photo Grid 3-Column, Sort Order = 20

   - Module 3: Photo/GIF 16:9, Sort Order = 30

   - etc.

3. Each module references the parent project

Step 4: Rearrange Content

To reorder modules, simply change the Sort Order numbers:

- Original: 10, 20, 30, 40

- Move module 40 to second position: 15, 20, 30, 40

- The collection list automatically reorders based on sort order

---

Example Data Structure

Work Project: Utah Office of Tourism

- Project Name: Utah Office of Tourism

- Hero Title: Utah Office of Tourism

- Featured: Yes

- Show Metrics: Yes

- Metric 1: 1.3 B Impressions

Content Modules for this project:

1. **Module:** Hero Image Grid

   - Parent Project: Utah Office of Tourism

   - Sort Order: 10

   - Module Type: Photo Grid 3-Column

   - [Upload 3 hero images]

2. **Module:** Campaign Video

   - Parent Project: Utah Office of Tourism

   - Sort Order: 20

   - Module Type: Full Width Video

   - Media URL: https://vimeo.com/example

3. **Module:** Lifestyle Shots

   - Parent Project: Utah Office of Tourism
   - Sort Order: 30
   - Module Type: Photo/GIF 16:9
   - [Upload single 16:9 image]

4. **Module:** Additional Gallery

   - Parent Project: Utah Office of Tourism
   - Sort Order: 40
   - Module Type: Photo Grid 4-Column
   - [Upload 4 images]