

Website and Communication - Task # 48295

Status:	Closed	Priority:	Could have			
Author:	Mathias Schreiber	Category:	Copytext			
Created:	2013-05-16	Assigned To:	Rasmus Skjoldan			
Updated:	2013-12-11	Due date:				
Subject:	Textbook: Deployment options					
Description						
Headline and copytext						
Headline: Simple, reliable deployment						
Copy: Manage your rollouts with ease by using TYPO3 Surf - run tests on the code and content your intend to deploy and only roll out when all tests pass. Never worry about launches again - TYPO3 Neos has your back.						
Idea and Reasoning						
Mention surf as an accompanying tool, release cycles etc.						
Icon and image style						
- Some arrow pointing upwards?						

History

#1 - 2013-05-16 20:51 - Mathias Schreiber

- Status changed from New to Needs Feedback
- Assigned To set to Rasmus Skjoldan
- % Done changed from 0 to 80

#2 - 2013-05-17 11:48 - Rasmus Skjoldan

- Assigned To changed from Rasmus Skjoldan to Mathias Schreiber

Copy is super good.

Icon and image style

I think something relating to surfing and safety would be obvious and would work okay.

In the direction of

<http://www.cairns.com.au/images/uploadedfiles/editorial/pictures/2011/08/01/Cairns-WebUsual-CP02AUG11P003-CC240376-SURF.JPG> - he has your back...

#3 - 2013-05-17 11:50 - Rasmus Skjoldan

Just need to find someone who actually looks cool - or from the back.

#4 - 2013-06-07 12:33 - Claas Reimer

- File 06_Simple-reliable-deployment_LAY.jpg added

Attached a layout for this section, Simple illustration of gearwheels for perfect combination. Onepage section Nr. 6.

#5 - 2013-06-10 10:58 - Rasmus Skjoldan

I somehow don't intuitively "get this" - in terms of how gears fit together with the copy. I rationally understand the thinking behind it but I'd prefer something less techy and more related to "has your back". Also, the surf connotation is so obvious and would, imo, work nicely.

#6 - 2013-06-10 13:30 - Mathias Schreiber

- Assigned To changed from Mathias Schreiber to Claas Reimer

@Claas: Told you he'd say that :)

#7 - 2013-06-10 17:29 - Claas Reimer

- File 06_Simple-reliable-deployment_LAY2.jpg added
- Assigned To changed from Claas Reimer to Rasmus Skjoldan

Attached a new image for the deployment section. Hope it fits to your thoughts.

#8 - 2013-06-10 17:29 - Claas Reimer

- File deleted (06_Simple-reliable-deployment_LAY.jpg)

#9 - 2013-10-02 11:27 - Mathias Schreiber

- Category set to Copytext

#10 - 2013-10-02 11:38 - Mathias Schreiber

- Target version set to 2) Finish Copytext

#11 - 2013-12-11 10:51 - Mathias Schreiber

- Status changed from Needs Feedback to Closed

Files

06_Simple-reliable-deployment_LAY2.jpg	156.6 kB	2013-06-10	Claas Reimer
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