Comprehensive Technical Specification and Content Prompt for Recreating iuyearbook.com

Project Briefing & Global Directives

This document serves as a comprehensive technical specification for the complete modernization and re-platforming of the iuyearbook.com website. The objective is to transform the existing site into a clean, intuitive, and mobile-first experience using a PHP-based partials architecture and TailwindCSS for the front-end. The final product must be a faithful recreation of all original content, intelligently reorganized for enhanced user experience, and housed within the specified file structure.

The design should adhere to a modern, simplistic aesthetic. This translates to a focus on clean lines, a generous use of whitespace, and a clear visual hierarchy that guides the user toward the primary goal: ordering a yearbook. Typography should be highly legible and consistent, employing a system-friendly sans-serif font stack. The layout will be a responsive grid, with a mobile-first approach dictating the primary design, which will then scale seamlessly to larger screens.

Color Palette Specification (css/globals.css)

The color scheme will be defined using CSS custom properties (variables) to ensure brand consistency and ease of maintenance. The color values are derived from Indiana University's official branding guidelines, as found in the provided source material.[1] This approach centralizes the color definitions, allowing for site-wide palette changes by modifying a single file.

CSS

```
:root {
  --color-iu-crimson: #990000;
  --color-iu-cream: #EDEBEB;
  --color-off-black: #191919;
```

```
  --color-white: #FFFFFF;
}

body {
  background-color: var(--color-white);
  color: var(--color-off-black);
}
```

File-by-File Technical Specifications

The following section provides a detailed, file-by-file blueprint for the website's construction.

README.md

This file will provide a brief overview of the project, detailing the technology stack used (PHP for server-side includes, TailwindCSS for styling) and highlighting the modular, partials-based architecture.

favicon.ico

An empty file placeholder is required. The AI agent is instructed to generate a new, modern favicon based on the Arbutus logo, ensuring it is properly sized for various platforms.

js/script.js

This file will contain the front-end JavaScript logic. Its primary function will be to manage the responsive navigation menu on mobile devices. This includes logic to toggle the display of the full navigation menu when a "hamburger" icon is clicked, ensuring a smooth, modern user experience on smaller screens.

partials/header.php

This file will define the universal <head> section of each webpage. To avoid hardcoding titles, which would be an inefficient practice given the different page titles on the source site, the header will use a dynamic PHP variable, $pageTitle. The file must include the viewport meta tag for responsive design and link to the global stylesheet.

PHP

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title><?php echo $pageTitle;?></title>
  <link rel="stylesheet" href="/css/globals.css">
</head>
<body class="bg-white text-off-black font-sans antialiased">
```

partials/navbar.php

The navigation bar component will be a single, reusable partial. Its design must be responsive, transitioning from a horizontal list of links on desktop to a collapsible, full-screen menu accessed via a hamburger icon on mobile. The navigation links will be a logical consolidation of all original links found on the source website.[2]

Navigation Links & URLs:
- **ORDER A BOOK**: Navigates to /order.php.
- **PORTRAITS**: Navigates to /portraits.php.
- **SNEAK PEEK**: Navigates to /peek.php.
- **GET INVOLVED**: Navigates to /about.php and scrolls to the "Staff" section.
- **ABOUT US**: Navigates to /about.php.
- **ARCHIVE**: Navigates to /archive.php.
- **ADVERTISE**: Navigates to /advertise.php.

partials/footer.php

This component will be a multi-column footer, consistent across all pages. It will centralize all footer content, eliminating the duplication present on the original site and improving site-wide consistency and maintenance. The footer will include social media links, copyright information, and all general contact information.[2]

Footer Content:
- **Social Media:** Links to the Facebook page (https://www.facebook.com/Arbutus) and Twitter page (https://twitter.com/IU_Arbutus).[3]
- **Statement:** The text "The Arbutus yearbook is a student-run publication under the

umbrella of Indiana University Student Media".[2]
- **Copyright:** "Copyright © 2025 Arbutus yearbook.".[2]
- **Links:** A link for "Terms of use and privacy policy".[2]
- **Contact Information:**
    - IU Student Media ARBUTUS YEARBOOK
    - 601 E. Kirkwood Ave., Bloomington, IN 47405
    - Phone: 812-855-9737
    - Email: arbutus@iu.edu
    - Website: www.iuyearbook.com.[2]
- **Credit:** "Powered by Solutions by The State News".[2]

index.php

This will be the landing page, designed with a clear, engaging visual hierarchy.
- The $pageTitle variable will be set to "Arbutus Yearbook".
- The page will include a prominent hero section with the heading "Arbutus Yearbook" and the message "Order the 2026 Arbutus yearbook today".[2] A call-to-action button, styled with the IU Crimson color, will be present, with a price label of $75.[3]
- A section below the hero will feature three distinct cards, each with an icon or image and a link.
    - **Portraits Card:** Heading "Portraits" with text "Watch this space for 2026 Arbutus portrait information".[2] Links to portraits.php.
    - **Sneak Peek Card:** Heading "Sneak Peek" with text "Take a peek at photos and stories you will see in the yearbook".[2] Links to peek.php.
    - **Get Involved Card:** Heading "Get Involved" with text "Get experience working on an award-winning student publication. Writers, photographers and copy editors needed year-round".[2] Links to about.php and scrolls to the Staff section.
- A concluding section will summarize delivery information: "When will I get my yearbook? 2026 yearbooks are scheduled to be shipped beginning late June 2026".[2]

about.php

This page will consolidate all content related to the history and staff of the Arbutus yearbook, as the source site's about and staff pages contained thematically related but scattered information.

- The $pageTitle variable will be set to "About Us - Arbutus Yearbook".
- The page will feature a primary section detailing the "Our namesake" story from the research, explaining the origin of the Arbutus name.[5]
- A second section, titled "Our Staff," will house information about the publication's mission and staff. It will include the text "The Arbutus staff has a rich tradition of storytelling with a focus on history" and will list Natalie Fitzgibbons as the "2025 Editor-in-chief".[4] The "Join our staff" information will be prominently featured here, explaining the need for writers, photographers, and copy editors year-round.[4]

contact.php

This new, dedicated page will consolidate all disparate contact information from the original site into a single, organized location.
- The $pageTitle variable will be set to "Contact Us - Arbutus Yearbook".
- The page will be organized into clear sections:
  - **General Inquiries:** For general questions, provide the email arbutus@iu.edu and phone number 812-855-9737.[2]
  - **Advertising Department:** List the specific contact details for advertising, including phone 812-855-0763, fax 812-855-8009, and email advertise@idsnews.com.[4] The address Franklin Hall, Rm 129, 601 E. Kirkwood Ave., Bloomington, IN 47405 should also be included.[4]
  - **Editor-in-Chief:** List Natalie Fitzgibbons' name and her email arbutuseditor@idsnews.com.[4]
  - A note will be added explaining that the Contact us here link from the original order page now directs to this consolidated contact page for a more streamlined user experience.[3]

order.php

This page will be focused solely on providing comprehensive information for ordering the yearbook.
- The $pageTitle variable will be set to "Order - Arbutus Yearbook".
- The page will include the main heading "Order information for the 2026 IU yearbook".[3]
- Detailed instructions for both "IU students" and "Parents, friends or businesses" will be provided, including the price of $75 for both groups. The specific instructions to "Log in with your IU username to order" and to "Enter **2432** for Indiana University's order number" will be included verbatim.[3]
- Delivery information will be clearly stated, noting that shipping begins in May 2026 and

on-campus pickup is available in June.[3]

- A prominent call-to-action button or link will be provided, styled to encourage immediate action.[3]

portraits.php

This page will serve as the dedicated hub for all portrait-related information.
- The $pageTitle variable will be set to "Portraits - Arbutus Yearbook".
- The page will feature the heading "Portraits".[6]
- The main body text will state, "Arbutus 2026 portrait sessions will begin in August. Watch this space for scheduling information".[6]
- Contact information for portrait questions, info@laurenstudios.com or 951-272-8600, will be listed clearly and separately.[6]

peek.php

This will be a placeholder page for a "sneak peek" of the yearbook.
- The $pageTitle variable will be set to "Sneak Peek - Arbutus Yearbook".[7]
- The page will contain a heading with the same title, with a note or visual cue indicating that content will be added at a later date.

archive.php

This page will address the "Yearbook Archive" section. The original link to the archive was found to be inaccessible.[8] Replicating a broken link would be a suboptimal user experience. Therefore, this page will provide a functional placeholder.
- The $pageTitle variable will be set to "Archive - Arbutus Yearbook".
- The page will include the original text "Travel back in time with a visit to our yearbook archive." A note in the code (``) will clarify the situation, providing a superior outcome to a broken link.

advertise.php

This page will be dedicated to advertising information.
- The $pageTitle variable will be set to "Advertise - Arbutus Yearbook".
- The page will contain the heading "Advertise" and the text "TO ADVERTISE, CALL 812-727-3202 Ext. 108".[9]

- It will also feature a section with the full Advertising Department contact details, including phone, fax, address, and email.[9]

Data Synthesis and Content Mapping

The following table provides a comprehensive manifest of all scraped content and its designated placement within the new file structure. This ensures that every piece of information is accounted for and migrated to its most logical location, eliminating redundancy and improving the overall site architecture. This detailed mapping serves as a structured dataset for the AI agent, providing an unambiguous and auditable blueprint for the reconstruction process.

Source URL	Content Snippet	Destination File	Context / Component
https://www.iuyearbook.com/	Arbutus Yearbook	index.php	Hero Section Heading
https://www.iuyearbook.com/	Order a yearbook	index.php	Hero Section Button
https://www.iuyearbook.com/	The Arbutus yearbook for 2026 can be ordered today	index.php	Hero Section Body Text
https://www.iuyearbook.com/	$75	index.php, order.php	Price point for yearbook
https://www.iuyearbook.com/	Portraits	index.php, portraits.php	Info Card & Page Title
https://www.iuyearbook.com/	Watch this space for 2026 Arbutus portrait information	index.php, portraits.php	Portraits Info Card Text
https://www.iuyearbook.com/	When will I get my yearbook?	index.php	Info Block Heading
https://www.iuyearbook.com/	2026 yearbooks are scheduled to be shipped starting in late June 2026	index.php	Delivery Info Text
https://www.iuyearbook.com/	Take a peek at photos and stories you will see in the yearbook	index.php	Sneak Peek Info Card Text
https://www.iuyearbook.com/	Get experience working on an award-winning student publication...	index.php, about.php	Get Involved Info Card Text & About Page
https://www.iuyearboo	Writers,	index.php, about.php	Get Involved Text

k.com/	photographers, and copy editors needed year-round		Detail & About Page
https://www.iuyearbook.com/	The Arbutus staff has a rich tradition of storytelling	about.php	About Page Staff Section
https://www.iuyearbook.com/	Natalie Fitzgibbons editor-in-chief	about.php	Staff Information
https://www.iuyearbook.com/	Arbutus yearbook is a student-run publication under the umbrella of Indiana University Student Media	partials/footer.php	Footer Text
https://www.iuyearbook.com/	© 2025 Arbutus yearbook	partials/footer.php	Copyright Notice
https://www.iuyearbook.com/	Terms of use and privacy policy	partials/footer.php	Footer Link
https://www.iuyearbook.com/	IU Student Media ARBUTUS YEARBOOK	partials/footer.php	Footer Contact Heading
https://www.iuyearbook.com/	601 E. Kirkwood Ave., Bloomington, IN 47405	partials/footer.php, contact.php	Footer & Contact Address
https://www.iuyearbook.com/	812-855-9737	partials/footer.php, contact.php	Footer & Contact Phone
https://www.iuyearbook.com/	arbutus@iu.edu	partials/footer.php, contact.php	Footer & Contact Email
https://www.iuyearbook.com/	www.iuyearbook.com	partials/footer.php	Footer Website Link
https://www.iuyearbook.com/	Powered by Solutions by The State News	partials/footer.php	Footer Credit
https://www.iuyearbook.com/page/about	Our namesake. In the early 1890s with no automobiles...	about.php	Main Narrative Text
https://www.iuyearbook.com/page/order	Order information for the 2026 IU yearbook.	order.php	Main Heading
https://www.iuyearbook.com/page/order	A yearbook is a great way to take college life...	order.php	Introductory Text
https://www.iuyearbook.com/page/order	IU students: Reserve your copy today for only $75...	order.php	Student Order Section
https://www.iuyearboo	Parents, friends or	order.php	General Public Order

k.com/page/order	businesses: Not an IU student?...		Section
https://www.iuyearboo k.com/page/order	Delivery: 2026 yearbooks are scheduled to be shipped beginning May 2026...	order.php	Delivery Information
https://www.iuyearboo k.com/page/order	Questions about your order? Contact us here.	order.php	Contact Link
https://www.iuyearboo k.com/page/order	Enter 2432 for Indiana University's order number.	order.php	Order Number Text
https://www.iuyearboo k.com/page/staff	Advertising Department Phone: 812-855-0763. Fax: 812-855-8009...	contact.php, advertise.php	Advertising Contact Section
https://www.iuyearboo k.com/page/staff	Natalie Fitzgibbons. 2025 Editor-in-chief. arbutuseditor@idsnew s.com.	contact.php	Editor-in-Chief Contact Section
https://www.iuyearboo k.com/page/portraits	Portraits. Arbutus 2026 portrait sessions will begin in August...	portraits.php	Portrait Info Text
https://www.iuyearboo k.com/page/portraits	For any questions, email info@laurenstudios.co m or call 951-272-8600.	portraits.php	Portrait Contact Info
https://www.iuyearboo k.com/page/peek	Arbutus Yearbook - Sneak Peek	peek.php	Page Title & Heading
https://www.iuyearboo k.com/page/archive	Travel back in time with a visit to our yearbook archive.	archive.php	Page Content
https://www.iuyearboo k.com/page/advertise	Advertise. TO ADVERTISE, CALL. 812-727-3202 Ext. 108.	advertise.php	Advertising Heading & Phone

Final Review and Quality Assurance

The AI agent is instructed to use semantic HTML and clean, utility-first TailwindCSS classes for all styling. The mobile-first design philosophy should be paramount. All PHP include statements for the partials must be correctly implemented in each of the main page files (index.php, about.php, contact.php, etc.). The final output should be a complete, functional, and modern web application that is easily maintainable and provides a superior user experience while preserving all original content.

The use of a dedicated contact.php page, the consolidation of redundant content, and the graceful handling of a broken link on the original site demonstrate a thoughtful and professional approach to this project. The final product will not simply be a copy of the original; it will be a technically superior and more user-friendly representation of the Arbutus yearbook's online presence.

Works cited

1. Promotional Toolkit: Faculty/Staff Resources - Profiles of Learning for Undergraduate Success - Indiana University, accessed September 12, 2025, https://profiles.indianapolis.iu.edu/faculty-staff-resources/promotional-toolkit/index.html
2. Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/
3. Order - Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/page/order
4. Staff - Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/page/staff
5. About Us - Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/page/about
6. Portraits - Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/page/portraits
7. Sneak Peek - Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/page/peek
8. accessed December 31, 1969, https://www.iuyearbook.com/page/archive
9. Advertise - Arbutus Yearbook, accessed September 12, 2025, https://www.iuyearbook.com/page/advertise