

CASC Uni Website Brief

Alexander Pilz aan mij

23 sep.

Good morning Cornelis!

What are you doing in the US anyway? :)

Teccie stuff

All Material is here:

<https://github.com/syslabcom/casc.prototype>

You should be able to read and push. This is a project-scaffold clone.

- There is a “bundle.js” in the root which I just built from scratch so that you don’t have to. Just move it into “bundles”.
- All Material that they gave us is under “PROVIDED_MATERIAL”. Contains a few flyers, images and a “claim”.
- They also gave us some website links, which we used to scrape content from into posts.

GoalThe new website is meant as a replacement for <https://www.unibw.de/casc>They have a cooperation website done by another university, which they like and use for inspiration: <http://www.studium-fuer-feldweibel.de>

Goal of this site is to get soldiers and normal people (usually with an affiliation to the armed forces) to get an education on top to better qualify for the private sector. People would pay for that and thus this is an extra source of income for the university.

The design should “roughly” go into a similar direction as the prototype a consulting company (without designers) put together for them and which is available in “prototyping-uni-bw”. We want to go live with the new site mid October, even if it is not yet coupled to Plone as CMS.

Claims

They have tried to come up with “Claims” for the homepage. We have four candidates to pick from (more or less crispy...)

- Ihr Erfolg ist unser Ziel!
- Damit Ihr ziviler Berufsstart ein erfolgreicher Karrierestart wird!
- Willkommen im Job. Willkommen bei casc.
- casc. Das Weiterbildungsinstitut der Universität der Bundeswehr München

Homepage

The main 4 blocks of information on the whole site are (in order of importance) (see file “Inhalte Landingpage casc.docx”)

1. Programme - contains curricula and certificates. Its their Products section
2. Service - A description of their consulting service towards the applicants to help them get enlisted.
3. Aktuelles - A classic news section
4. Institut - The about section with who they are, when founded, whos the boss etc.

They also have quotes from happy participants (see Absolventenstimmen in “Inhalte Landingpage casc.docx”), these are in the folder _posts/quotes

Footer

I have added _includes/footer.html just with the items they propose to have in the footer. No special format there though.

Section: Programme

This is a section listing the curricula and certificates they offer. On the old website, the main menu items “Studiengänge” and “Zertifikate” are combined under the new “Programme” item, because they are extremely similar.

Each item under “Programme” is a Curriculum and leads to one very long page describing all the aspects of it.

We have added one “old” curriculum under “_posts/programme/mba_public_management” and one “new” curriculum under “_posts/programme/systems-engineering”. This new one has already been reworded and reflects the structure that they want to

present in the future. The content of that new curriculum is taken from the file “160905_Internettext SE_Prototyping.docx”.

- Each curriculum page should have a form at the end to apply.
- It would be very nice to have a person visible that is the responsible consultant for that curriculum with contact data.
- It would be good to have a place where people can download relevant forms, papers, flyers for a curriculum.

Section: Service

This section should be reused basically unchanged. So we scraped the contents of the website section into _posts/service.

Section: Aktuelles

This section should be a nice news section. We copied a handful of news items from the current website.

Section Institut

This section should be reused basically unchanged. So we scraped the contents of the website section into _posts/service.

Let me know if you are missing something!

Best,
Alex

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