

How to update the site?

Straight html with an eye towards components

Pros: Quicker for us to pull off, less risk of having to backtrack on a second round of the project

Cons: Harder to update, more work to do the second round if there aren't larger structural changes, harder to enforce consistency

I think this would cost ~\$7,500 if they are good with the components and we don't have large design deliberation

Content Management System (CMS), maybe Grav

Pros: Easier for them to update, requires consistency

Cons: More rigid if larger changes are required in the second round, more work for us up front

I think this would cost ~\$10,000 if they are good with the components and we don't have large design deliberation

Components

Regardless if we proceed with a CMS, I would propose that brochure pages are composed from a formalized suite of components. This will cut down on production time, ease the transition of the site to a CMS in the future, and help ensure visual consistency.

Brochure components

- Hero area: title, intro subhead, intro, and hero image
- Extended text: subheads (3 levels), unordered lists with subheads and text for line items, emphasized body text, links
- Large call to action link: text
- Document download: icon, text
- Quotes: 50 words, image, attribution
- Inline image: image, caption
- Inline image 2-up: images, captions
- Section dividing rule
- Accordion: Label, optional icon, contents image, contents text

Suggestion for the site structure

I would suggest adding a level of introduction to the site explaining what's available and its intended use. The resulting sitemap could look like:

- 1/ Home (intro to the site)
- 2/ STEM Leaders (current homepage)
- 3/ Benefits
- 4/ Outreach
- 5/ Resources for Physicists
- 6/ Institutions

Alternately, could access to the brochure pages be grouped together on a page? I imagine this could be included on the home page or with 'Resources for Physicists'. This way the sitemap would look like:

- 1/ Home (intro to the site)
- 1.1/ STEM Leaders
- 1.2/ Benefits
- 1.3/ Outreach
- 2/ Resources for Physicists
- 3/ Institutions

Or

- 1/ Home (intro to the site)
 - 2/ Resources for Physicists
 - 2.1/ STEM Leaders
 - 2.2/ Benefits
 - 2.3/ Outreach
 - 3/ Institutions
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Questions

- Are site administrators familiar with Markdown?
- Are all the images from the brochures to be included on the web pages?
- How do folks typically reach the site?