

Component Usage Guideline



Prepared for Penn State College of Education by Eastern Standard

The following is an outline of existing framework components. When updating content or creating new content, consult this list to determine the appropriate component for your needs.

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LARGE HERO

Attention-grabber image. Designed to make a big splash. Creating an experience, telling a story, or communicating a message on a much larger scale.

Q: What kind of content should this be used for?

A: The homepage begins with an introduction to the BENEFIT and IMPACT of the College of Education that takes the user to the Programs & Degrees.

Q: What pages can I use this on?

A: Home

Fields:

- Image*
- Heading (ex: Make Your Impact on the World)
- Link (ex: Programs & Degrees)

Best Practices:

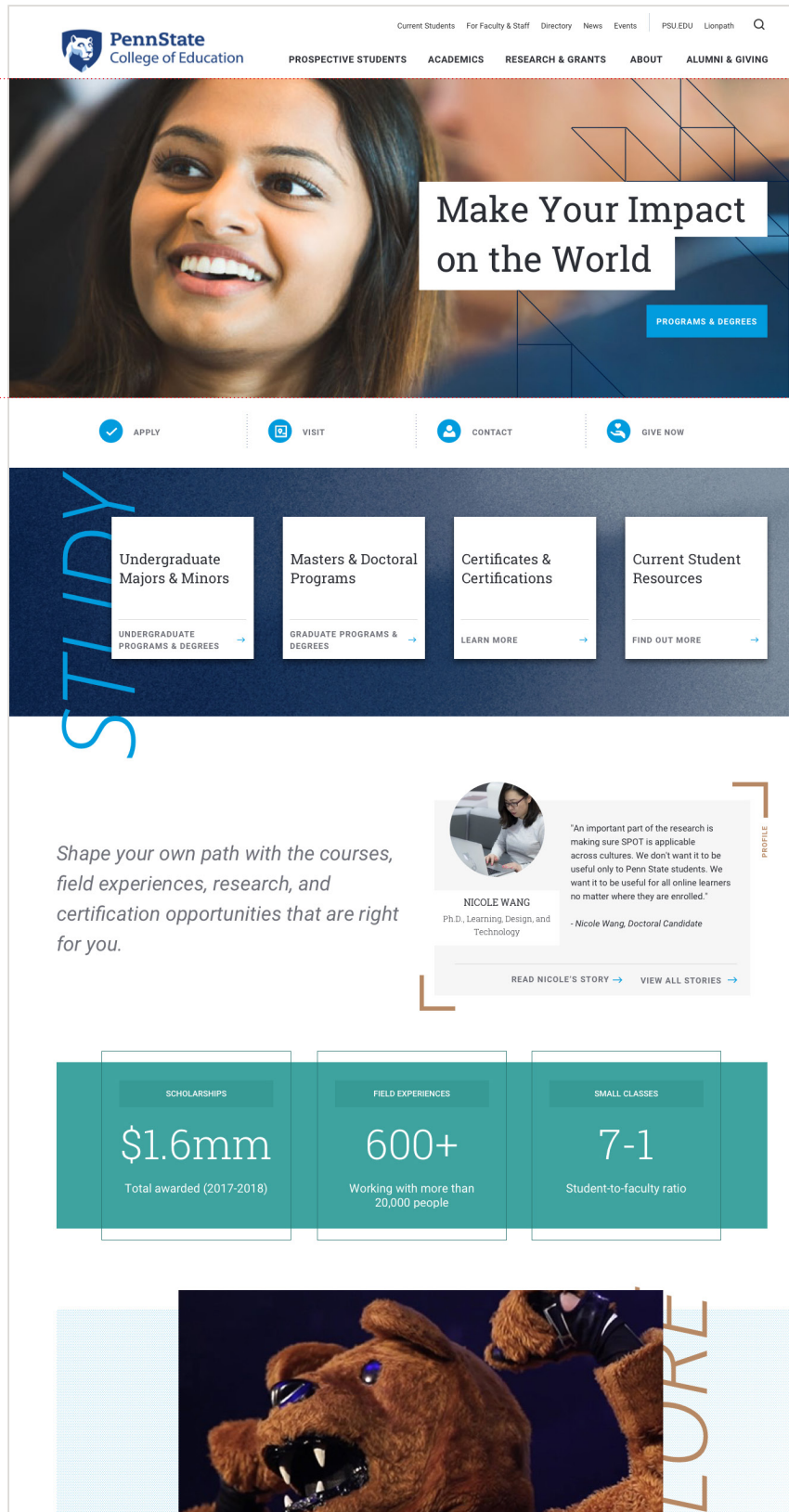
- Image - recommended minimum size of 1440px W (x) 540px H; landscape orientation.
The file size should be 4MB or smaller
- Link takes users to other pages



* Indicates required items for this component

LARGE HERO - HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



LANDING HERO

Designed to be an entry point to the content on the page. Similar to the home page image, displayed at the top of the page and to increase brand awareness.

Q: What kind of content should this be used for?

A: This is a widely used component - ensure use of relevant imagery to the page content

Q: What pages can I use this on?

A: Landing page

Fields:

- Image

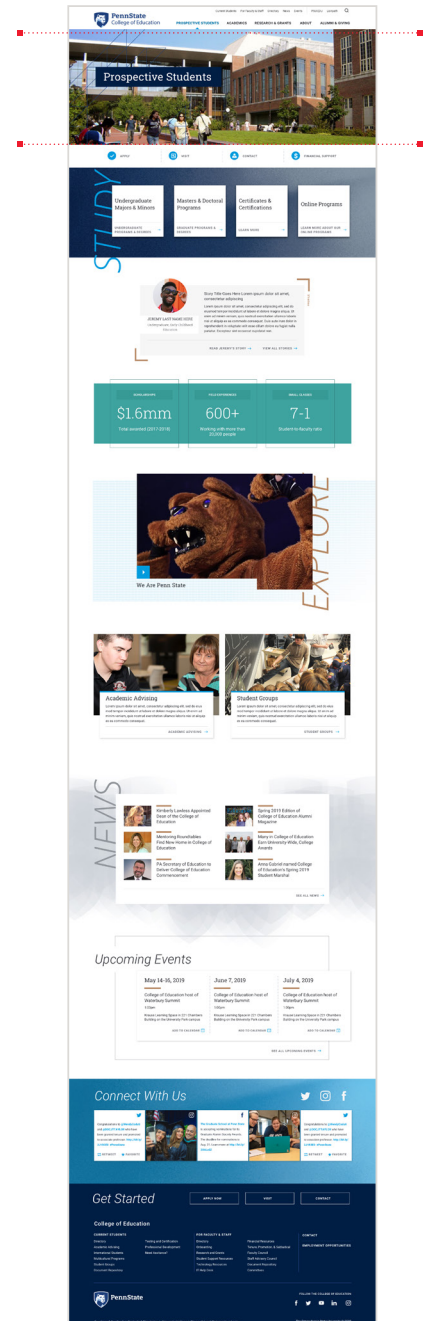
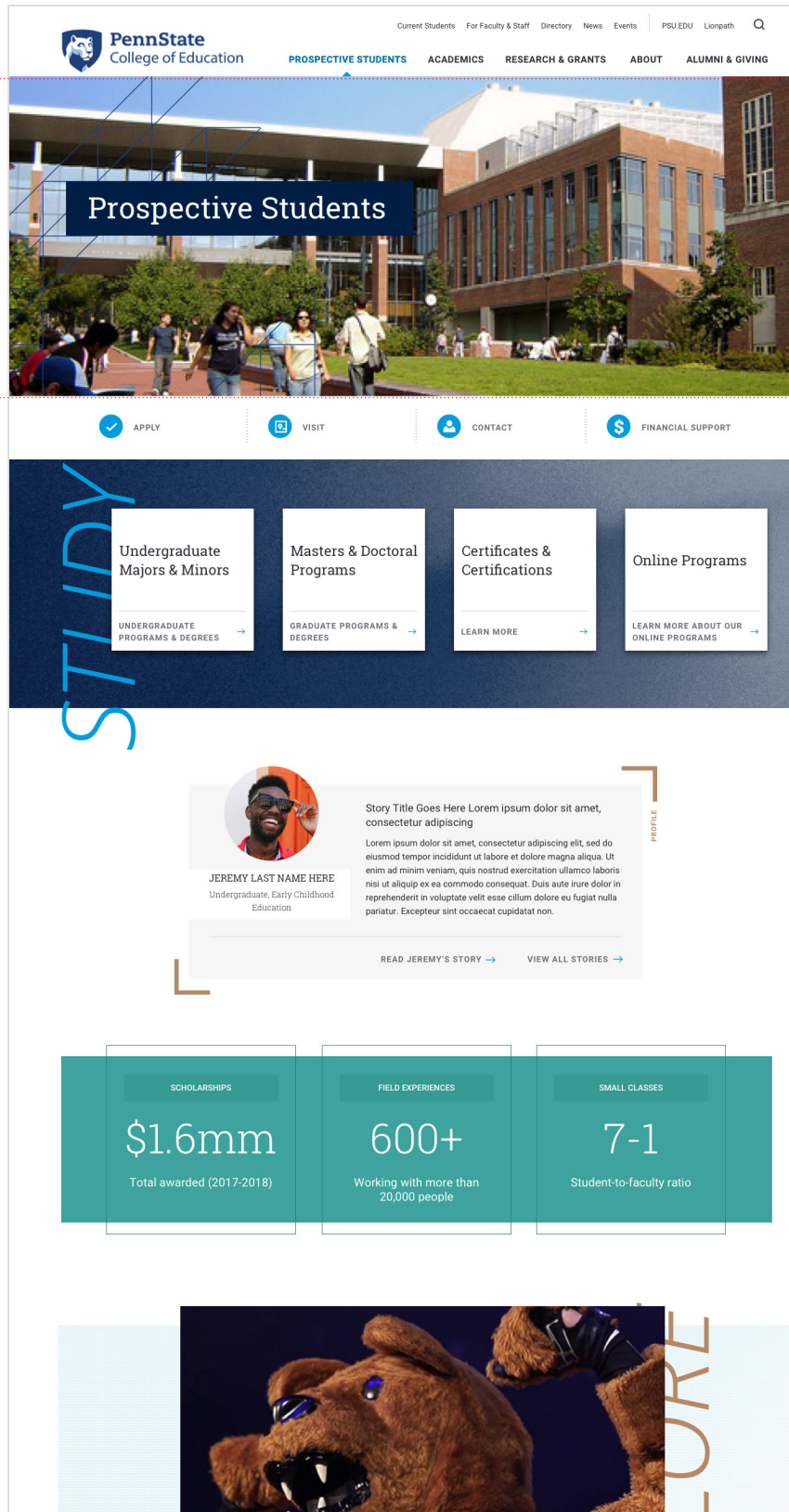
Best Practices:

- Image - recommended minimum size of 1440px W (x) 540px H; landscape orientation.
The file size should be 4MB or smaller



LANDING HERO - LANDING PAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



CTA WITH ICON

A set of call to action buttons that provides users with multiple options.

Q: What pages can I use this on?

A: Home, landing

Fields:

- Links* (ex., Apply, Visit, Contact, Give Now)
- Icon*

Best Practices:

- Minimum of 3 buttons; maximum of 4 buttons
- Icons - limited to selection shown. Apply, Visit, Contact, and Give Now.



APPLY



CONTACT



VISIT



GIVE NOW



APPLY



VISIT



CONTACT



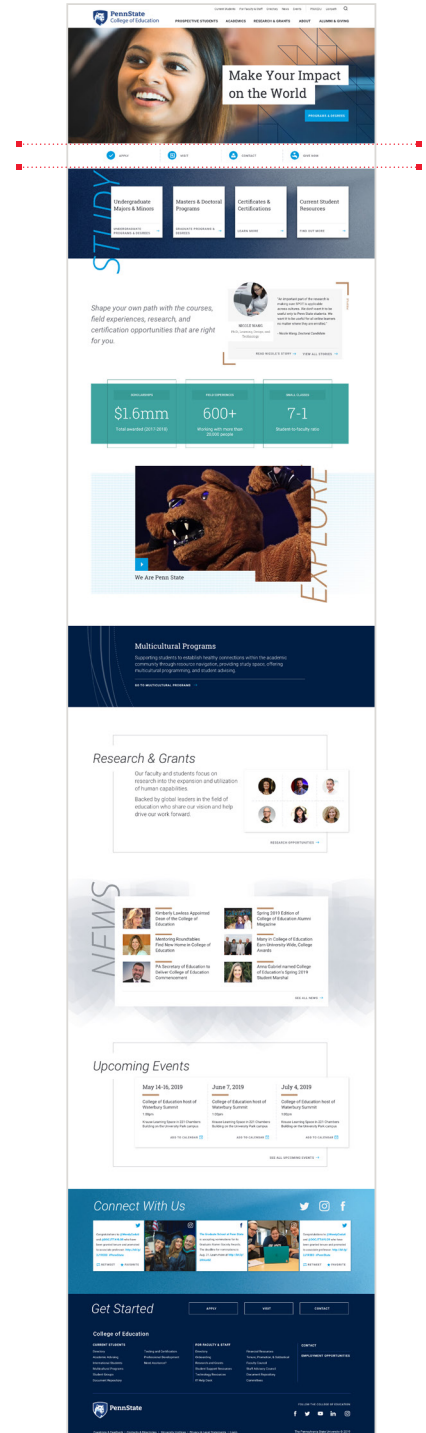
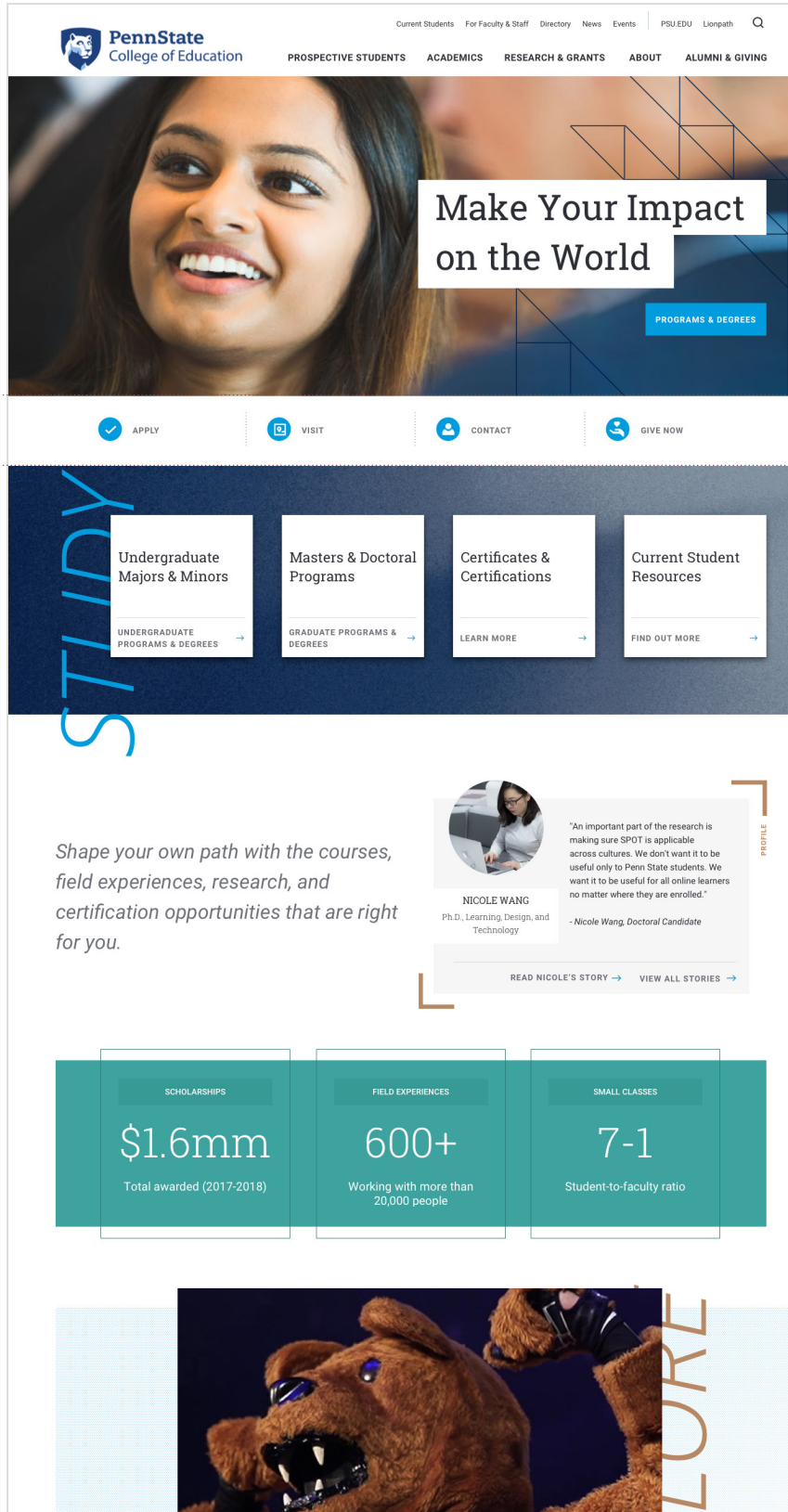
GIVE NOW

EXAMPLE USAGE OF MAXIMUM OF 4

* Indicates required items for this component

CTA BUTTON - HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



CARD GROUP

This component is intended for high-level calls-to-action based on a particular topic. These are intended as way finding for the end user so that they can quickly land on the page that contains the information they are looking for.

Q: What kind of content should this be used for?

A: The Card Group on the homepage is directed toward the prospective student. This provides immediate access to a critical pathway for prospective students and identifies core offerings right away, even for those moving on to other content. Minors. Majors, Programs, Degrees, Certifications.

Q: What pages can I use this on?

A: Homepage, Interior, Landing, Degree, Event, Program, Student Story

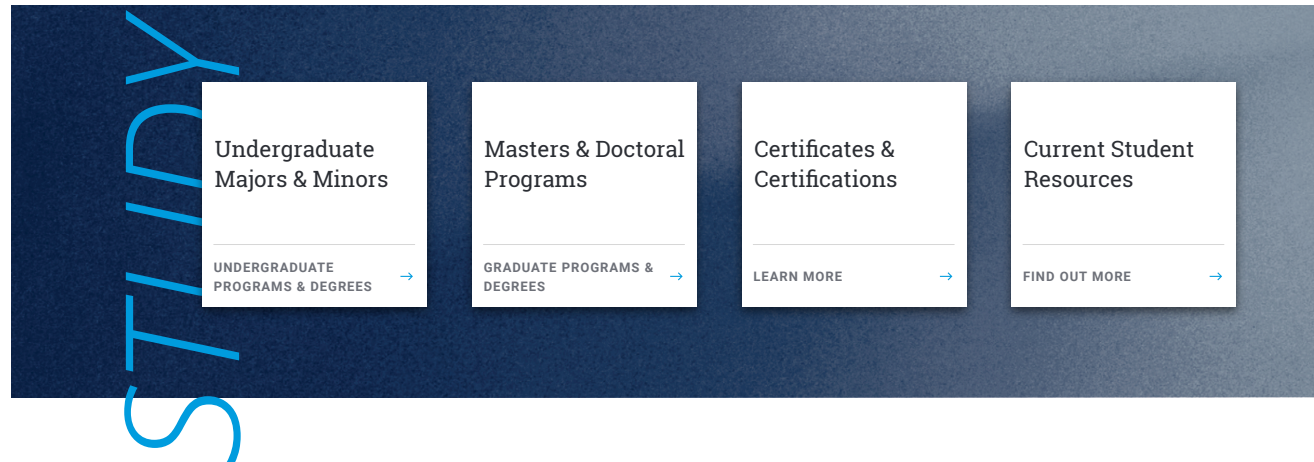
Fields:

- Title
- Link (URL or Node)
- Link Text
- Background Toggle (For blue background)
- Vertical Title (ex: Study)

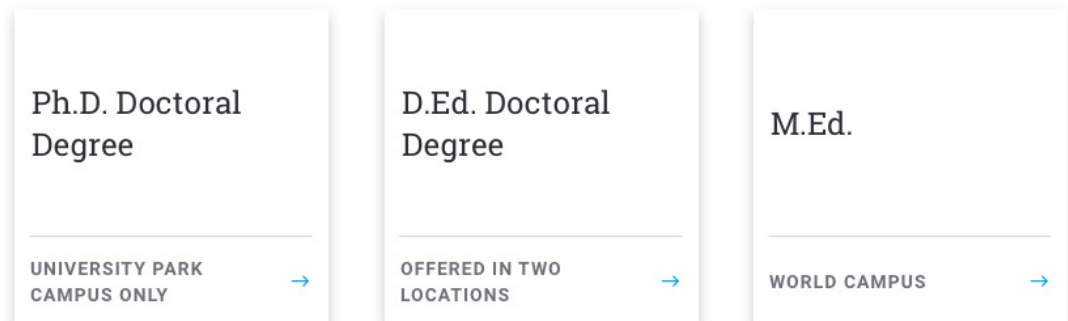
Best Practices:

- Keep titles short and concise
- Vertical Title - recommended range of 5 characters
- Only use of the card has a related link as a call to action
- You can include the background topic (ex: Study) and background color or choose to hide this so it has no background color

CARD GROUP WITH BACKGROUND + VERTICAL TEXT

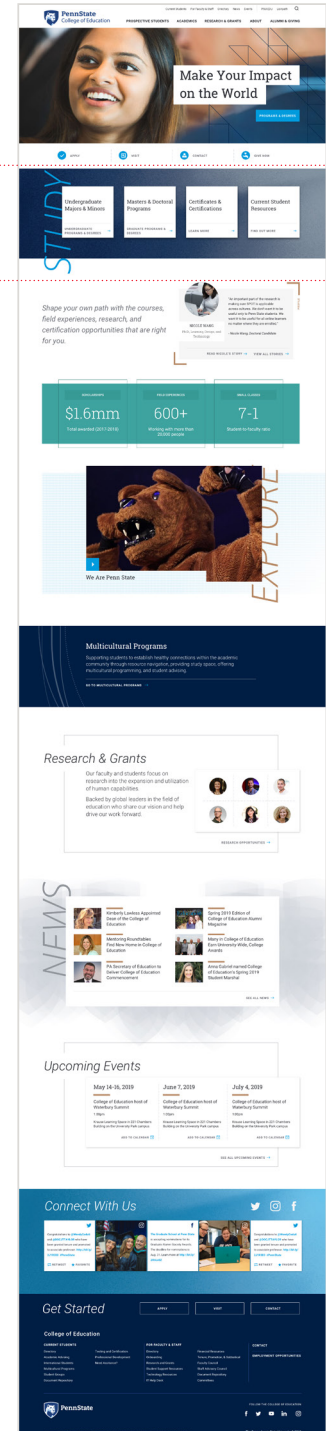
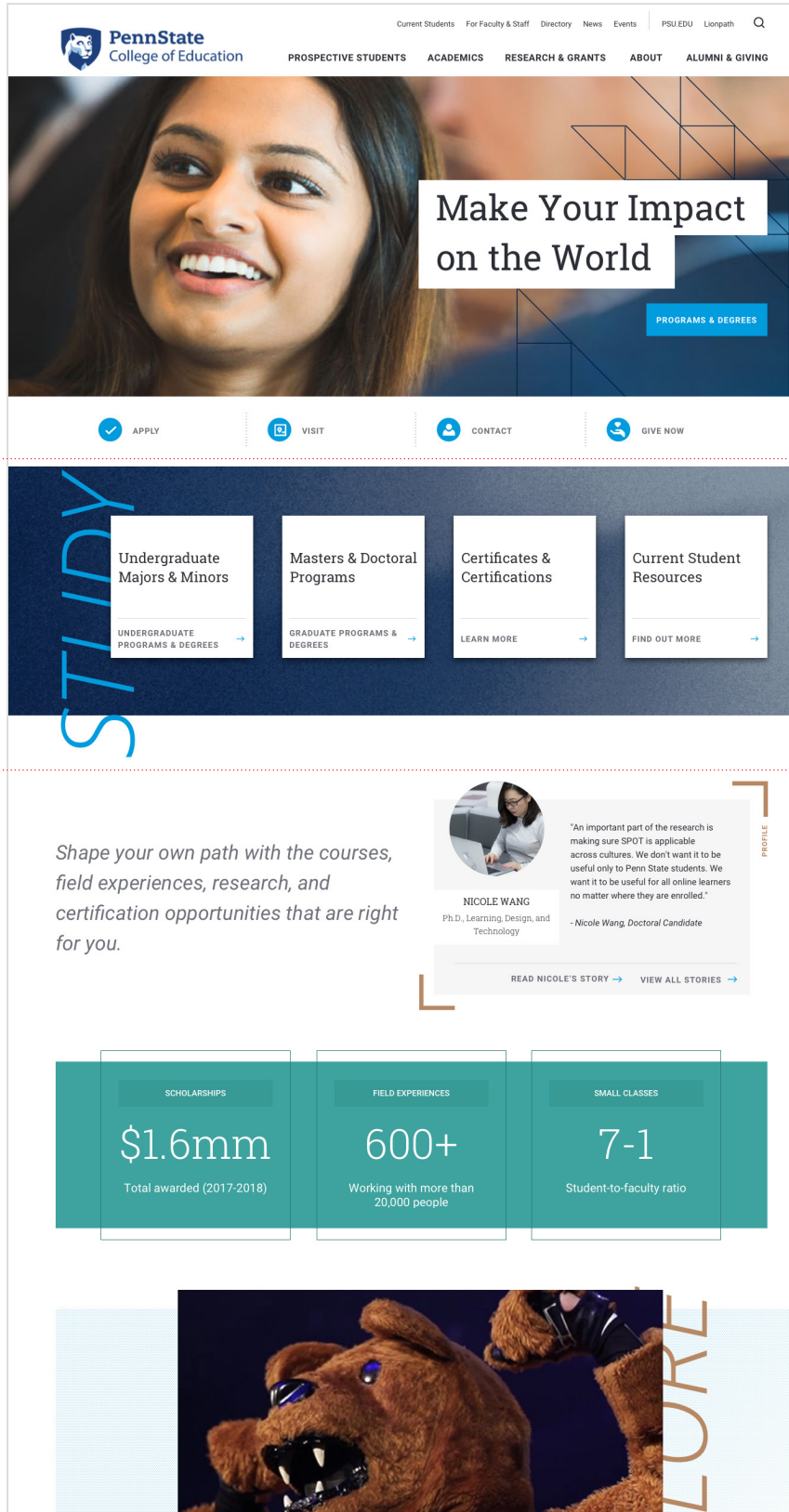


CARD GROUP WITH NO BACKGROUND (EX: USAGE ON PROGRAM PAGE)



CARD GROUP (BACKGROUND) - HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



Images are not to scale. Second column shows a full page layout example.



CARD GROUP (NO BACKGROUND) – PROGRAM PAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.

[Current Students](#)
[For Faculty & Staff](#)
[Directory](#)
[News](#)
[Events](#)
[PSU.EDU](#)
[Lionpath](#)

[PROSPECTIVE STUDENTS](#)
[ACADEMICS](#)
[RESEARCH & GRANTS](#)
[ABOUT](#)
[ALUMNI & GIVING](#)

Lifelong Learning and Adult Education

[Home](#) | [Academics](#) | [Programs & Degrees](#) | [Department of Learning and Performance Systems](#) | [Lifelong Learning and Adult Education](#)

Welcome to the Lifelong Learning and Adult Education Program at Penn State:

Your degree can open doors worldwide to successful careers in faculty and administration positions at universities and colleges or to fulfilling leadership and research positions at government and public agencies non-governmental organizations, churches or religious organizations, adult basic education programs, healthcare providers, international organizations, and community-based organizations.

Ph.D. Doctoral Degree

UNIVERSITY PARK CAMPUS ONLY →

D.Ed. Doctoral Degree

OFFERED IN TWO LOCATIONS →

M.Ed.

WORLD CAMPUS →

- Develop your ability to reach adults, plan learning experiences, guide communities in capacity-building foster advocacy and action, and conduct research in diverse settings.
- Our faculty are highly respected scholars within and beyond the field, with expertise that spans numerous international research arenas - including adult teaching and learning, distance education and online learning, learning in the workplace and in the community, and literacy for culturally and linguistically diverse populations.
- Students have the opportunity to work with faculty on research and outreach endeavors, co-author publications, and present at conferences around the world.
- Students can pursue dual degree in Comparative and International Education and in Women's, Gender, and Sexuality Studies.
- Students can choose electives that match their interests.

[UP TO MAIN MENU](#)
[UP TO DEPARTMENT OF LEARNING AND PERFORMANCE SYSTEMS](#)

Lifelong Learning and Adult Education

Careers in Lifelong Learning and Adult Education

Degree and Certificate Programs

Scholarship and Research Integrity Requirement (SARI)

Faculty

Students

Dissertations Directed by Lifelong Learning and Adult Education Faculty

Resources

Contact the Program Coordinator

John Holst
Program Coordinator, Associate Professor of Lifelong Learning and Adult Education
305E Keller Building
University Park, PA 16802
Email: jdh91@psu.edu
Phone: (814) 863-3499

DEGREE PROGRAMS

Ph. D.

+

M. Ed.

-

The Lifelong Learning and Adult Education M.Ed. Program has partnered with the World Campus for the online delivery of the program. All M.Ed. students are advised by [ADTED program faculty](#). The M.Ed. degree is geared toward students who intend to pursue careers in the professional practice of adult education. Graduates are qualified to provide leadership in one or more of the following domains of adult education practice: teaching and learning, curriculum and instructional design and development, program planning and administration, or curriculum and/or program evaluation. At the [M.Ed. program website](#), you will find information about courses, costs, application procedures, contact information, and more.

D. Ed.

+

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[For Faculty & Staff](#)
[Directory](#)
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[PSU.EDU](#)
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[PROSPECTIVE STUDENTS](#)
[ACADEMICS](#)
[RESEARCH & GRANTS](#)
[ABOUT](#)
[ALUMNI & GIVING](#)

Lifelong Learning and Adult Education

[Home](#) | [Academics](#) | [Programs & Degrees](#) | [Department of Learning and Performance Systems](#) | [Lifelong Learning and Adult Education](#)

Welcome to the Lifelong Learning and Adult Education Program at Penn State:

Your degree can open doors worldwide to successful careers in faculty and administration positions at universities and colleges or to fulfilling leadership and research positions at government and public agencies non-governmental organizations, churches or religious organizations, adult basic education programs, healthcare providers, international organizations, and community-based organizations.

Ph.D. Doctoral Degree

UNIVERSITY PARK CAMPUS ONLY →

D.Ed. Doctoral Degree

OFFERED IN TWO LOCATIONS →

M.Ed.

WORLD CAMPUS →

- Develop your ability to reach adults, plan learning experiences, guide communities in capacity-building foster advocacy and action, and conduct research in diverse settings.
- Our faculty are highly respected scholars within and beyond the field, with expertise that spans numerous international research arenas - including adult teaching and learning, distance education and online learning, learning in the workplace and in the community, and literacy for culturally and linguistically diverse populations.
- Students have the opportunity to work with faculty on research and outreach endeavors, co-author publications, and present at conferences around the world.
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[UP TO MAIN MENU](#)
[UP TO DEPARTMENT OF LEARNING AND PERFORMANCE SYSTEMS](#)

Lifelong Learning and Adult Education

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Ph. D.

+

M. Ed.

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D. Ed.

+

FEATURED PROFILE CARD

Promote current student, alumni, and faculty/staff achievements.

Q: What kind of content should this be used for?

A: To highlight faculty/staff or students currently enrolled or alumni and the experiences they have had.

Q: What pages can I use this on?

A: Homepage, Landing, Interior, Program

Fields:

- Profile Image*
- Full Name*
- Title
- Quote* (required for component pair)
- Attribution
- Vertical Title
- URL
- Link Text

Best Practices:

- Keep quote brief and concise
- Image recommended minimum size of 150px H (x) 150px W
- Vertical Title - recommended range of 12 characters

FEATURED PROFILE CARD NO QUOTE



JEREMY LAST NAME HERE

Undergraduate, Early Childhood
Education

Story Title Goes Here Lorem ipsum dolor sit amet, consectetur adipiscing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non.

READ JEREMY'S STORY →

VIEW ALL STORIES →

PROFILE

FEATURED PROFILE CARD & QUOTE (COMPONENT PAIR)



NICOLE WANG

Ph.D., Learning, Design, and
Technology

"An important part of the research is making sure SPOT is applicable across cultures. We don't want it to be useful only to Penn State students. We want it to be useful for all online learners no matter where they are enrolled."

- Nicole Wang, Doctoral Candidate

READ NICOLE'S STORY →

VIEW ALL STORIES →

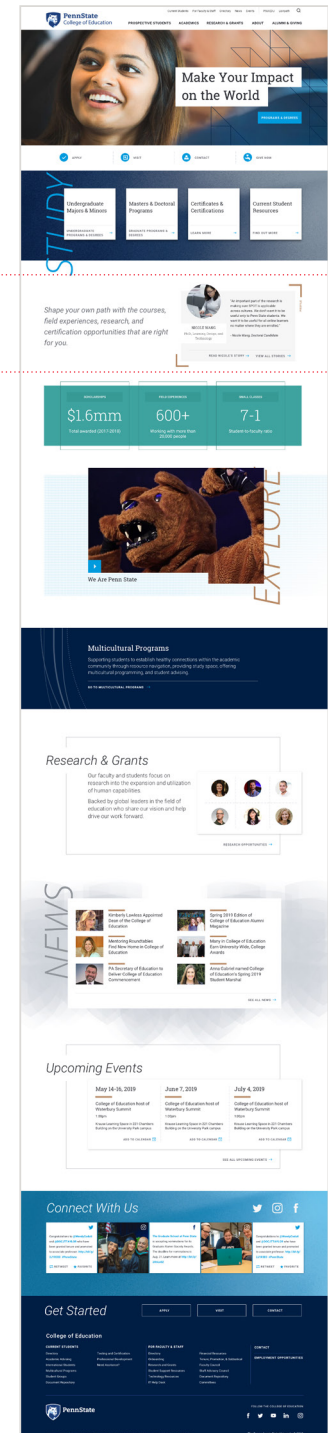
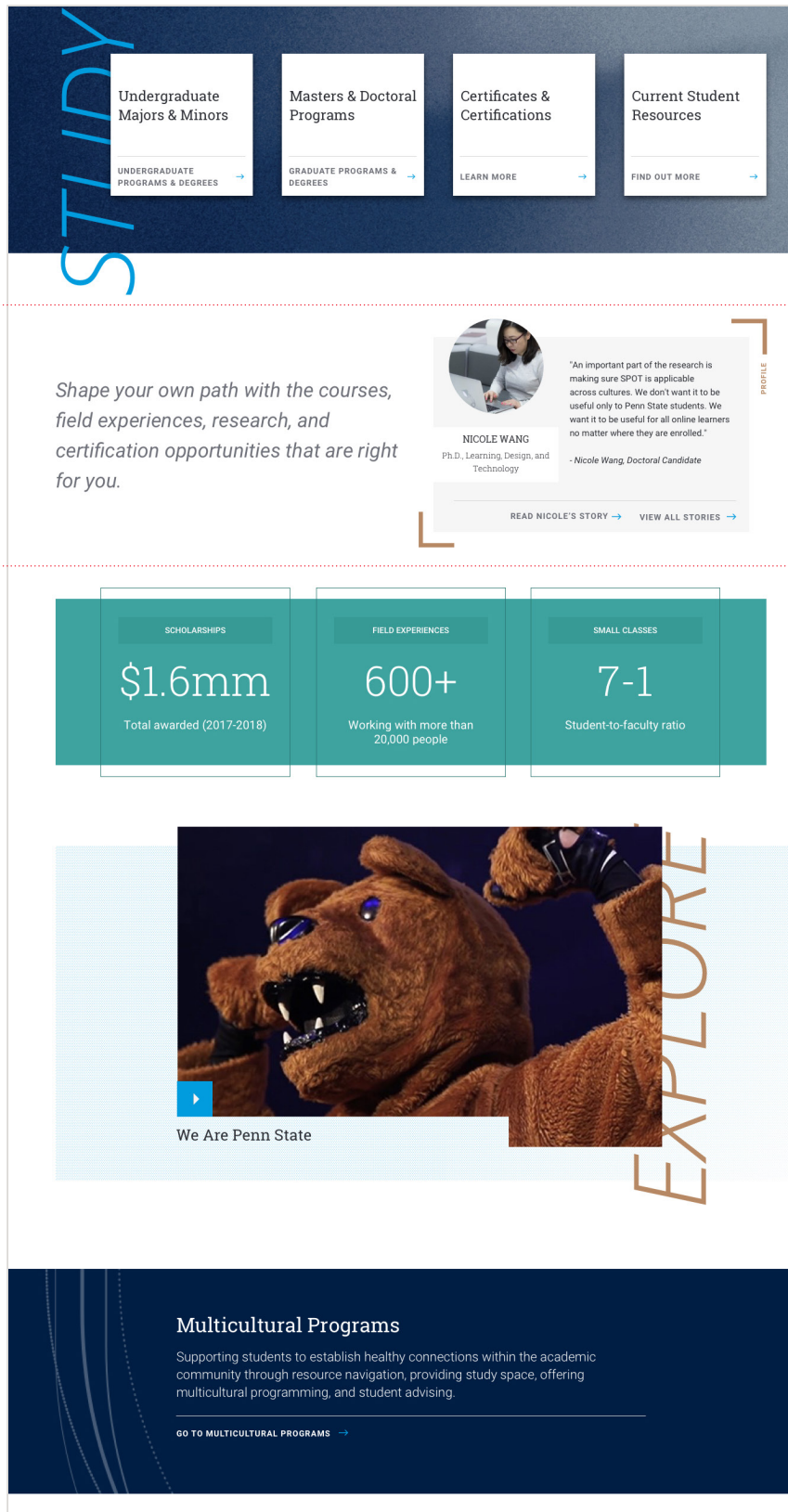
PROFILE

Shape your own path with the courses, field experiences, research, and certification opportunities that are right for you.

* Indicates required items for this component

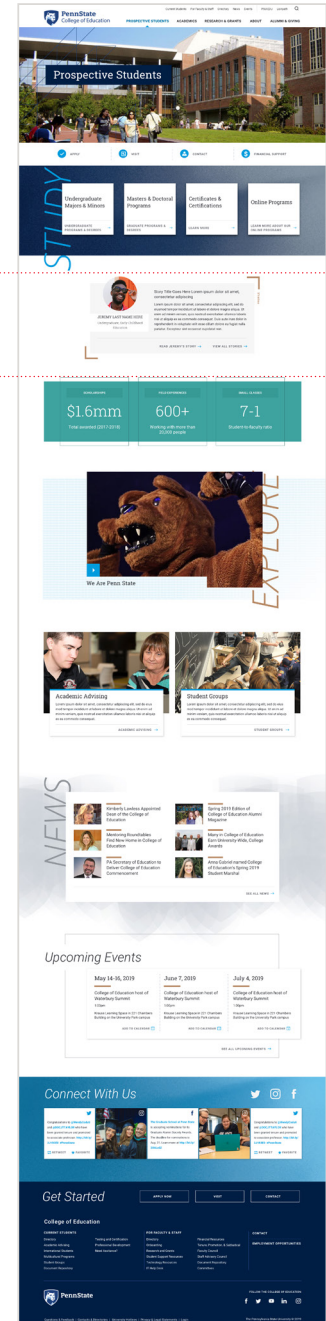
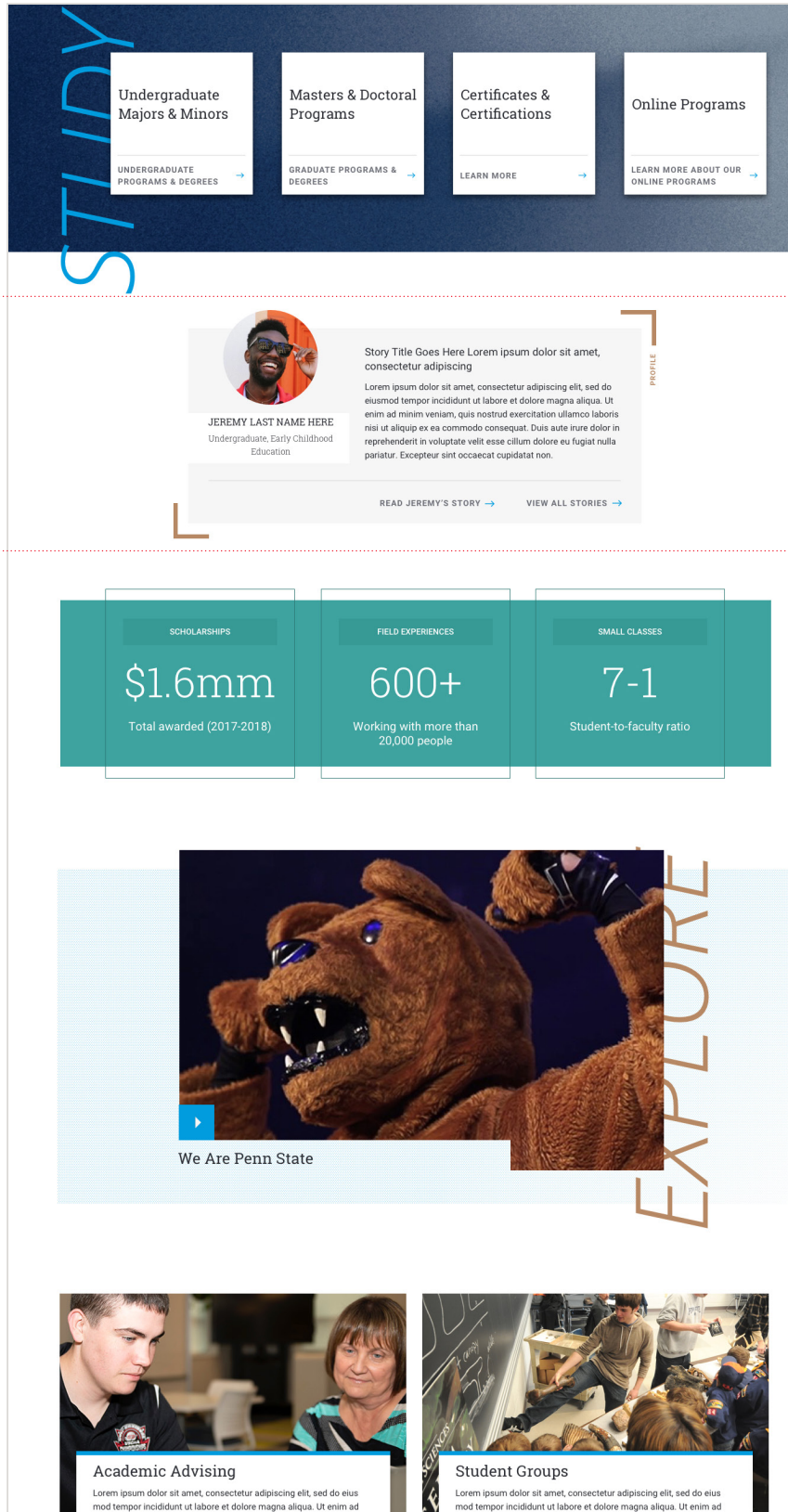
FEATURED PROFILE CARD & QUOTE – HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



FEATURED PROFILE CARD - LANDING PAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



FACTOID

Visualized data - Storytelling that you're "punching beyond your weight" when it comes to ranking, size of the school, and outcomes.

Q: What kind of content should this be used for?

A: Student/faculty ratio; financial aid; career outcomes; enrollment. Any marketing oriented page to tout impressive statistics or statistics valuable to prospective students in the decision-making process.

Q: What pages can I use this on?

A: Homepage, Landing, Interior, Program, Student Story

Fields:

- Category* (ex: Scholarships, Field Experiences)
- Value* (ex: \$1.6m)
- Detail Text*

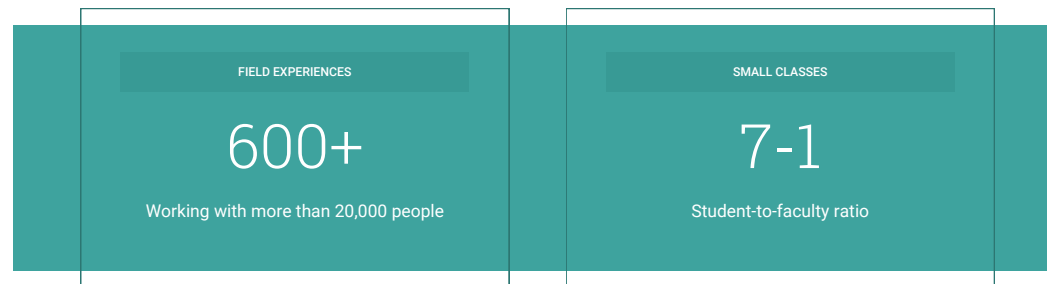
Best Practices:

- Limit to 3 stats
- Value - recommended range of 7 characters
- Keep detail text brief - recommended range of 200 characters
- Placement: Near the top or mid portion of a page, and in some cases it may be presented lower on the page if the content is relevant to the associated stats.

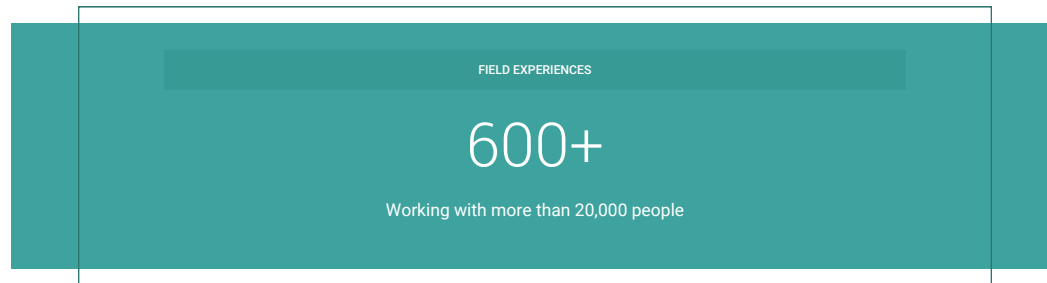
FACTOID - 3 BLOCKS



FACTOID - 2 BLOCKS



FACTOID - 1 BLOCKS



* Indicates required items for this component

FACTOID - HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.

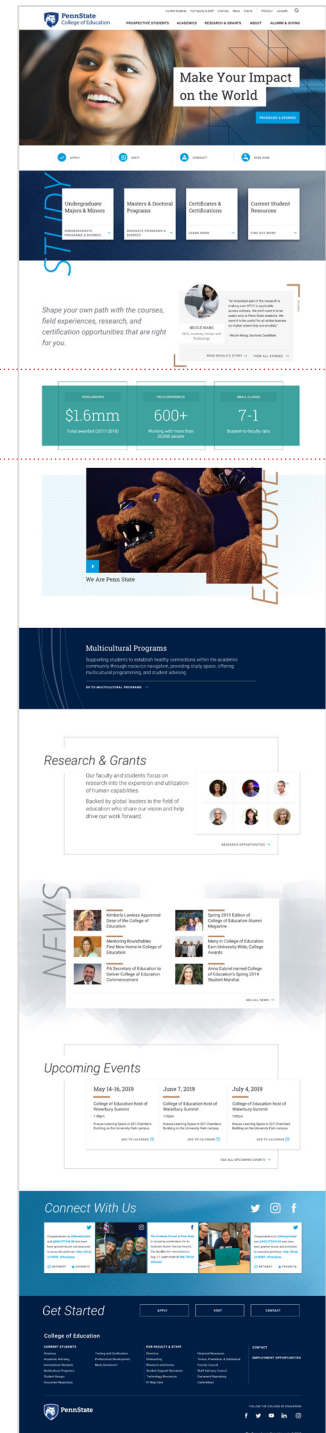
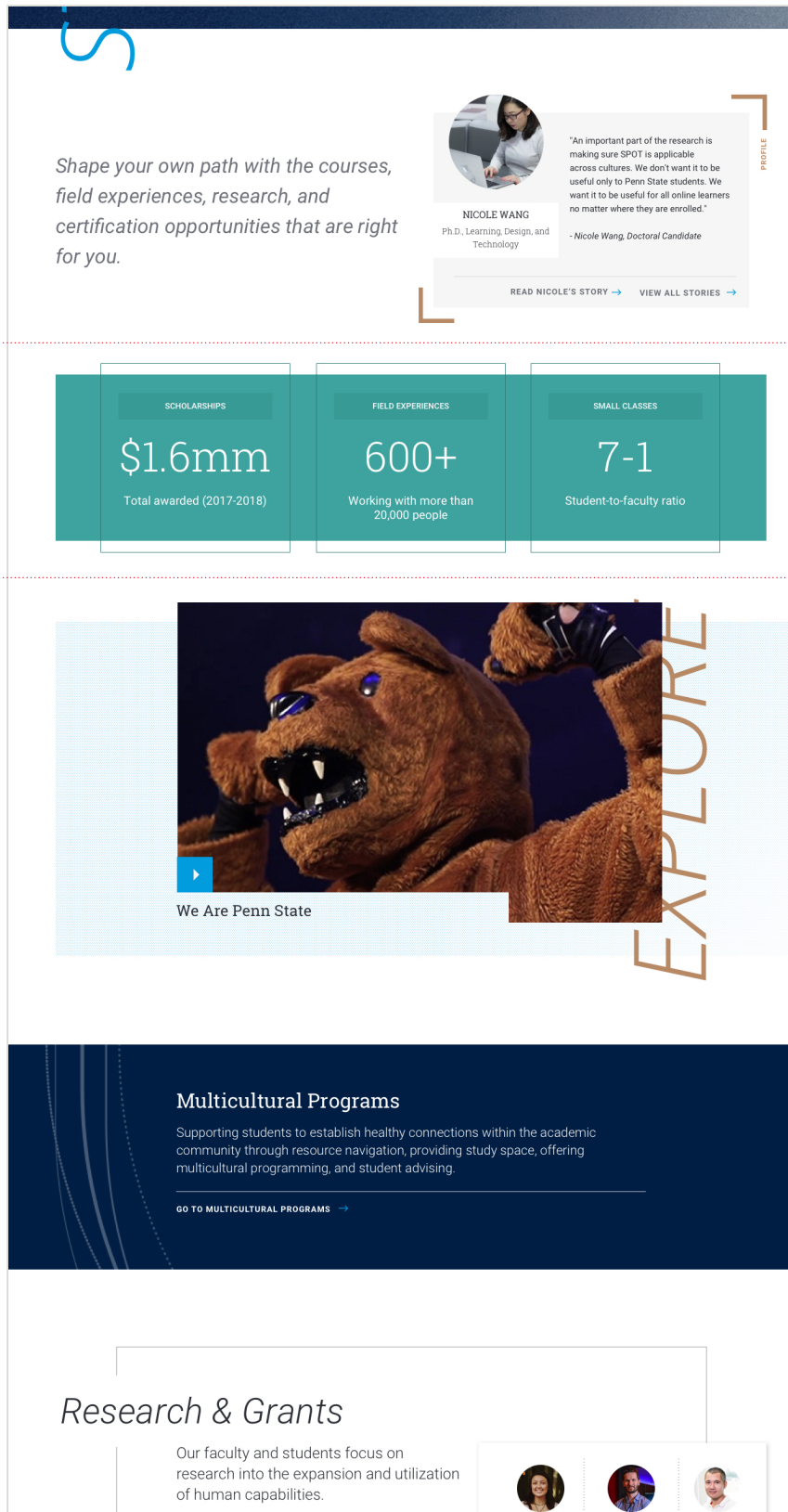


IMAGE AND TEXT CTA GROUP

Utilized for teaser content guiding the user towards exploring a specific area of content. The image-forward and larger size of the component communicates to users that the contents and CTA is valuable to them.

Q: What kind of content should this be used for?

A: Featured programs; research; other topics.

Q: What pages can I use this on?

A: Landing, Interior, Program, Student Story, Degree


Fields:

- Image*
- Title
- Body Text
- URL*
- Link Text*

Best Practices:

- Image recommended minimum size of 800px H (x) 675px W; landscape orientation

2 IMAGES AND TEXT CTA GROUP



The Professional Development School

PDS is a collaborative program involving pre-service teachers, veteran teachers, administrators, and university faculty working together to accomplish four goals, referred to as the "4 Es." Enhance, Ensure, Engage, and Educate.

[LEARN MORE ABOUT PDS →](#)




C & I Field Experiences

All teacher certification candidates are required to observe and teach in settings that include diverse populations, students with special needs, and students of different ages as part of undergraduate education majors.

[LEARN MORE ABOUT CIFE →](#)

1 IMAGE AND TEXT CTA



C & I Field Experiences

All teacher certification candidates are required to observe and teach in settings that include diverse populations, students with special needs, and students of different ages as part of undergraduate education majors.

[LEARN MORE ABOUT CIFE →](#)

* Indicates required items for this component

Images are not to scale. Second column shows a full page layout example.



TAKEOVER CTA

Utilized for teaser content guiding the user toward exploring a specific area of content. The larger size of the component which can be used to break up content on a page, indicates to users that the content and CTA is valuable to them.

Q: What kind of content should this be used for?

A: Feature programs; Apply

Q: What pages can I use this on?

A: Homepage, Interior, Landing, Student Story, Program, Degree

Fields:

- Title
- Body Text
- URL
- Link Text

Best Practices:

- Do not add images within the body text WYSIWYG



TAKEOVER CTA - HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.

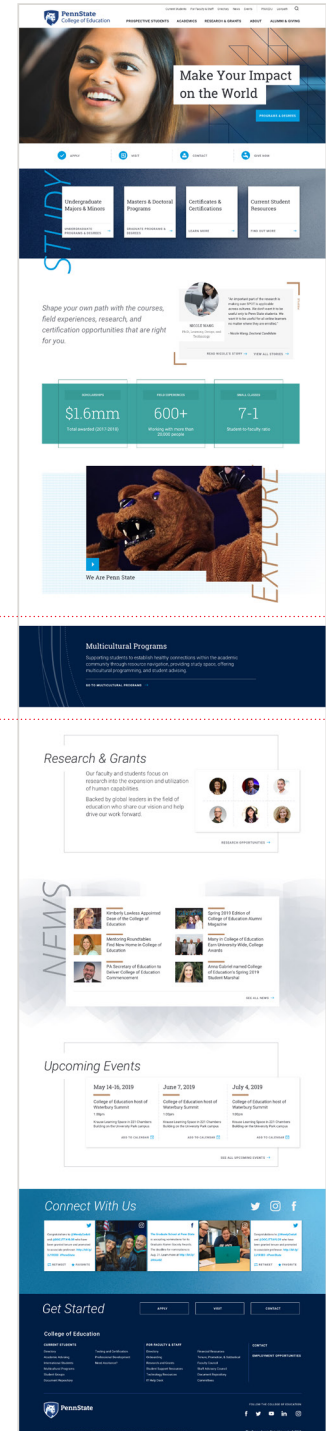
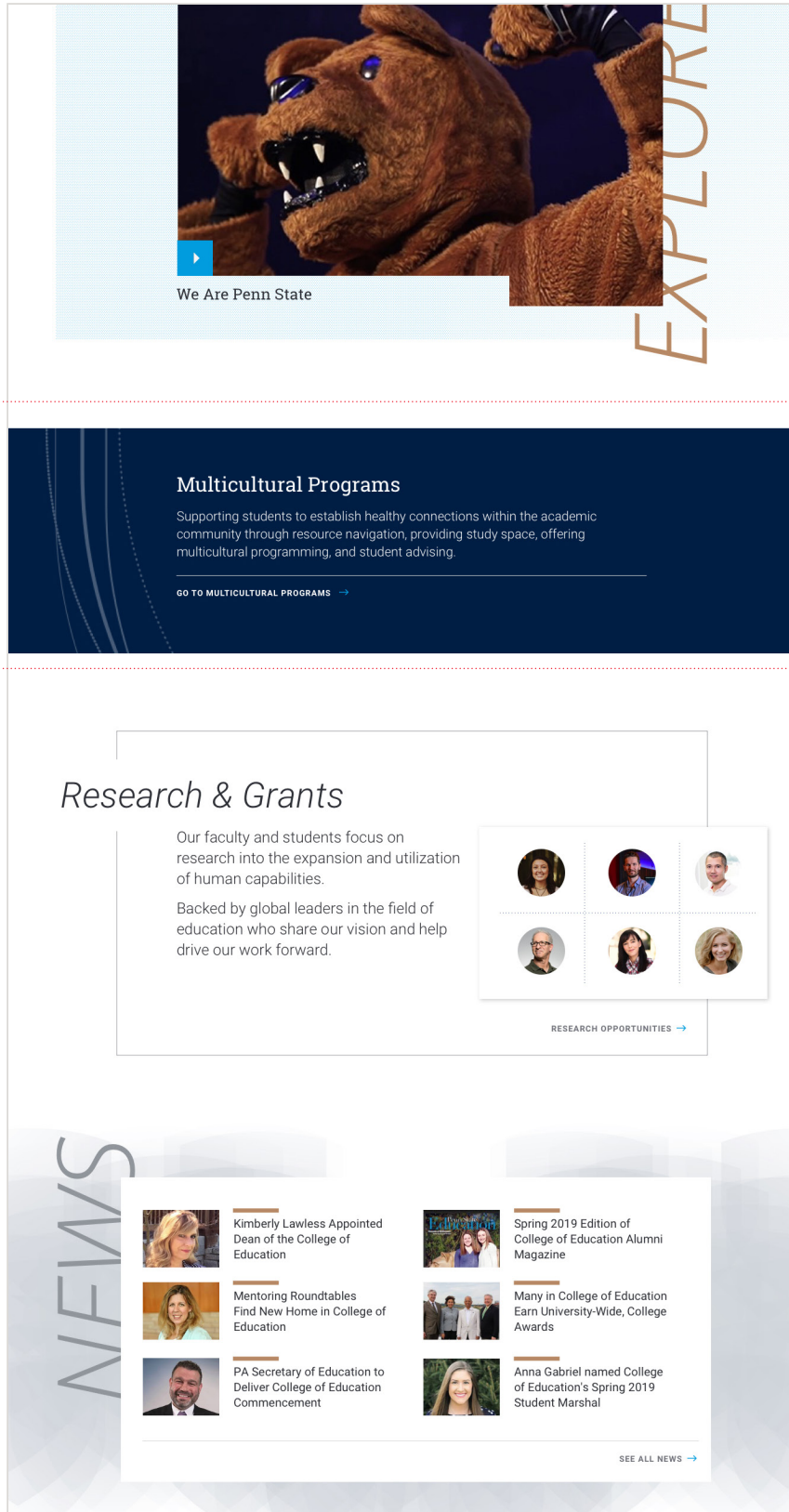


IMAGE GROUP CTA

Utilized for teaser content guiding the user towards exploring a specific area of content. The images should be focused around the primary focus of that content.

Q: What kind of content should this be used for?

A: Any topic in which we want to encourage users to explore such as Research & Grants.

Q: What pages can I use this on?

A: Homepage, Interior, Landing, Student Story

Fields:

- Title
- Body Text*
- Images*
- URL
- Link Text

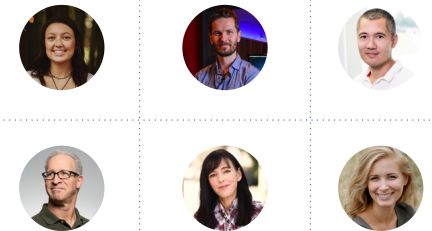
Best Practices:

- Image recommended minimum size of 150px H (x) 150px W
- No more than 6 images for this component
- This is intended to link to single destination page

Research & Grants

Our faculty and students focus on research into the expansion and utilization of human capabilities.

Backed by global leaders in the field of education who share our vision and help drive our work forward.



RESEARCH OPPORTUNITIES →

IMAGE GROUP CTA - HOMEPAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.

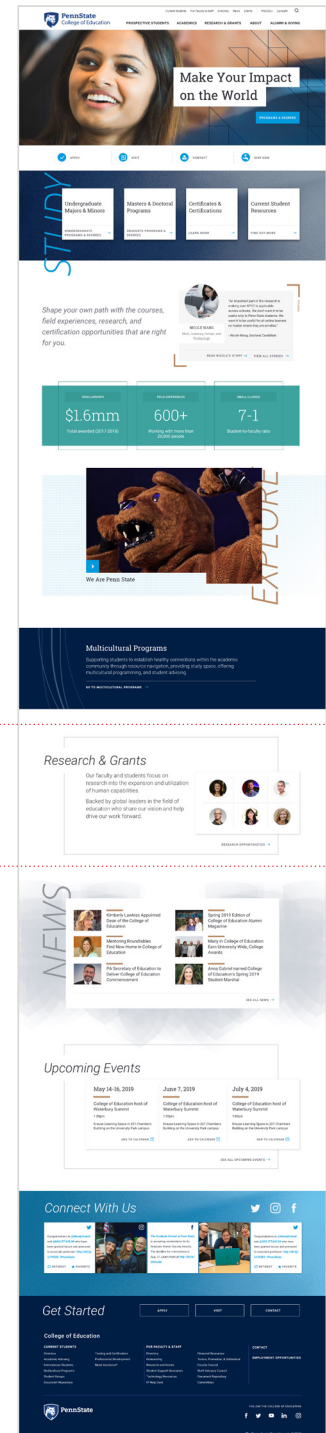
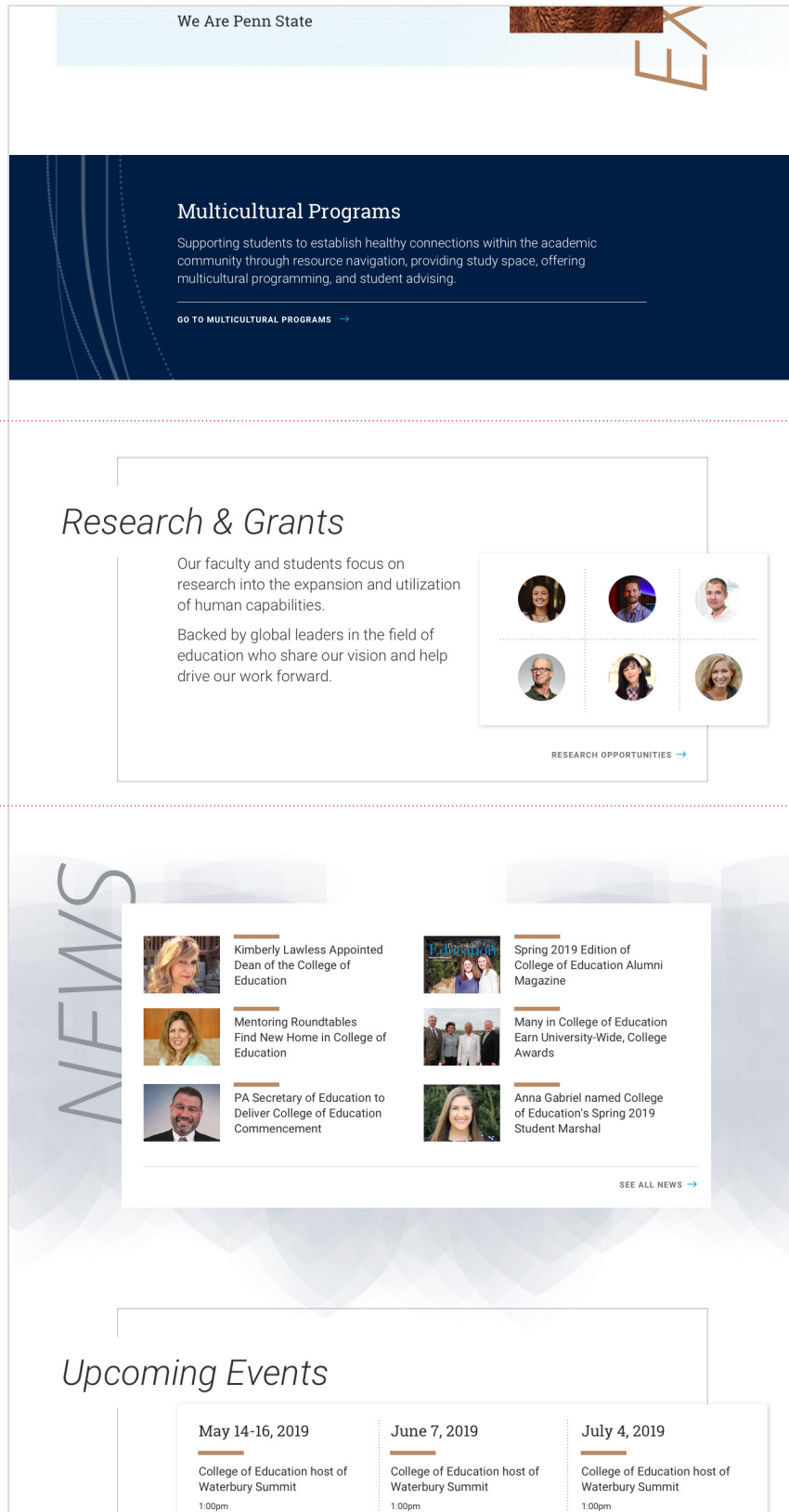


IMAGE AND CAPTION

You can increase engagement with your content by adding supplementary photos.

Q: What kind of content should this be used for?

A: Interior pages; stories; content which may benefit from including visuals.

Q: What pages can I use this on?

A: Interior, Student Story

Fields:

- Image*
- Caption

Best Practices:

- Image recommended minimum size of 800px H (x) 675px W; landscape orientation
- Include ALT text descriptions for accessibility purposes
- Keep caption brief



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

* Indicates required items for this component

IMAGE AND CAPTION - INTERIOR PAGE PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.

DEGREE PROGRAMS

Ph.D.	+
M.Ed.	-
<p>The Lifelong Learning and Adult Education M.Ed. Program has partnered with the World Campus for the online delivery of the program. All M.Ed. students are advised by ADTED program faculty. The M.Ed. degree is geared toward students who intend to pursue careers in the professional practice of adult education. Graduates are qualified to provide leadership in one or more of the following domains of adult education practice: teaching and learning, curriculum and instructional design and development, program planning and administration, or curriculum and/or program evaluation. At the M.Ed. program website, you will find information about courses, costs, application procedures, contact information, and more.</p>	
D.Ed.	+

Contact the Administrative Assistants

Jennifer McLaughlin
(University Park)
Administrative Assistant,
Lifelong Learning and Adult Education

301 Keller Building
University Park, PA 16802

Email: jem73@psu.edu

Phone: (814) 863-2596

Fax: (814) 865-0128

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

POSTBACCALAUREATE CERTIFICATES

ADULT BASIC EDUCATION AND LITERACY	+
DISTANCE EDUCATION	+
FAMILY LITERACY	+
HEALTH AND THE MEDICAL PROFESSIONS	+

Related Academic Programs

Lifelong Learning and Adult Education

Welcome to the Lifelong Learning and Adult Education Program at Penn State

Your degree can open doors and lead to a career in teaching and learning, curriculum and instructional design and development, program planning and administration, or curriculum and/or program evaluation. At the [M.Ed. program website](#), you will find information about courses, costs, application procedures, contact information, and more.

Ph.D. Doctoral Degree

M.Ed. Master of Education Degree

D.Ed. Doctor of Education Degree

Contact the Administrative Assistants

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(University Park)
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Fax: (814) 865-0128

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

POSTBACCALAUREATE CERTIFICATES

ADULT BASIC EDUCATION AND LITERACY	+
DISTANCE EDUCATION	+
FAMILY LITERACY	+
HEALTH AND THE MEDICAL PROFESSIONS	+

Related Academic Programs

Get Started

College of Education

ADULT BASIC EDUCATION AND LITERACY

DISTANCE EDUCATION

FAMILY LITERACY

HEALTH AND THE MEDICAL PROFESSIONS

VIDEO EMBED

Embedded video content appears as a visual element that encourages engagement. Video is a great way to speak to your site audience and convey information in to younger user groups.

Q: What kind of content should this be used for?

A: Campus tour; faculty bio; student and alumni stories; program highlights.

Q: What pages can I use this on?

A: Homepage, Interior, Landing, Student Story, Program, Degree

Fields:

- Title
- Vertical Title
- Poster Image* (still image)
- Video URL*
- Show Background

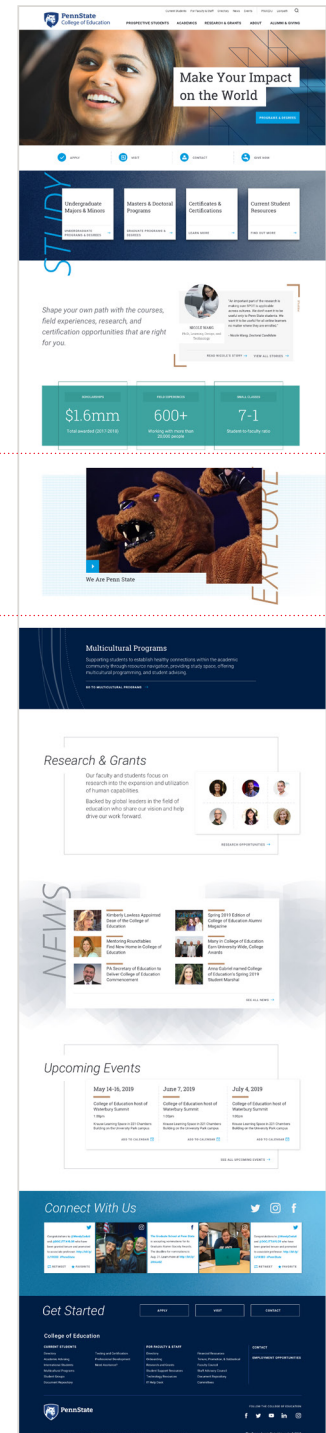
Best Practices:

- Poster Image recommended minimum size of 900px H (x) 600px W; landscape orientation
- Vertical Title - recommended range of 7 characters
- Video URL* YouTube or Vimeo link



We Are Penn State

Images are not to scale. Second column shows a full page layout example.



QUICK LINKS

This component provides users quick access to information on larger topics within a landing page. This is designed to allow users to quickly scan the information and get where they want to be to find details on particular topics.

Q: What kind of content should this be used for?

A: Larger subtopics within a landing page; child pages within a landing page.

Q: What pages can I use this on?

A: Landing

Fields:

- URL*
- Link Text*
- Body Text

Best Practices:

- Keep body text concise and indicate what information the user will find on that page.

UNDERGRADUATE →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmodipor incididunt ut labore.

DIRECTORY →

Meet the Curriculum & Instruction Staff.

GRADUATE →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmodipor incididunt ut labore.

NEWS →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmodipor incididunt ut labore.

CERTIFICATIONS →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmodipor incididunt ut labore.

CONTACT US →

Get in touch with the Curriculum & Instruction Department.

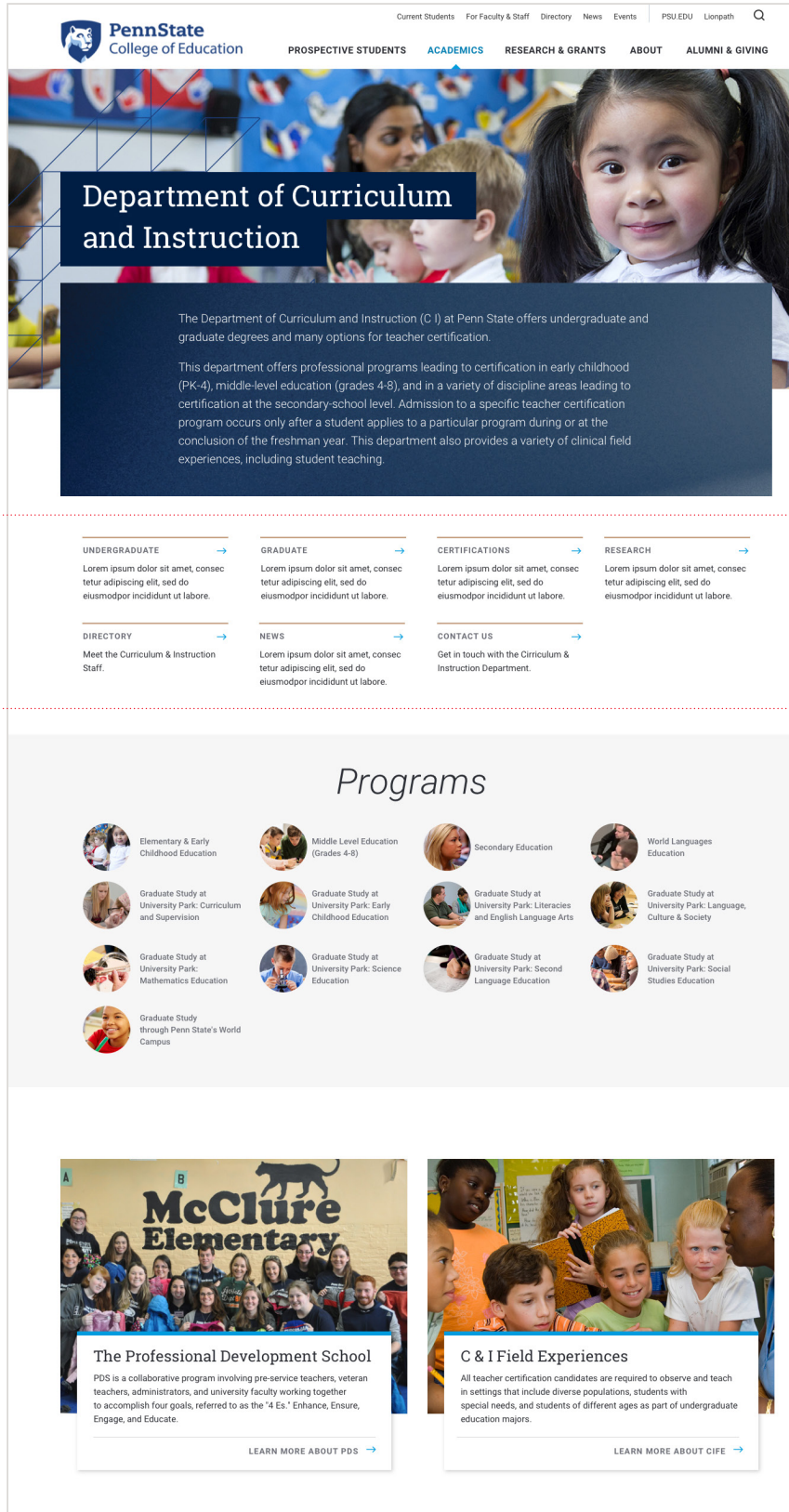
RESEARCH →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmodipor incididunt ut labore.

* Indicates required items for this component

QUICK LINKS - LANDING PAGE (DEPARTMENT) PLACEMENT EXAMPLE

Images are not to scale. Second column shows a full page layout example.



CONTACT BLOCK

The primary purpose of contact information is to provide easy access to “get in touch”. That way, the contact information is always associated with the different aspects of the College that your website highlights.

Q: What kind of content should this be used for?

A: This should be used to provide a point of contact for a particular service or to reach out to for more information. This should only be used if the user will need to speak to someone for more details as you do not want to inundate your team with unnecessary calls and emails.

Q: What pages can I use this on?

A: Interior, Programs

Fields:

- Component Title*
- URL (or Node)*
- Link Text*
- Professional Title
- Email
- Phone
- Country
- Street Address
- City
- State
- Zip Code

Best Practices:

- Use sparingly
- Include the professional title for the point of contact

Contact the Program Coordinator

John Holst

Program Coordinator, Associate Professor of Lifelong Learning and Adult Education

305E Keller Building
University Park, PA 16802

Email: jdh91@psu.edu

Phone: (814) 863-3499

CONTACT

Contact the Administrative Assistants

Jennifer McLaughlin (University Park)

*Administrative Assistant,
Lifelong Learning and Adult Education*

301 Keller Building
University Park, PA 16802

Email: jem73@psu.edu

Phone: (814) 863-2596

Fax: (814) 865-0128

CONTACT

Images are not to scale. Second column shows a full page layout example.

Component Guide - Prepared for Penn State College of Education by Eastern Standard

WYSIWYG

While one of the common names for the content editor form is a WYSIWYG, more often than not, it does not actually show you the format that renders on the public facing version of the page; it merely gives a way to distinguish headings from subheadings, paragraphs from block-quotes, etc.

Q: What pages can I use this on?

A: Landing, interior

Fields:

- Text*

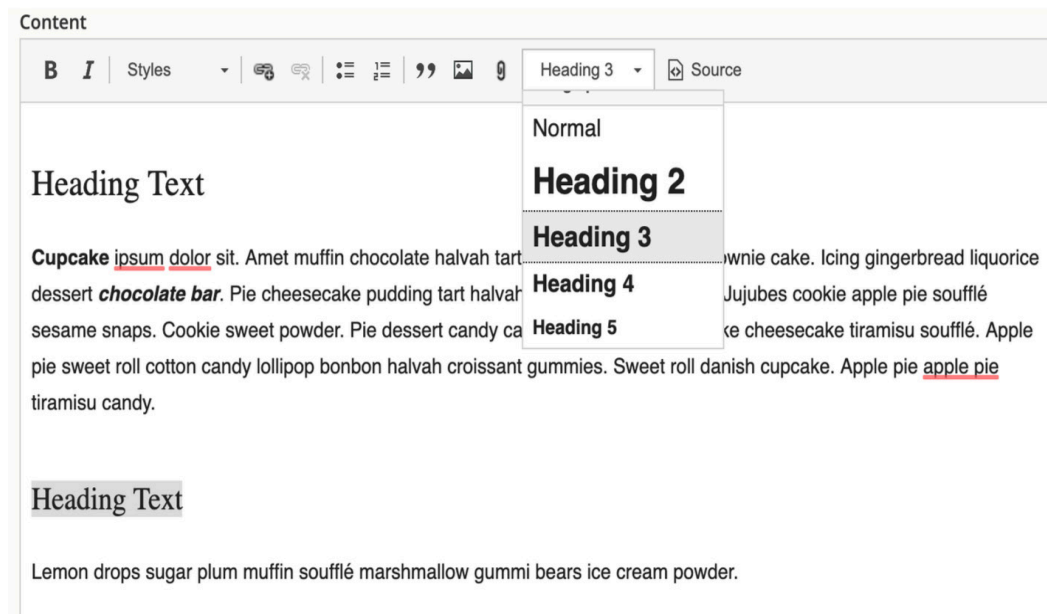
Best Practices:

- Heading 1: Page Title (This is predetermined, and not chosen)
- Heading 2: first subhead to appear in the page's body copy
- Heading 3: any subhead to appear nested under, or appearing after the Heading 2 section of body copy
- Heading 4: any subhead to appear nested under, or appearing after the Heading 3 section of body copy

For accessibility and HTML validation, please be sure to follow a standard outline hierarchy with your headings.

* Indicates required items for this component

WYSIWYG EDITOR



SEE ACTUAL HEADLINE TREATMENT STYLING ON THE NEXT PAGE

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Bold

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Regular Italic

Roboto Bold

Roboto Bold Italic

H1 - Roboto Slab, Reg. 50/70

Para Intro Roboto - Light 20/31. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

H2 - Roboto Slab, Light 32/42

Para Basic. Roboto - Regular 16/26. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

H3 - Roboto Slab, Light 28/38

H4 - Roboto Slab, Regular 20/32

H5 - Roboto Slab, Regular 18/28

BODY CONTENT

This text is styled using the Paragraph style. All paragraph text should look like this apart from when using the Lead-In-Text.

Q: What pages can I use this on?

A: Landing, Interior, Program, Event, Student Story, Degree

Fields:

- Text*

Best Practices:

- Text* WYSIWYG

Welcome to the Lifelong Learning and Adult Education Program at Penn State:

Your degree can open doors worldwide to successful careers in faculty and administration positions at universities and colleges or to fulfilling leadership and research positions at government and public agencies non-governmental organizations, churches or religious organizations, adult basic education programs, healthcare providers, international organizations, and community-based organizations.

PULL QUOTE

Excerpted line or phrase as a graphic element, serving to entice readers to highlight a key topic or person.

Q: What kind of content should this be used for?

A: Emphasize, past, or present persons, that is relevant to the page content. Can link to person story, program detail or other initiatives.

Q: What pages can I use this on?

A: Interior, Program, Degree, Student Story

Fields:

- Quote*
- Attribute

Best Practices:

- Limit quote to 200 characters

“

She brings passion and energy to her work, a clear excitement to roll up her sleeves and engage with the college community, and a strong strategic direction that will build on the college's excellence in teaching and research.

— *Optional attribute goes here*

* Indicates required items for this component

ACCORDION

Highlighting important details of a section and revealing more details upon a tap or click. As a result, the design stays focused and displays critical information first, while everything else is easily accessible. They are of great use on content-rich pages. You can also include text links within the content.

Q: What kind of content should this be used for?

A: Condensed lists of content such as Degree Program descriptions, FAQs and Audience specific topics.

Q: What pages can I use this on?

A: Interior, Program, Degree, Student Story

Fields:

- Headline (ex: Degree Programs)
- Accordion Items*

Best Practices:

- Accordion Item Text* WYSIWYG; tables not recommended
- Keep the content within the accordion condensed and concise as it is intended to be scanned quickly by the end user
- Content should not extend beyond a paragraph worth of copy
- Group topics together by using the main Accordion title at top

DEGREE PROGRAMS

Ph.D.



M.ED.



The Lifelong Learning and Adult Education M.Ed. Program has partnered with the World Campus for the online delivery of the program. All M.Ed. students are advised by [ADTED program faculty](#). The M.Ed. degree is geared toward students who intend to pursue careers in the professional practice of adult education. Graduates are qualified to provide leadership in one or more of the following domains of adult education practice: teaching and learning, curriculum and instructional design and development, program planning and administration, or curriculum and/or program evaluation. At the [M.Ed. program website](#), you will find information about courses, costs, application procedures, contact information, and more.

D.Ed.



* Indicates required items for this component

TABLE

Component which allows end users to easily compare information.

Q: What kind of content should this be used for?

A: Cost information; deadlines.

Q: What pages can I use this on?

A: Interior

Fields:

- Table Caption
- Add Row

Best Practices:

- Include no more than 5 columns

Name	Height	Species	First Appearance
Chewbacca	2.5m	Wookiee	A New Hope
Han Solo	1.8m	Human	A New Hope
R2D2	1.0m	Droid	A New Hope
Boba Fett	1.0m	Human	A New Hope



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