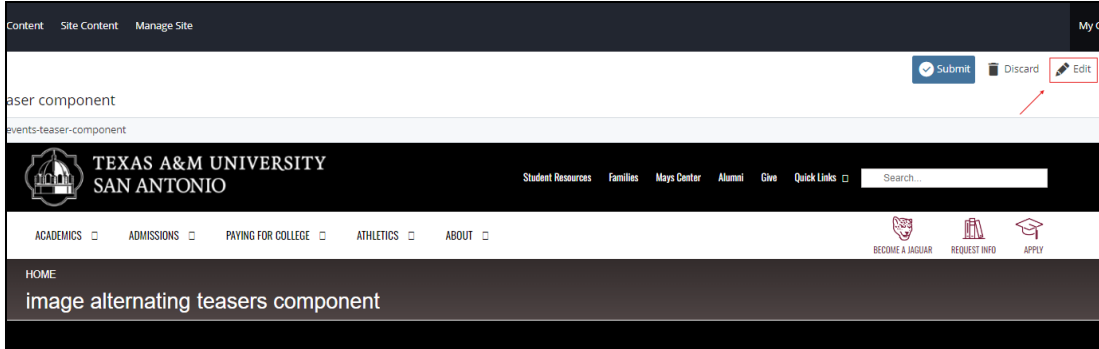


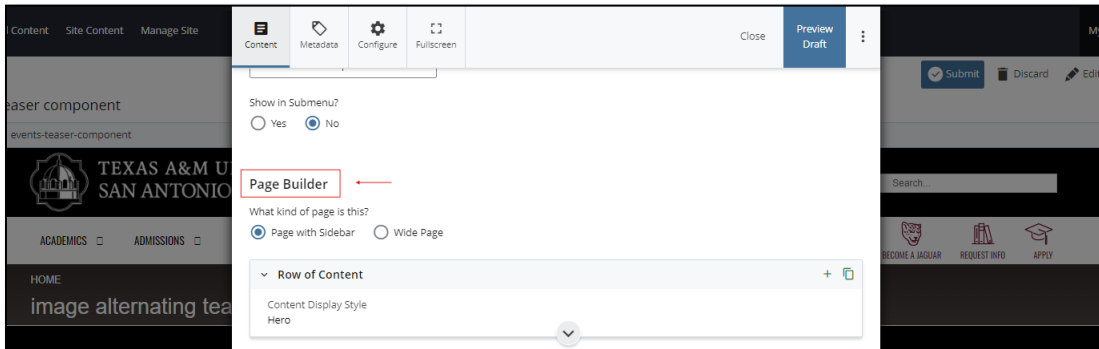
Image Alternating Teasers Component

This document will explain how to use the “Image Alternating Teasers Component”.

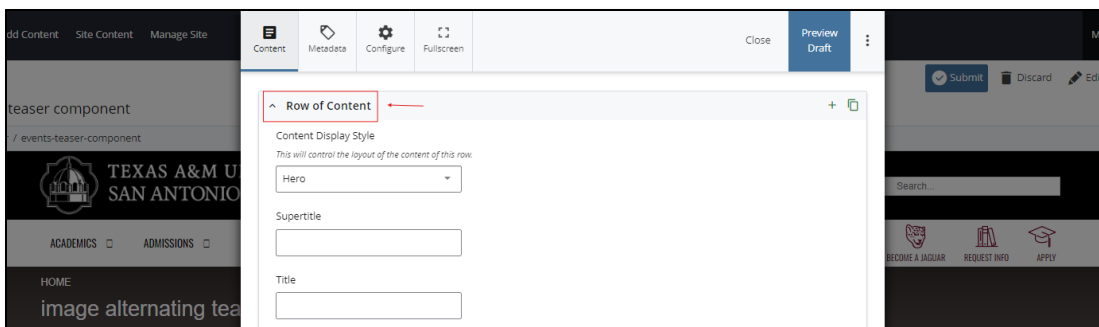
1. Click the “Edit” button at the top right of the screen. (screenshot below)



2. Navigate to “Page Builder” section, under “Show in submenu?”. (screenshot below)

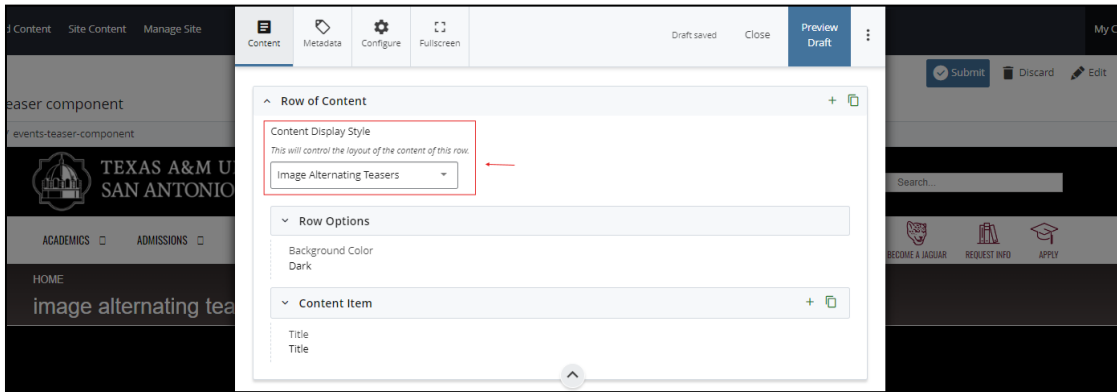


3. Open the “Row of Content” block by clicking the arrow to the left of the “Row of Content” title. (screenshot below)

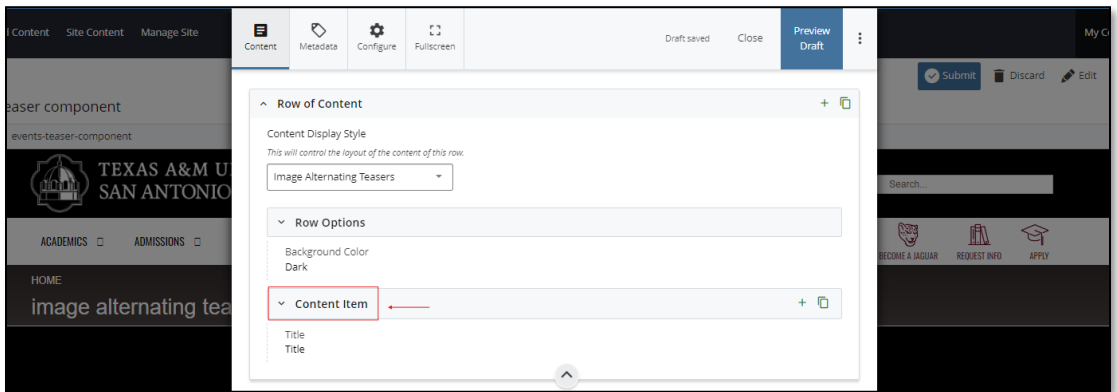


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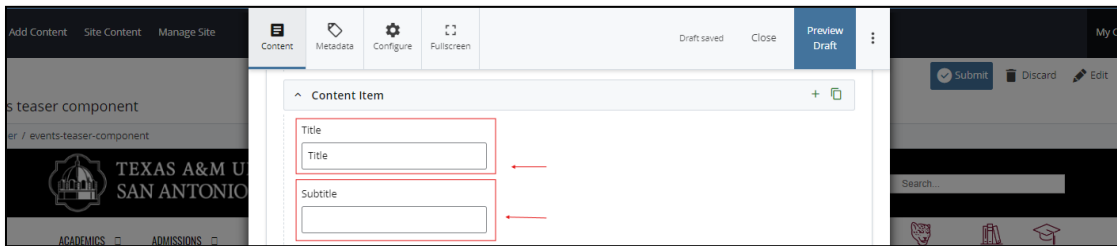
4. Open the **“Content Display Style”** dropdown menu and select the **“Image Alternating Teasers”** option. (screenshot below)



5. Open the **“Content Item”** block. (screenshot below)

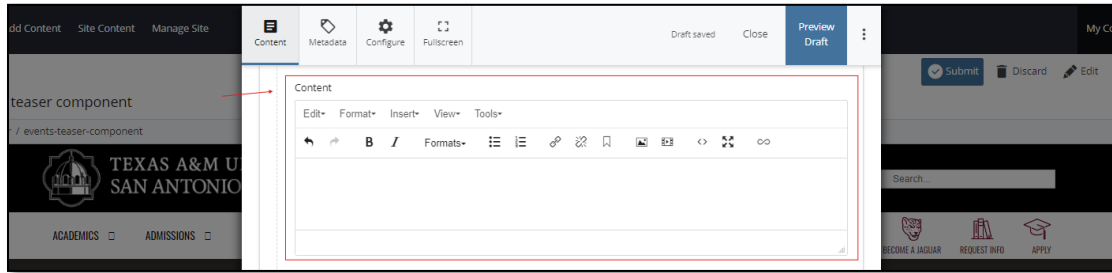


6. Fill out the **“Subtitle”** and/or **“Title”** entries. (screenshot below)



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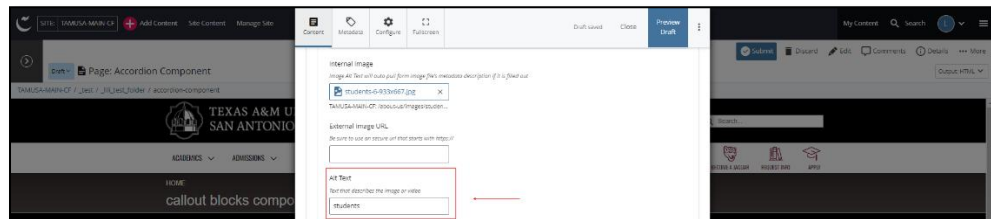
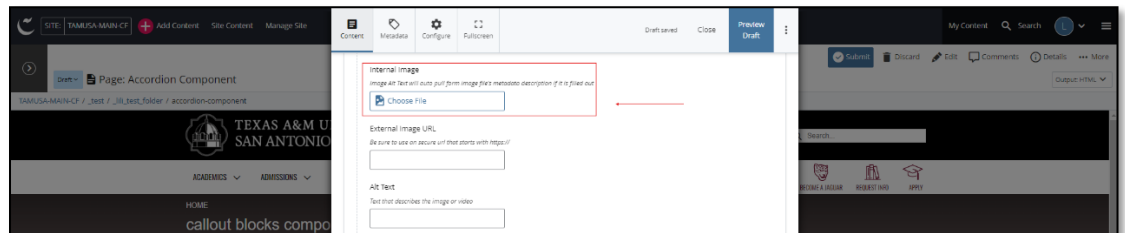
7. Fill out the “Content” entry. (screenshot below)



- a. This block has a WYSIWYG to format and edit the content in the content block. WYSIWYGs will be explained in another video.

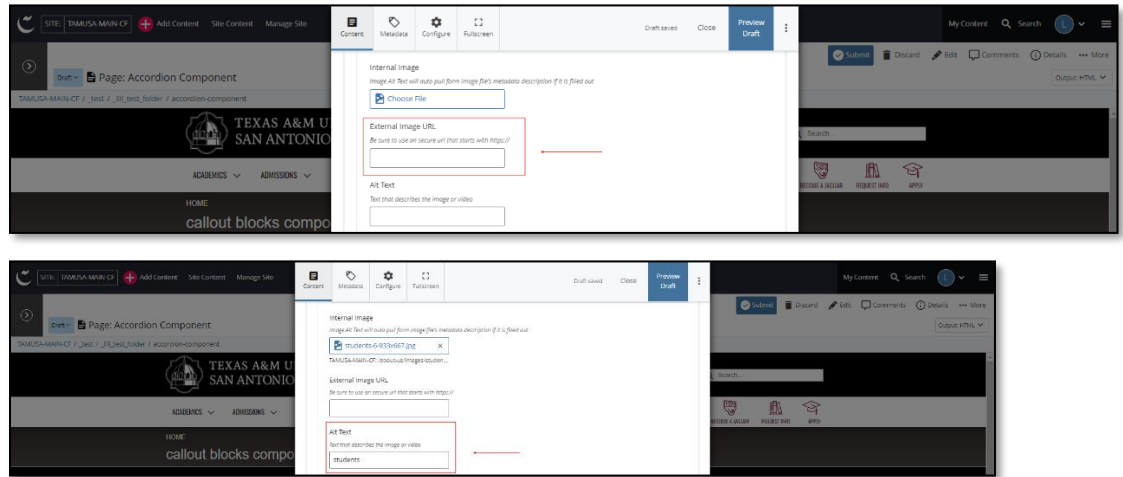
8. Scroll down to “Internal Image”. (If you did not upload your image into Cascade please move on to “9”) Click on the “Choose File” entry and choose the image you would like to add. Finally, ensure the internal image contains “Alt Text”. (screenshot below)

- a. Please ensure any images uploaded into Cascade are within an “Image” folder.
- b. Adding internal images is optional.



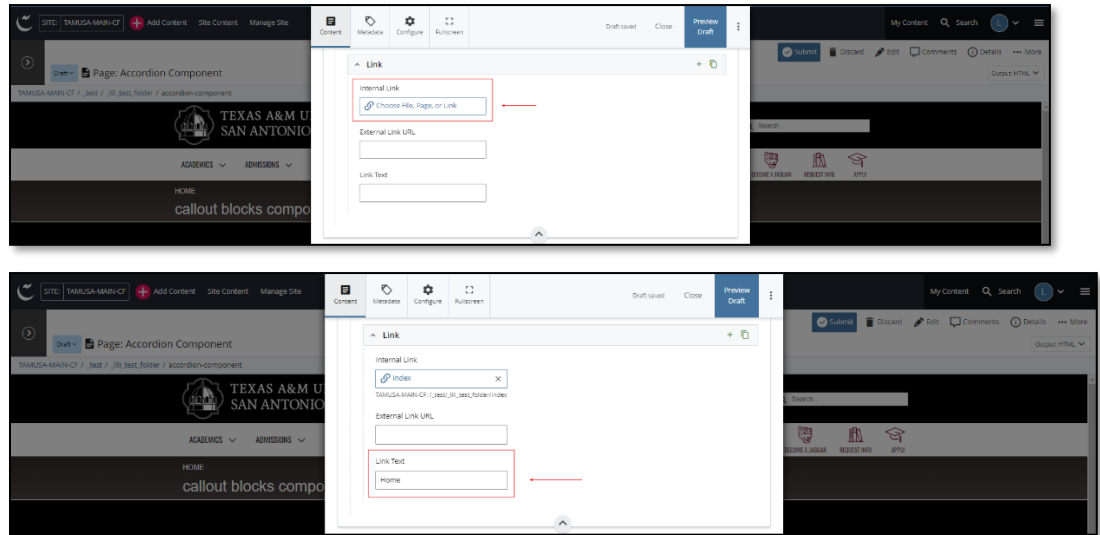
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9. Click on the **“External Image”** entry and enter the URL image address. Finally, ensure the external image contains **“Alt Text”**. (screenshot below)
- a. *Adding external images is optional.*



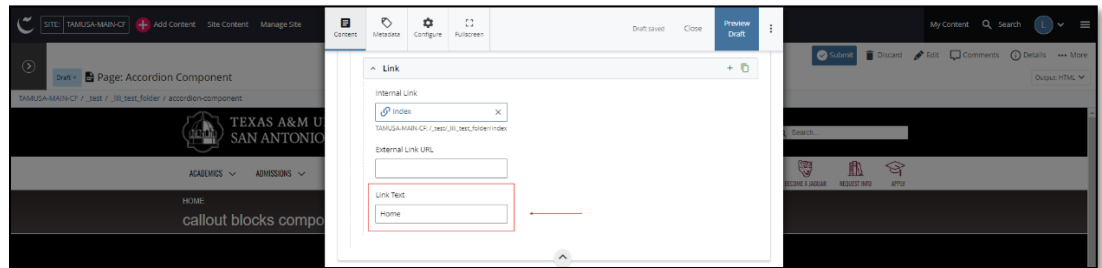
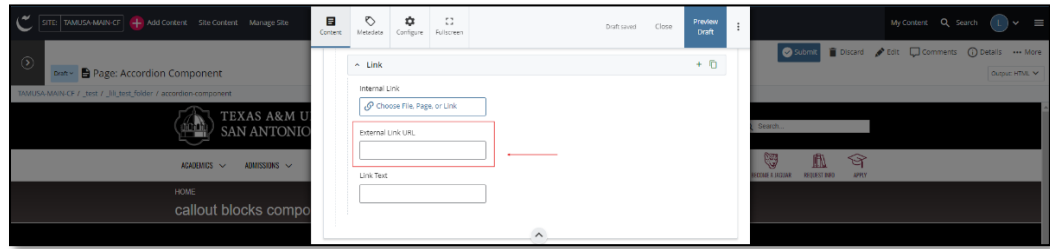
10. Scroll down to **“Internal Link”**. (If you *did not* upload a link into Cascade please move on to **“11”**) Click on the **“Choose Files, Page, or Link”** entry and choose the file, page, or link you would like to add. Finally, locate the **“Link Text”** entry and give your internal link a title. (screenshot below)

- a. *Please ensure any links uploaded into Cascade are within an **“_links”** folder.*
- b. *Adding an internal link is optional.*

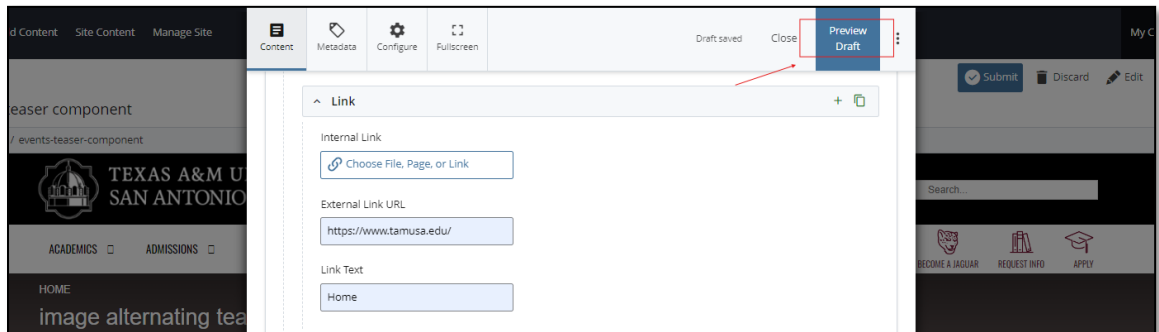


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11. Click on the **“External Link”** entry and enter the URL address. Finally, locate the **“Link Text”** entry and give your external link a title. (screenshot below)
- a. *Adding an external link is optional.*

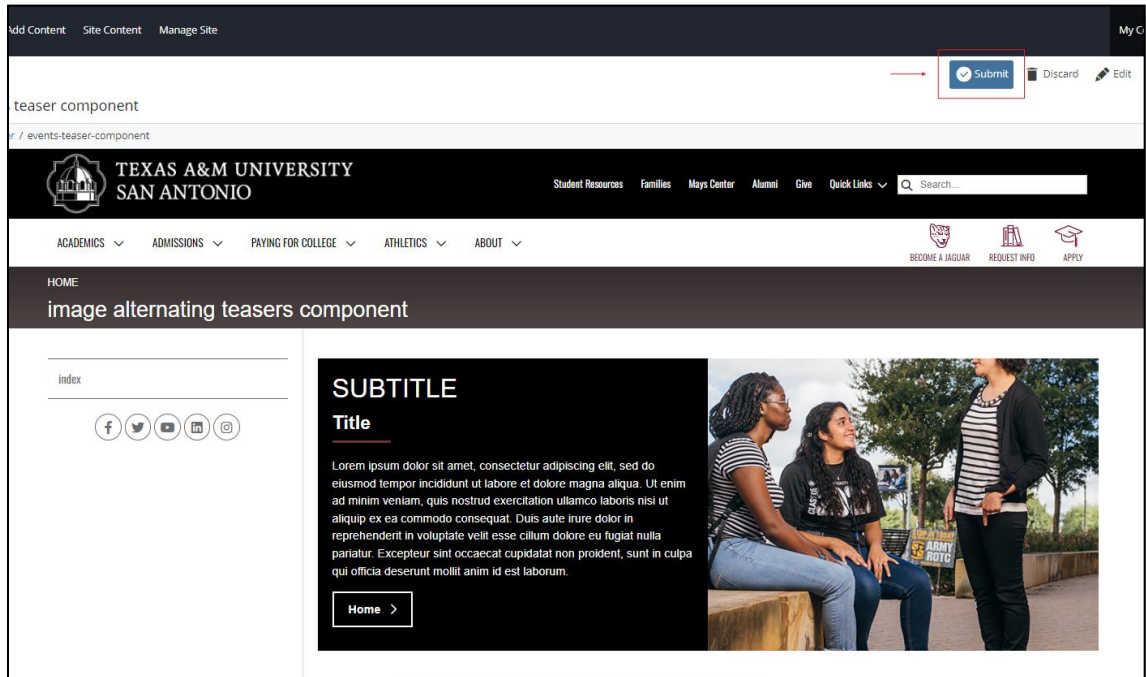


12. After making edits, click on the blue **“Preview Draft”** button at the top right corner. (screenshot below)



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13. If you like what you've created click on the **“Submit button”** otherwise click on the **Edit** button if you'd like to continue to make changes. (screenshot below)



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Practical Applications for Image Alternating Teaser

The image alternating teaser component is a visually engaging layout that pairs descriptive text with alternating images to create a dynamic storytelling experience. This design draws attention to key content by breaking up text-heavy sections and using relevant visuals to reinforce the message. It helps improve user engagement, makes information easier to digest, and adds aesthetic appeal to a webpage, encouraging exploration and interaction. Below is a list of examples we can use an image alternating teaser for.

- Academic Programs
- Campus Life
- Study Abroad Programs
- Historical Milestones
- Athletic Championships
- Research Initiatives