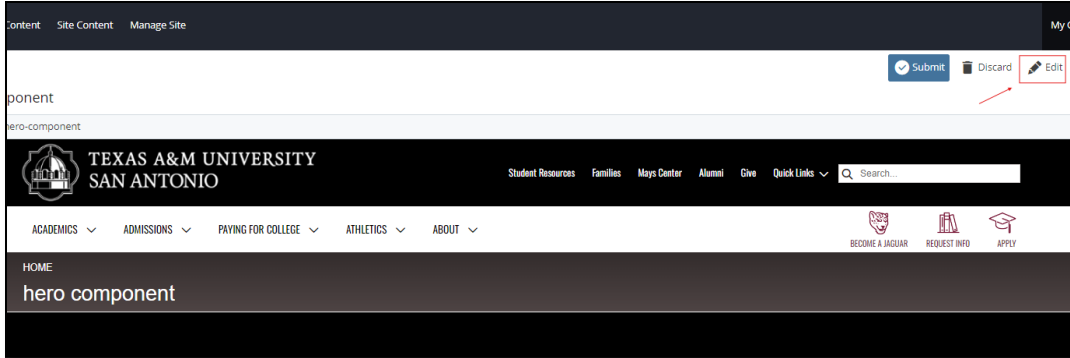


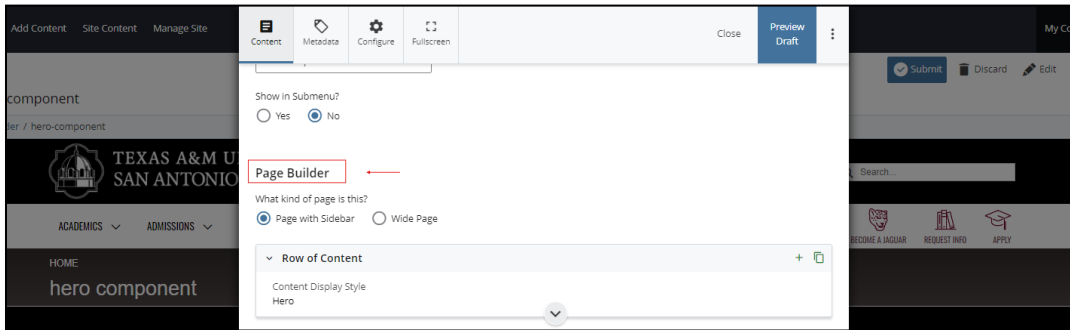
Hero Component

This document will explain how to use the “Hero Component”.

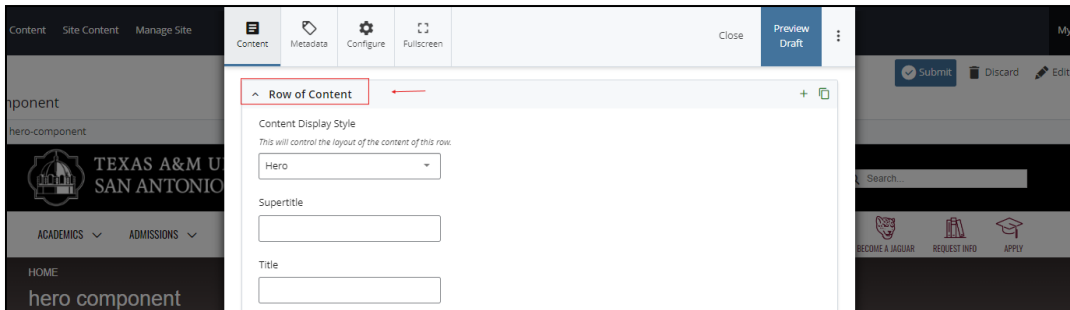
1. Click the “Edit” button at the top right of the screen. (screenshot below)



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

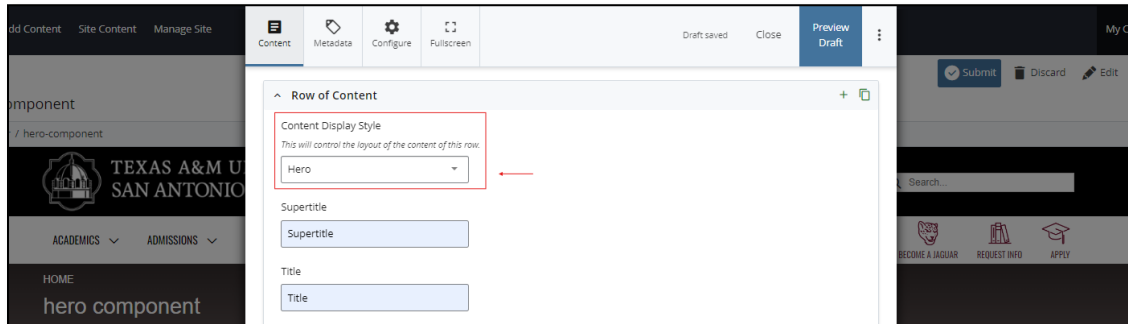


3. Open the “Row of Content” block by clicking the arrow to the left of the “Row of Content” title. (screenshot below)

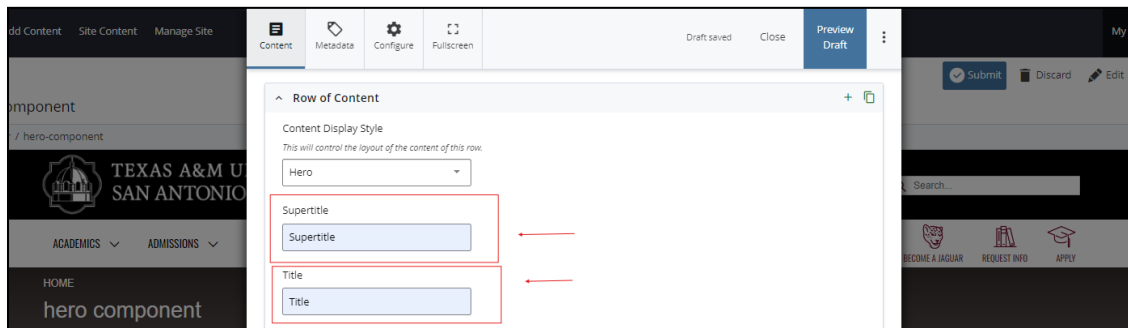


(Next Page)

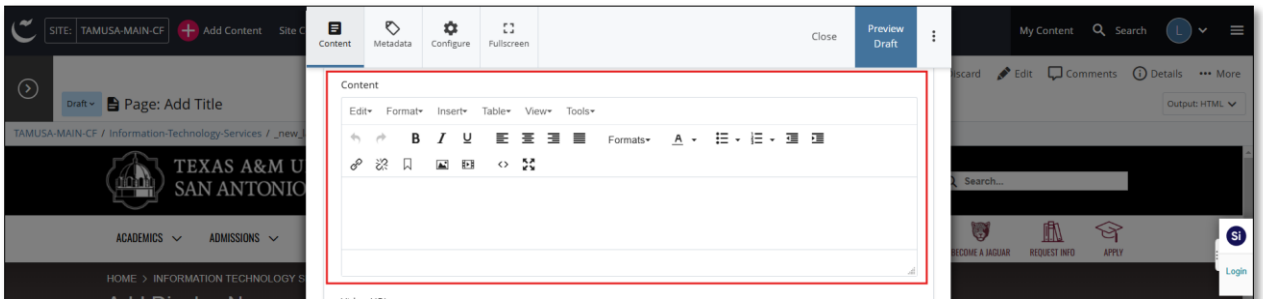
4. Open the **“Content Display Style”** dropdown menu and select the **“Hero”** option. (screenshot below)



5. Fill out the **“Supertitle”** and/or **“Title”** entry. (screenshot below)



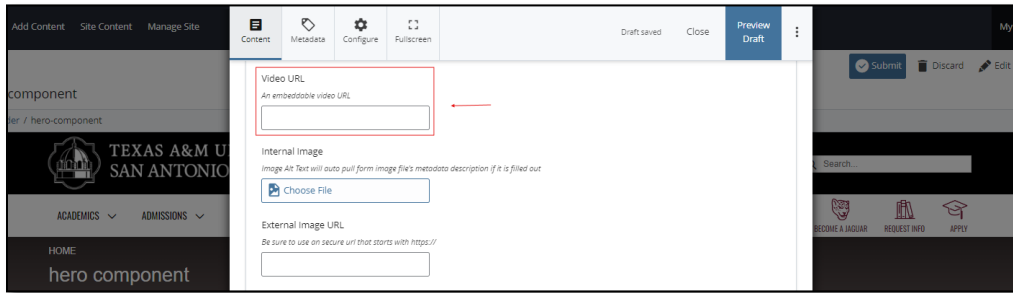
6. Fill out the **“Content”** entry. (screenshot below)



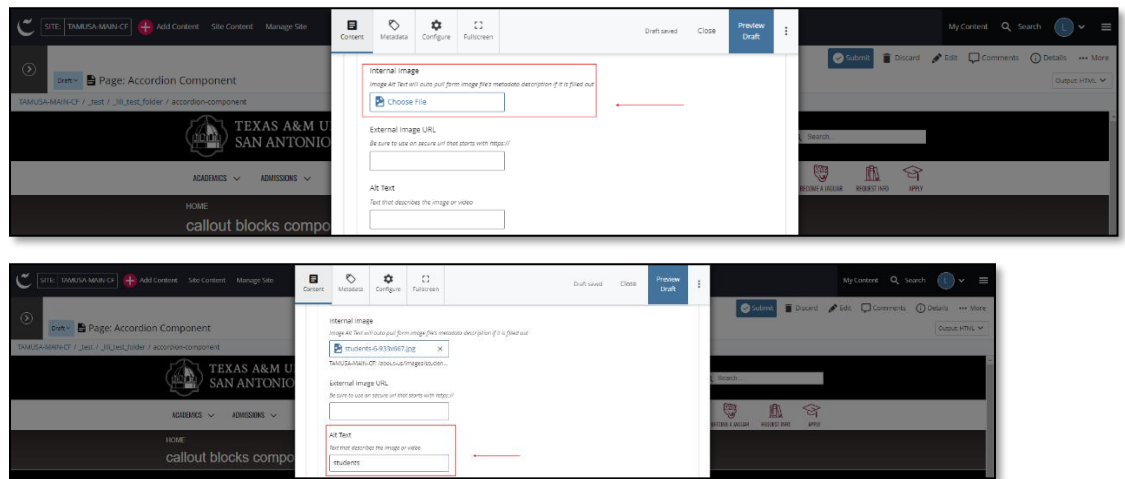
- a. *This block has a formatting tool (WYSIWYG) to edit the content in the content block. WYSIWYGs will be explained in another video.*

(Next Page)

7. Scroll down to the **“Video URL”** entry. Enter the URL video address. (screenshot below)
- a. *The URL video address should not be uploaded into Cascade, this will be an external URL video address.*

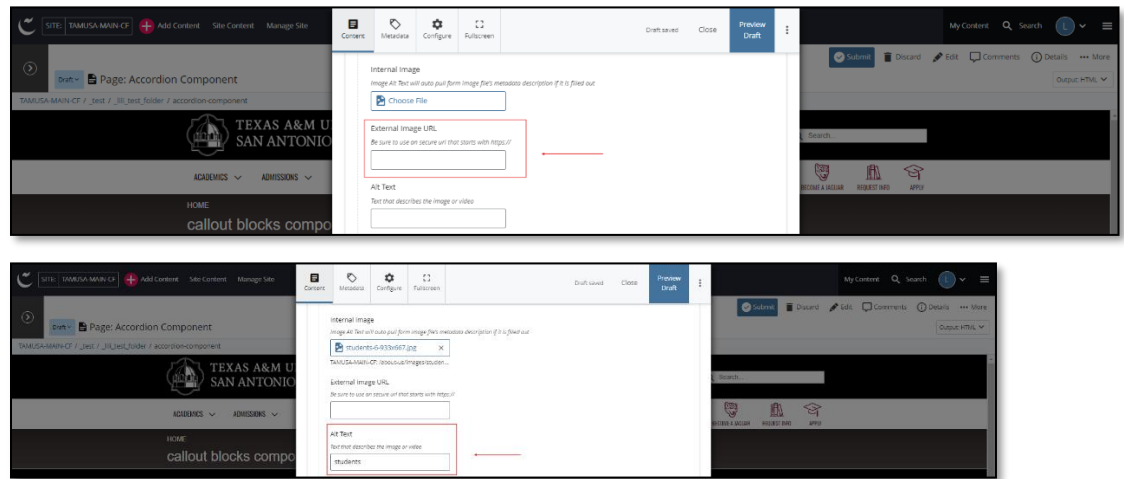


8. Scroll down to **“Internal Image”**. (If you did not upload your image into Cascade please move on to “9”) Click on the **“Choose File”** entry and choose the image you would like to add. Finally, ensure the internal image contains **“Alt Text”**. (screenshot below)
- a. *Please ensure any images uploaded into Cascade are within an “Image” folder.*
 - b. *Adding internal images is optional.*

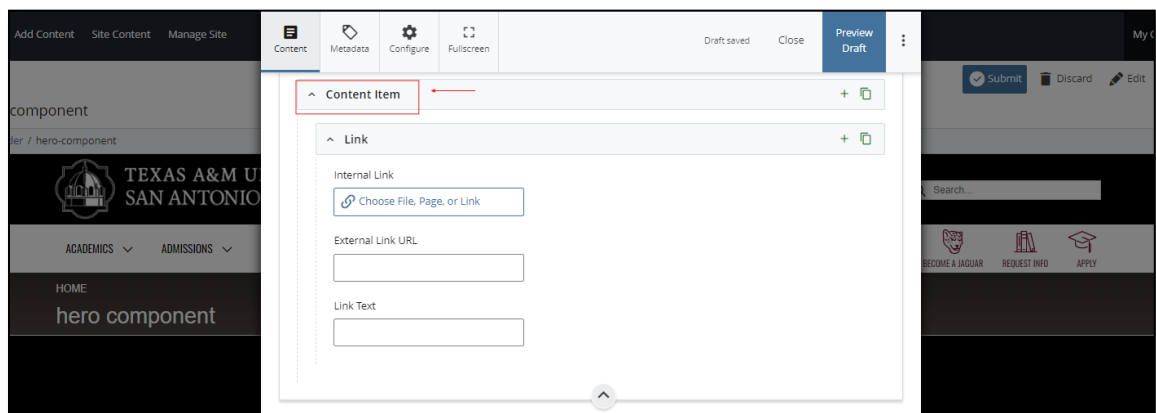


(Next Page)

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.*

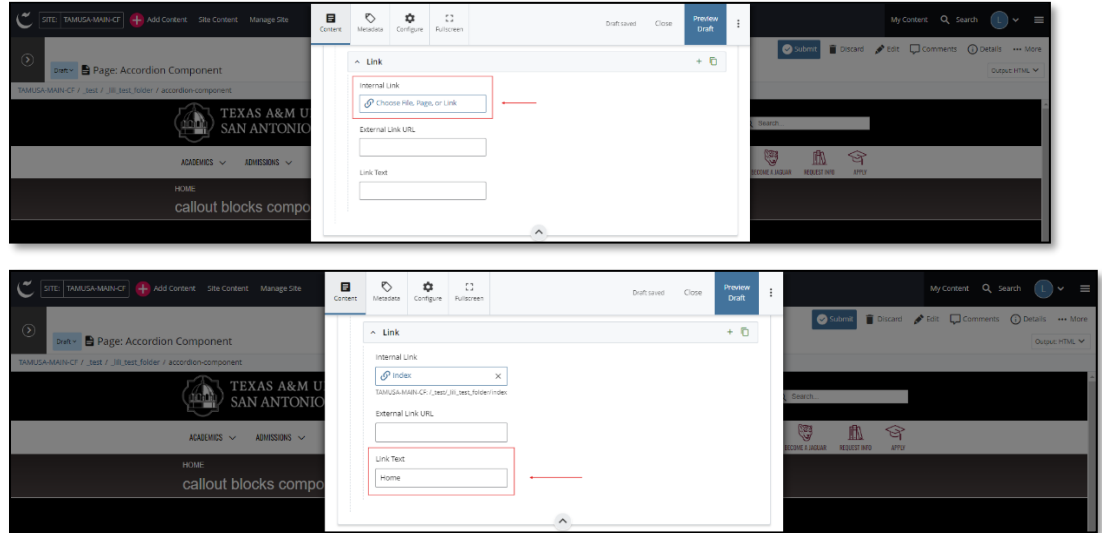


10. Scroll down and expand the **“Content Item”** block, by clicking the *arrow* to the left of the **“Content Item”** title. After expanding the **“Content Item”** block, you should see the **“Link”** block inside the **“Content Item”** block. (screenshot below)

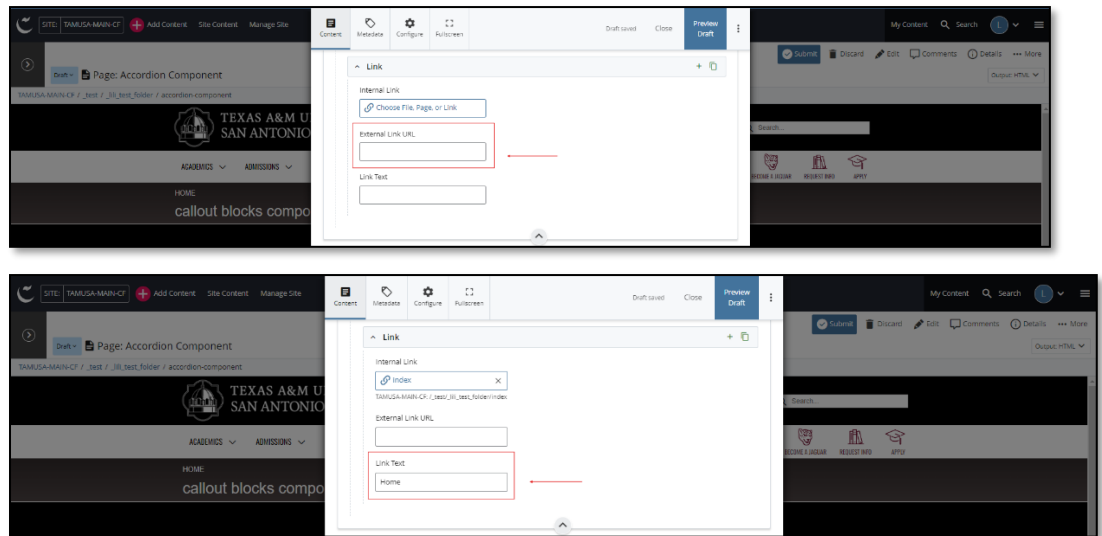


(Next Page)

11. Scroll down to **“Internal Link”**. (If you *did not* upload a link into Cascade please move on to “9”) 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.

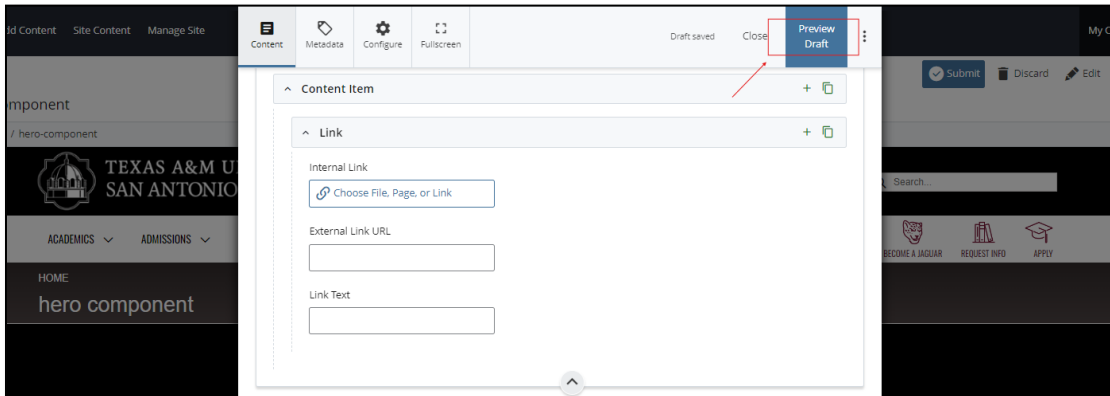


12. Click on the **“External Link”** entry and enter the URL address. Finally, locate the **“Link Text”** entry and give your external link a title. (screenshot below)
- a. Adding an external link is optional.

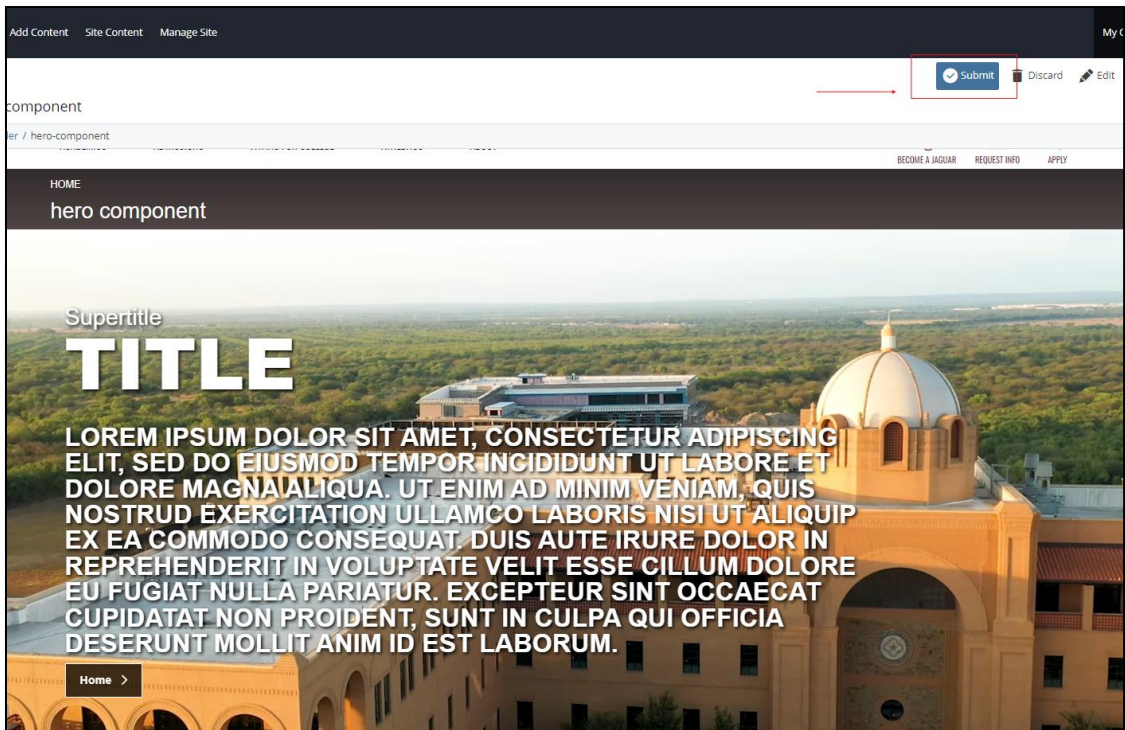


(Next Page)

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



14. Once you are satisfied, click on the blue **“Submit”** button, otherwise click on the **“Edit”** button if you would like to continue making changes. (screenshot below)



(Next Page)

Practical Applications for Hero

The "Hero" component is a visually impactful feature that universities can use to introduce a webpage with a bold title, a short descriptive supertitle, and supporting text. It is ideal for making a strong first impression and quickly conveying the purpose of the page, such as "Explore Campus Life" or "Discover Academic Excellence." Paired with a prominent background image and a clear call-to-action button, this component effectively engages users, setting the tone and directing them to explore further. Its concise text ensures clarity and focus, enhancing user experience. Below is a list of examples we can use the hero component for.

- Promoting Campus Tours
- Showcasing Academic Excellence
- Welcoming Prospective Students
- Announcing Key Events
- Highlighting Diversity and Inclusion Efforts