



Barnes Foundation Craft CMS Guide

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The Barnes Foundation

Craft CMS User Guide

Site Details

To access the production CMS for The Barnes Foundation website, please go here:

www.barnesfoundation.org/admin

You may be confronted with a http authentication window. Enter the following details:

USER: barnes

PW: bf!welcome

This will give you access to the Craft CMS log-in page. Please ask the site administrator for the correct credentials.

Introduction

Content on The Barnes Foundation website is managed via Craft CMS. This document serves as a user guide for how content should be managed in Craft CMS in order to maintain site performance and coherence with designs.

Within Craft CMS are five primary templates which form the basis of the website. In addition to these five templates, there are 12 common modules which can be added to certain templates in order to customize particular pages. Finally, Craft houses five 'singles' – custom pages with unique purposes.

Each template, module and single has its own purpose, unique functionalities, and rules for how it should be used.

Below is a high-level overview that describes the purpose of each template, module and 'single'. The remainder of this document details how to use each of these elements.

Overview: [Templates](#)

1. [Event Pages](#) - These pages house events and classes. They showcase information such as event descriptions, pricing, hours and dates.
2. [Exhibitions](#) - Exhibition pages have larger header images than event pages, but are otherwise identical.
3. [Detail](#) – Detail pages include a sub-navigation menu that allow the users to explore different aspects of a larger topic. Each item in the sub-navigation menu on a detail page is *also* a detail page. For example, 'About' is a detail page that includes four other detail pages: 'Our Mission and History,' 'Leadership,' 'Governance,' and 'Careers and Volunteering.'
 - a. About, Support, Teachers, Press and Host an Event are all detail pages – as are the sub-pages within each of these pages.
4. [Simple detail](#) – These pages are used to house simple text-based content such as press releases and news articles.
5. [Series](#) – Infrequently used, these pages can be used to showcase a series of events or exhibitions.

Overview: [Modules](#)

1. [Paragraph](#) – a paragraph module is a basic text module and can be used on any template aside from the Series template.
2. [Sponsor](#) – a sponsor module showcases sponsor organizations for events, exhibitions and classes. It can be also used on detail pages and simple detail pages.
3. [Media](#) – a media module can be used to embed YouTube videos and SoundCloud audio. It can be used on event/exhibition templates and detail pages.
4. [Image](#) – An image module showcases an image, and can be used in conjunction with other image and paragraph modules. It can be used on event/exhibition pages and detail pages.

5. [Gallery](#) – A gallery module showcases a series of images and has three different styles. It can be used on event/exhibition pages and detail pages.
6. [Timeline](#) – A timeline module showcases a series of events. It can be used on event/exhibition pages and detail pages.
7. [People](#) – A people module showcases a series of people. It can be used on event/exhibition pages and detail pages.
8. [Product](#) – A product module can be used on event/exhibition pages and detail pages.
9. [Quote](#) – A quote module can be used on exhibition pages to showcase a quote from an artist or another authority.
10. [Membership](#) – The membership module was designed to showcase the different membership options for the Barnes site. It primarily lives on the ‘membership’ detail page.
11. [List](#) – A list module can be used on a detail page to show a list of items or pages.
12. [Go Further](#) – Automatically enabled on event and exhibition pages, the go further module encourages users to explore other, related pages.

Overview: Singles

1. [Homepage](#) – The homepage includes three slots for featured events and exhibitions.
2. [Plan Your Visit](#) – Houses information vital to visiting to The Barnes Foundation, including directions, pricing and tour details.
3. [Take a Class](#) – Showcases upcoming classes. Users can filter by type.
4. [What's On](#) – Showcases upcoming events and exhibitions. Users can filter by type.
5. [Our Collection](#) – Technically an exhibition page, this page has some unique formatting elements and is deserving of its own section.

Guide: Creating a New Page from Templates

To create a new page from an existing template:

1. Navigate to ‘entries’ from the hamburger menu in the CMS.
2. Click the arrow on the ‘New Entry’ button in the top right corner of the screen.
3. Choose the desired template.
4. Follow the instructions below to fill out the template and create your new page.

Event and Exhibition Templates

These pages house events, exhibitions and classes. They showcase information such as event descriptions, pricing, hours and dates.

Create a new event

1. Add Title (10-70 characters)
2. Add Background Image. This is the image that shows up on the top of the page. Ideally, the image should be 885x580 or larger.
3. If you plan on featuring this event on the homepage (you can learn how to do that [here](#)), you should:
 - a. Add a ‘main image.’ This image should ideally be the same one as the background image and should also be 885x580 or larger.

- b. Add a 'vertical homepage image.' This is the image that shows on the homepage on *mobile*. This image should be 562x1000 or larger.
4. Toggle 'display date' to on.
5. Set the event start/end date and time.
6. If this event recurs once a week, toggle that on.
7. Add a short description (this is for SEO and social) of 150 characters or less.
8. Add instagram hashtag 'barnesfoundation' or customize.
9. Input pricing information.
10. Ensure 'Become a Member Button Copy' is filled out with 'Become a Member'
11. Ensure Ticket Button Copy' field is filled out with 'Buy Tickets'
12. Add an 'event category' that corresponds to an existing category on the 'What's On' page.
 - a. To add or edit event categories, [click here](#).

Create a new exhibition

Actions are the same as 'create a new event,' except:

1. The background image should be at least 1327 x 1529px.
2. A headline can be added. The headline will display over the background image.

Add a new class

1. Follow the instructions under 'create a new event'
2. Add an 'event category' that corresponds to an existing category on the 'Take a Class' page.
 - a. To add or edit class categories, [click here](#).

Detail Template

Detail pages include a sub-navigation menu that allow the users to explore different aspects of a larger topic. Each item in the sub-navigation menu on a detail page is **also** a detail page. For example, 'About' is a detail page that includes four other detail pages: 'Our Mission and History,' 'Leadership,' 'Governance,' and 'Careers and Volunteering.'

About, Support, Teachers, Press and Host an Event are all detail pages – as are the sub-pages within each of these pages.

Adding or Editing a Detail Page

Detail pages should be added sparingly – in general, only to replace existing detail pages,

1. Add a 'title'
2. Select a background image of at least 1330 x 330.
3. Add no more than a sentence or two of text in the 'body' field.
4. Add at least three 'child' pages (see below).
5. Save.

Adding Child pages

Each detail page is assigned several 'child' pages. These are the pages that show up in the sub-nav menu.

In order to edit which pages show up as 'child' pages in the detail page sub-nav menu:

1. Navigate to the desired 'child' page (or create a new one) in the CMS. This 'child' page should be a detail page.
2. Assign this page a 'parent' by clicking the '+choose' button on the right side of the screen under the 'parent' field.
3. Select the desired 'parent' detail page.
4. Edit the title according to what you'd like to see show up as a header in the sub-nav menu. Ideally, this title should be one word and no more than three.
4. Save.

Adding or Editing links to Detail Pages in Hamburger Menu

1. Navigate to Globals > Menu in the CMS (<http://barnes.stage.a17.io/admin/globals/menu>)
2. Find the desired 'option' module or create a new one.
 - a. Click the gear icon and expand
 - b. Change the 'Label' and 'Link' to point toward the desired page

Simple Detail Template

These pages are used to house simple text-based content such as press releases and news articles. They live within detail pages.

Create a Simple Detail Page

1. Add Title
2. Set 'Page Alignment' to centered.
3. Create a paragraph module and add the Press Release or News Item Text to the Module
4. Save the page
5. Navigate to the Press Releases (or 'In The News') page:
 - a. Press Releases:
<http://barnes.stage.a17.io/admin/entries/detailPages/718-press-releases>
 - b. In the News:
<http://barnes.stage.a17.io/admin/entries/detailPages/720-in-the-news>
6. Add a new 'list item' in the 'list module'.
7. Add a title.
8. Subtitle should be the date
9. Add a description.
10. Click 'add a link.'
11. Search for the desired Press Release/News Item
12. Press 'Select'
13. Save the page

Series Template

Infrequently used, these pages can be used to showcase a series of events or exhibitions.

- a. Add a title
- b. Create a custom slug
- c. Add tags – any event, exhibition or class that has one of these tags will show up on your series page.

Guide: Adding Modules

Pages can be modified with the following modules.

1. Paragraph Module

A paragraph module is a basic text module and can be used on any template aside from the Series template.

About the Event

The second performance in our three-part jazz series features Spanish guitarist and composer Oscar Peñas, whose music has been described by WNYC as “transnational cool.”

Nominated for an Independent Music Award in 2015, Peñas fuses Spanish folk music and Brazilian grooves over an American jazz base. Peñas's quartet features harmonica player Yotam Ben-Or, bassist Moto Fukushima, and drummer Richie Barshay.

1. A paragraph module should include a basic ‘title’ field (which displays to the left in large, bold letters) and a ‘paragraph’ field for body text.
2. The background should not be set to gray, and the ‘button copy’ and ‘button link’ fields should be left empty.

2. Sponsor Module

A sponsor module showcases the sponsors of the event.

Sponsors



Major support for *Mohamed Bourouissa: Urban Riders* is provided by Étant Donnés Contemporary Art, a program of the FACE Foundation, developed in partnership with the Cultural Services of the French Embassy in the US, with lead funding from the Florence Gould Foundation, the Helen Frankenthaler Foundation, the French Ministry of Culture and Communication, and Institut français, Paris.

1. 'Title' field should say 'Sponsor' or 'Sponsors' (if there are more than one)
2. Paragraph field can be left empty or used to provide detail on event sponsors.
3. Logo should be at least should be at least 153 x 65 px.
4. Add Sponsor Name
5. Add link to Sponsor website.
6. Click the '+ Sponsor' button to add another sponsor field and add additional sponsors as necessary.

3. Media Module

A media module can be used to embed a SoundCloud file or YouTube video.

Interview with Mohamed Bourouissa

The artist talks about his work and the *Urban Riders* exhibition on **VERSO**, our new behind-the-scenes podcast series.

Subscribe to VERSO by searching for "Barnes Foundation" on iTunes, Google Play, or your favorite podcast app.



1. Place the embed code into the 'Embed' field.
2. Choose Source: YouTube or SoundCloud
3. Choose Style: Individual.

4. Image Module

An image module is just that – an opportunity to add an image to the page. It can be used in conjunction with additional image modules as well as a paragraph module.

Exhibition Highlights

Drawings and Costumes

In 2014, Bourouissa spent nine months in Strawberry Mansion, a low-income neighborhood in North Philadelphia, working with the Fletcher Street Urban Riding Club. The drawings and collages displayed in the exhibition include preparatory studies for Horse Day, sketches documenting the artist's time in Philadelphia, and works he made after the conclusion of his stay.

The 2014 Horse Day event featured horses and riders clad in everything from paint to fabric to tinsel to old CDs. Several of these costumes, the product of collaborations between riders and local artists, are showcased in the exhibition.



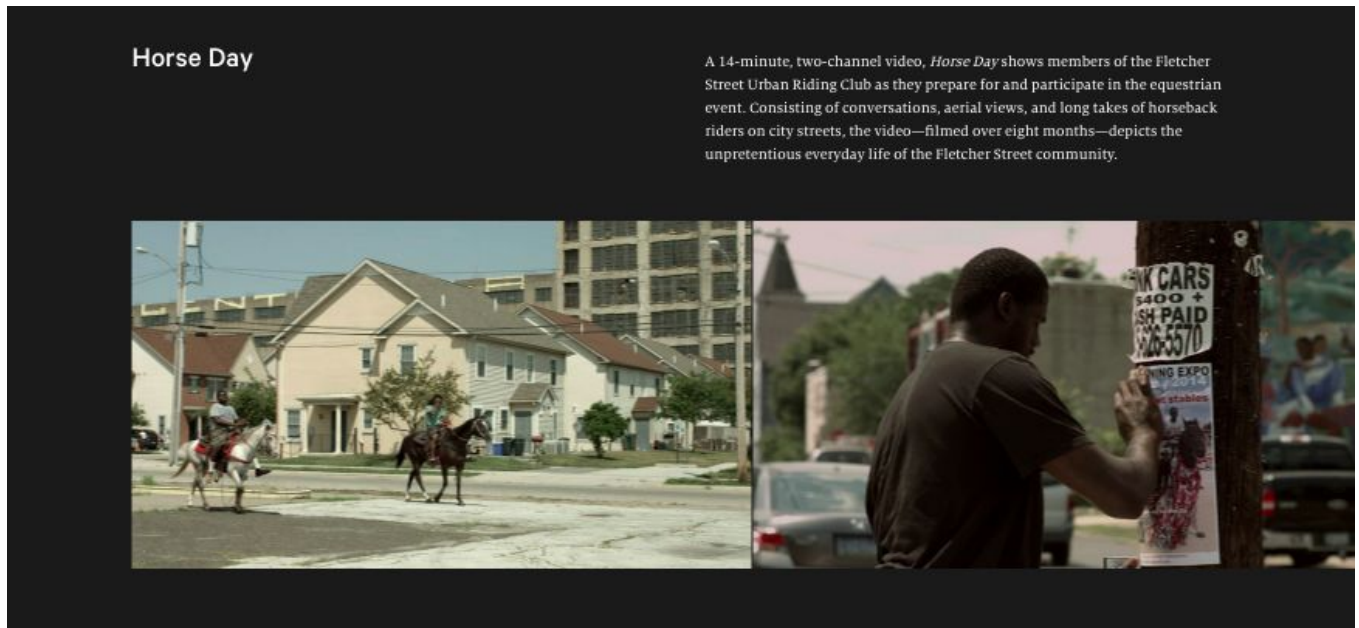
1. Upload an image file.
 - a. If it's a portrait, it should be at least 700 x 1050 px.

- b. If it's a landscape, it should be 1440 x 590 px.
2. Choose 'location'.
 - a. If it's a portrait, choose either the icon that shows block on the left of the text or the right of the text.
 - b. If it's a landscape, choose the icon that shows the text below the image.
3. Add 'alt text' describing the image. Ideally less than ~60 characters.

To group images together, simply click the +image button in the image module.

5. Gallery Module

A gallery image can be used to show a variety of images together.



1. Behavior: A gallery image can appear one of three ways.
 - a. 'Slider' shows the images in a slider, as seen above.
 - b. '2 columns' shows (at least) four images divided into two columns, with an even number of images in each column.
 - c. '4 columns' shows (at least) eight images divided into four columns, with an even number of images in each column.
2. Adding images: Every image added to the Gallery should have:
 - a. An image file of at least 800x450.
 - b. Alt text of less than ~60 characters.

6. Timeline Module

A timeline can be used to show a series of events, either as a historical record or as a showcase of the schedule for an event.

This is a Timeline

10 PM

Something happened



11PM

Another thing happened



Every event within a timeline should have:

1. a. A date and/or time
2. b. An image of at least 480x360px.

7. People Module

People modules are used to showcase individuals or a list of individuals.

A people module can have one of three 'styles':

1. List: A simple list of names

- a. Lists only need the 'name' field filled out.
2. Image & Description

Executive Staff



Thomas Collins
Executive Director and President

An innovative educator and accomplished art historian, administrator, and author, Mr. Collins, a Philadelphia native, has more than 20 years of experience at some of America's top arts institutions, including the Pérez Art Museum Miami (PAMM); the Neuberger Museum of Art in Purchase, New York; the Contemporary Museum in Baltimore; the Contemporary Arts Center in Cincinnati; the Henry Art Gallery in Seattle; and the Museum of Modern Art in New York.

- a. Fill out the 'name' and 'title' fields
- b. Add a Image of at least 275 x 385
- ci. Add a description as necessary
3. Image, Quote & Description

Executive Staff

"I am so happy to be part of the Barnes."



Thomas Collins Executive Director and President

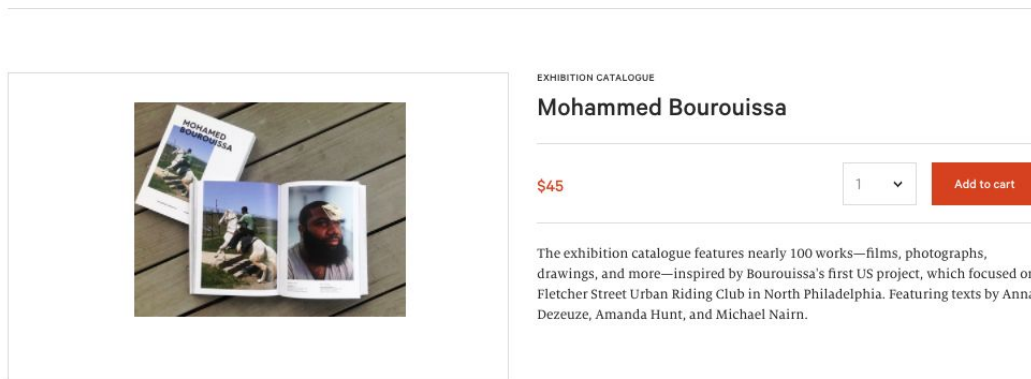
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- a.. Fill out the 'name' and 'title' fields
- b. Add a Image of at least 85 x 110
- c. Add a quote and description as necessary.

8. Product Module

A product module can be used on event/exhibition pages and detail pages.



1. Add a label or category (this is what shows as 'exhibition catalogue' in the image above).
2. Add 'Title' (this is what shows as 'Mohammed Bourouissa' in the image above)
3. Add a price
4. Add a description
5. Add an image that is at least 380 x 300.
6. Add the proper product ID from the Shopify site

9. Quote Module

A quote module can be used on detail pages to showcase a quote from an artist or another authority.



1. Add the quote
2. Add the source as the 'citation.'

10. Membership

The membership module was designed to showcase the different membership options for the Barnes site. It primarily lives on the 'membership' detail page.

Patron \$90/year

Patron members enjoy the following benefits for one individual:

- Unlimited free admission to the collection and exhibitions, with reservations
- Two guest passes
- Priority access to collection and special exhibition tickets
- Member-only programs, including monthly Meet Your Masterpiece tours
- Member-only previews of all special exhibitions
- 50% discount on guided tours of the collection
- Significant discounts on public programs, including our new film, lecture, and music series
- Complimentary admission to First Friday! events
- 10% discount at the Barnes Shop, Garden Restaurant, and coffee bar
- 10% discount on all classes and workshops
- 20% discount on parking
- Monthly member-only e-newsletter

All but \$50 of Patron membership dues are tax-deductible.

Gift a Gift

Renew

Join

Contributor \$159/year

Contributor members enjoy all the benefits of the Patron level, for two adults and all children under 18 in the household.

All but \$50 of Contributor membership dues are tax-deductible.

Give a Gift

Renew

Join

Supporter \$275/year

1. Edit the text in the 'paragraph module
2. Press the 'add a membership' button to add a new membership option.
 - a. If the new membership page hasn't been created yet, you'll need to create a simple detail page with the correct information (see below).
 - b. If the new membership page has already been created, simply select it and press 'select.'
 - c. Save the page.

Creating a new membership page

1. Create a new page
2. Add a title
3. Toggle 'Membership Template' on
4. Add membership details to 'body.'
5. Add pricing information to 'prices.'
6. Create three buttons 'under membership links'
 - a. First Button
 - i. Button Text: Give a Gift
 - ii. Button URL:<https://tickets.barnesfoundation.org/orders/316/tickets?membershipCategoryId=58b0768879e71d16ee72f64a&isGift=0&action=join>
 - iii. Button Timestamp: toggle on
 - b. Second button
 - i. Button Text: Renew
 - ii. Button URL:<https://tickets.barnesfoundation.org/auth/316/members?ref=https%3A%2F%2Ftickets.barnesfoundation.org%2Fmembership%2F316%2Fprofile>

- iii. Button Timestamp: toggle off
 - c. Third button
 - i. Button Text: Join
 - ii. Button URL:

<https://tickets.barnesfoundation.org/orders/316/tickets?membershipCategoryId=58b0768879e71d16ee72f64a&isGift=0&action=join>
 - iii. Button Timestamp: toggle on

11. List

A list module can be used on a detail page to show a list of items or pages.



List 1

TKTKTKTKTKT



List 2

TK

For each list item, provide a:

1. Title
2. Description
3. Image of at least
 1. Provide a title
 2. Description
 3. Image of at least 225 x 145
 4. A link if you'd like the list item to direct the user to a particular page on the website.

12. Go Further

Automatically enabled on event and exhibition pages, the go further module encourages users to explore other, related pages.

Go Further



NIGHTLIFE / FILM

Film Series: *La Haine*

Monday, September 4, 7:30 – 9:15pm

This French film follows the lives of three young men from immigrant families in the aftermath of a riot.



NIGHTLIFE / TALKS

Domenic Vitiello: The Sanctuary City
Thursday, September 7, 5:30 – 7:30pm

Domenic Vitiello, associate professor of urban studies at the University of Pennsylvania, discusses the sanctuary movements of the 1980s and today.



FREE / NIGHTLIFE / SOCIAL

Open House: #BIKETOBARNES
Thursday, September 14, 5 – 8pm

Come for the unveiling of Indego's new wraps—based on Barnes paintings—and stay for the party and free access to Mohamed Bourouissa: *Urban Riders*.

The 'Go Further' module algorithmically selects three related events/exhibitions.

1. If you'd like to manually select the three related events and exhibitions:
 - a. On the event/exhibition page in the CMS, change 'Related Content Switch' from 'automatic' to 'manual.'
 - b. Add three events/exhibitions with the 'add an entry' button.

Guide: Editing Singles

Homepage

Add a new 'Featured' event or exhibition

'Featured' events and exhibitions show up on the homepage. Only three can be added to the homepage at a time.

1. Navigate to the desired event or exhibition entry.
2. Add a 'main image.' This image should ideally be the same one as the background image and should also be ~885 x 580px or larger.
3. Add a 'vertical homepage image.' This is the image that shows on the homepage on *mobile*. This image should be 562x1000.
4. Save the entry.
5. Navigate to the 'Home' entry in the CMS:
<http://barnes.stage.a17.io/admin/entries/homepage/2-homepage>
6. Click 'Add an Entry'
7. Search for the desired entry and select it.
8. Save the page.

Schedule a new 'Featured' event or exhibition

1. From the 'Home' entry in the CMS
(<http://barnes.stage.a17.io/admin/entries/homepage/2-homepage>), click the '+ schedule' button.

2. Using the '+Add an entry' button, select three events/exhibitions
3. Select a time (this is when the new homepage will go live)

Schedule new mobile header text

Mobile header text is the text that appears in the white menu bar on the top of the screen on mobile.

1. Navigate to Globals > Mobile - Getting There
(<https://barnesfoundation.org/admin/globals/gettingThere>)
2. Click the '+Schedule' button.
3. Change the 'Welcome Message'
4. Add a time.

Plan Your Visit

Module Order should be as follows:

1. Hours
2. Prices
3. Tours and Groups (this is a 'list' module)
4. Accordion - Services
5. Accordion - Getting Here

Plan Your Visit Module: Accordion

The accordion module is unique to Plan Your Visit.

Getting Here

Located in the heart of Philadelphia, the Barnes is easily accessible by car, bike, or public transportation. We offer on-site parking—with charging stations—and bike racks for your convenience.

How are you coming to the Barnes?

By Car	▼
By Public Transportation	▼
By Bike	▼

To use an accordion module:

1. Create a title ('Getting Here' in above image.)
2. Add a description ('Located in the heart of Philadelphia...' in the above image)
3. Add a 'Question' ('How are you coming to the Barnes?' in the above image)
4. Add elements as needed ('By Car' and 'By Bike' in the above image)
5. Add text or image content in the 'content field'

What's On

Add or Edit category

'Categories' refer to filters on the 'What's On' page. Users can use categories to filter for specific event types.

1. Navigate to 'What's On: <http://barnes.stage.a17.io/admin/entries/whatsOn/8-whats-on>
2. Tap 'add a category'
3. Select an existing category or tap 'new main categories category'

Assign Categories to Events/Exhibitions

1. Navigate to the desired event/exhibition.
2. Scroll to the bottom and tap '+add a category'
3. Select the desired category.

Take a Class

Edit Body Text

This is the text that shows up below the header image.

1. Navigate to the Take a Class Page in the CMS:
<http://barnes.stage.a17.io/admin/entries/takeAClass/7-take-a-class>
2. Edit the text in the Body Module

Edit Button Text and URL

This is the button that shows up to the right of the body text.

Edit Text: See the 'Button Text' Field

Edit Button URL: See the 'Button URL Field'

Edit Existing Class Category

1. Navigate to the 'Category' page in the hamburger menu on the left side of the CMS.
2. Search for the category.
3. Edit title or body text.

Add Existing Class Category

1. Navigate to the Take a Class Page.
2. Click 'add a category'
3. Search for and select the category.

Add New Class Category

1. Navigate to the Take a Class Page.
2. Click 'add a category'
3. Click 'New Main Categories category'
4. Enter Title, Body and Slug
5. Press 'save'

Assign Categories to Classes

1. Navigate to the desired class.
2. Scroll to the bottom and tap '+add a category'
3. Select the desired category.

Our Collection

Our collection is a a exhibition page with some unique formatting elements.

Everything in the 'Our Collection' page is the same as an exhibition page, except:

1. 'Display date' should be toggled off
2. Custom date field should say 'ongoing'

Module Order should be as follows:

1. Paragraph
2. Images
3. Paragraph
4. Gallery
5. Paragraph
6. Images
7. Paragraph

Miscellaneous Functions

Save and Preview a Draft

1. Save the page as a draft by clicking the arrow on the 'save' button and then clicking 'save as a draft.'
2. Once saved as a draft, click the arrow to the right of 'Live preview' to preview the page.

Revert a Page to a Previous Version

1. On any page, click the 'Current' button and select the previous draft you'd like to see.

Edit Alert Text

1. Navigate to the alert page: <https://www.barnesfoundation.org/admin/globals/alert>
2. Edit the Body Text
3. Toggle 'enabled' on.
4. Save.

Schedule Alert Text

1. click the '+ schedule' button.
2. Using the '+Add an entry' button, select three events/exhibitions
3. Select a time (this is when the new alert will go live)

Edit Footer Text

1. Navigate to this page: <https://www.barnesfoundation.org/admin/globals/footer>
2. From here, you can change button text or URLs.
3. You can also edit the text and location info.

Edit the Shop

Shop content is handled in Shopify, a separate CMS.

Further Support or Questions

Please contact jesse@area17.com.