

Duke University: Campus Life Web Page Framework

Start with universal header/navigation

Hero Section: Dynamic Visual Experience

- **Feature:** Full-width hero image (rotating images) or autoplay background video.
- **Visuals:**
 - Rotating images/videos of campus events, student activities, faculty-student interactions, athletics (basketball and football), and Duke's iconic landmarks.
 - Example: Students studying in the Duke Gardens, sports fans in Cameron Indoor Stadium, and faculty engaging with students.
- **Overlay Text:**
 - **Headline:** "Experience Duke: Where Learning, Community, and Discovery Thrive"
 - **Subtext:** "From first-time visitors to lifelong Blue Devils, our campus life is vibrant, diverse, and full of opportunities."
- ~~**Call-to-Action (CTA) Buttons:**~~
 - ~~"Explore Campus Life"~~
 - ~~"Plan a Visit"~~
 - ~~"What's Happening at Duke?"~~

These can be handled down the page

Navigation & Quick Links

A sticky top menu with the following sections:

- **Student Experience** (Student Affairs, QuadEx, Graduate & Professional Students)
- ~~**Libraries & Academic Resources**~~ (Duke's Libraries, Study Spaces, Research Resources)
- **Living at Duke** (Housing, Dining, Health & Wellness, Bricks to Stone Program)
- **What to Do** (Arts & Culture, Recreation & Athletics, ~~Community & Engagement~~)
- **Community & Engagement** (Duke Engage, Service Learning, Student Organizations, Durham Partnerships)
- **Campus Resources** (Emergency, Accessibility, Transportation, Safety, Maps & Navigation)
- **Events & News** (Duke Calendar, Student Spotlights, Social Media)

Need to evaluate sections / navigation in-page

The Student Experience

- **Intro text:** “Immerse yourself in a vibrant academic community where students thrive. Engage with diverse perspectives, explore cutting-edge facilities, and discover opportunities that foster growth and innovation. From collaborative learning environments to enriching extracurricular activities, every moment is a chance to explore, create, and achieve your full potential.”
- **Visuals:** Image grid featuring diverse student groups, academic life, and community events.
- **Text Content:**
 - *QuadEx:* "An inclusive living and learning experience integrating Duke’s social, residential, and intellectual life. The **Bricks to Stone** tradition is an integral part of QuadEx, symbolizing the transition of first-year students from East Campus (‘Bricks’) to West Campus (‘Stone’), where they officially join their assigned residential quad."
 - *Bricks to Stone Video:* [Watch the Bricks to Stone Ceremony](#)
[Can video be added to a gallery? Would we want to?](#)
 - *Student Organizations:* "Over 400+ clubs and organizations to help you find your place." <https://duke.campusgroups.com/> (more details on [Duke Groups](#))
 - *Graduate & Professional Students:* "Resources and support tailored for your academic and professional journey."
- **CTA Buttons:** "Discover More" links to each section:
[Do we need to better direct visitors to the linked content on the page or change what these items are saying?](#)

[Make “Libraries” a sub-section of Student Experience](#)

Libraries & Academic Resources

- ~~**Visuals:** Side-scroll or accordion list of Duke’s libraries.~~
- ~~**Text Content:**~~
- ~~Use horizontal scrollable image cards with short labels: "Perkins & Bostock," "Rubenstein," "Lilly," etc.~~
- ~~**CTA:** "Explore Our Libraries", Final card = [View All Libraries] → links to library.duke.edu~~

~~Include “Quiet Study” vs. “Collaborative Study” spaces with toggleable tabs.~~

Since Libraries is covered well in Academics, this can be a single item with “Learn More” link that goes to Libraries anchor in Academics page.

Image is good. Use this text:

“Duke’s vast library system supports all aspects of academic and research work. They are also places for collaborative study or simply quiet moments.

Learn More”

Living at Duke

- **Visuals:** Carousel showcasing dorms, dining halls, fitness centers, and wellness programs.
- **Text Content and content blocks:**
 - *Housing:* "From traditional dorms to residence halls with shared community spaces, Duke offers a variety of housing options." (East to West)
 - *Dining:* "Savor diverse cuisine options with sustainable and nutritious meal plans."
 - *Health & Wellness:* "Your well-being matters. Find resources for mental health, fitness, and medical support."

[Ben to gather resources for H&W](#)

Map-linked dining locations

Map probably needs to be an image (like in the mock up) with linked text to the actual map. “Use Duke Maps to find the late night, vegan-friendly or meal-plan eligible spots – or whatever you are looking for across campus”

- ~~Scrollable tiles~~
- ~~Filter by:~~
 - ~~Meal Plan Eligible~~
 - ~~Late Night~~
 - ~~Vegan-Friendly~~
 - ~~Dining Spots~~
 - ~~*Health & Wellness:* "Your well-being matters. Find resources for mental health, fitness, and medical support."~~
- **Interactive Feature:** Virtual tours of dormitories and campus dining locations. [Do these exist? Need to reference them to determine what is possible. These wouldn't be built for launch.](#)

~~What to Do:~~

~~Split sections:~~

Arts & Culture Duke Arts → Nasher Museum, performances

- **Visuals:** A scrolling showcase of Duke Arts events, student performances, Nasher Museum exhibits.
- **Text Content:**
 - *Duke Arts:* "A thriving hub of creativity, from student productions to world-class performances." & CTA
 - *Music & Performance:* "Experience Duke's vibrant music, dance, and theater scene." & CTA
 - *Nasher Museum:* "Explore contemporary art exhibits and student-led initiatives." & CTA
 - *Student Groups gallery* & CTA
- **CTA:** "See Upcoming Events" – [Do we embed events? Let's test.](#)

Recreation & Athletics → K-Ville, Cameron, Rec Center

- **Visuals:** Highlight reel featuring Blue Devil athletes, club sports, intramurals, and recreational activities.
- **Text Content:**
 - *K-Ville:* "~~Discover the student experience behind Duke Basketball traditions.~~" photo/video "Why we tent" **Cameron Indoor Stadium** [link to plan game day]
 - ~~*Duke Football:* photo/video **Brooks Field at Wallace Wade Stadium**~~

[Maybe gallery of lots of sporting event images](#)

- *Recreation & Intramurals:* "Join club sports, work out at Wilson Gym, or take part in intramural leagues." [\[Rec Center Sched?\]](#)
- ~~**CTA:** "Join the Action" [Buy tickets] [Rec Center Schedule]~~

Community & Engagement → DukeEngage, Service Learning, Student Organizations, Durham Partnerships

- **Visuals (tile blocks):** Duke students volunteering, partnering with Durham organizations, study abroad experiences.
- **Text Content:**
 - *Duke Engage:* "Service-learning opportunities that make an impact."

- *Student Groups gallery* & [CTA](https://duke.campusgroups.com/)
<https://duke.campusgroups.com/>
 - *Duke/Durham Partnership*: "Engaging with the local community through service and collaboration."
- **CTA:** "Get Involved"

For Visitors

Interactive campus map preview block

- ~~Link to full map experience~~
- ~~Highlights:~~
 - ~~Visitor Parking~~
 - ~~Self-Guided Tour Info~~
 - ~~Signature Locations (Duke Chapel, Gardens)~~

~~Helpful Links:~~

- ~~Transportation & Shuttles~~
- ~~Hotels Near Campus~~

Campus Resources

- **Visuals:** Icon grid with links to essential resources.

[For Visitors callout – needs brief, directional text – able to be placed wherever](#)

[Links need intro sentence](#)

- Emergency Alerts
- MyDuke
- Accessibility
- Shuttle Schedules
- Career Center
- HR & Benefits
- Graduate/Professional Support
- Counseling
- DukeReach
- IT Help

- **Text Content examples:**

- *Emergency & Safety*: "Stay informed with Duke Alerts and campus security updates."
- *Accessibility & Transportation*: "Navigate campus with ease through shuttle services and accessibility resources."
- *Campus Maps & Navigation*: "Quick access to Duke's interactive campus map for wayfinding."
- *My Duke Portal*: "Your one-stop resource for student, faculty, and staff essentials."
- **CTA**: "Find Support"

Events & News

For Events & News callout – needs brief, directional text – able to be placed wherever

- **Visuals**: Embedded social media feed displaying the latest from Duke's Instagram, Twitter, and Duke Today.
- **Text Content**:
 - *Duke Calendar*: "Never miss an event! Stay up to date with campus activities." Consider features like current home page
 - ~~*Student Spotlights*: "Meet inspiring Blue Devils making an impact."~~
 - ~~*Duke Social Media*: "Follow along for real-time updates."~~ Repeat icons from footer – Make sure we are using "X" and not "Twiter"
- **CTA**: "See More News" and "View All Events"

End with the universal footer