Reason Overview

Reason is Carleton’s website builder. It’s a general-purpose tool that can manage most types of web content without additional customization or add-ons. Users with no special technical skills can easily build & update basic websites; with a bit of consultation and assistance, a fully-featured, customized site can be assembled quickly — with no custom coding.

Reason Basics

1. Carleton’s web presence is broken up into over 700 different websites, nearly all of which are managed by Reason. Each site has its own content: pages, images, events, forms, etc.
2. Most of the content in Reason can be shared and borrowed between sites. Photos, events, news stories, and other items can live in one site and appear on any number of other sites.
3. Design and content are managed separately. Each site has a visual theme associated with it, and the theme can be customized in many ways: colors, typography, and different layout options.
4. Pages are a special kind of item; they are the building blocks that provide the structure of the site.
   - Different page types are used to display your site’s content in different ways.
   - Most users have access to only a few page types, but many more are available.
5. Many simple edits and typo fixes can be made without leaving your web page.
   - When you’re logged in, you can turn on the edit in place option (in the footer of every Reason page) to quickly revise your page content, blurbs, events, and more.

Reason Self-Training

Many users find that they can get up to speed with basic website editing in about an hour of self-training by following these instructions. Please use the Firefox browser when working in Reason.

1. There are two places to find online help for working with Reason:
   - The Web Services website has a number of How-To Guides to help you manage your website.
   - On YouTube, you’ll find a series of 15 Reason CMS video tutorials.
2. Log in to Reason’s administrative interface at go.carleton.edu/reason.
   - If you see a list of websites in the left sidebar, select “Reason 101.”
   - If you need editing access to this or other sites, visit go.carleton.edu/webaccess.
3. Work your way through the tutorials and other documentation, while simultaneously creating your own page (or pages) in the Reason 101 training site.
4. After you’ve created a page, try as many other things as you have time for: borrow an image, create an event, put a text blurb on your page, and create a form.
5. If you want additional help, or some hands-on training, you have several options:
   - Visit the Web Wednesday drop-in help sessions from 10–noon every week in the Sayles-Hill Great Space or the Web Help “House Calls” on Thursday afternoons in various campus locations. Check the web services calendar for details.
   - Schedule additional training by emailing webservices@carleton.edu.

Web Writing Resources

People read differently on the web than on a printed page. To get your message across, you need to write differently too. Learn about effective writing for the web at go.carleton.edu/webwriting