

FARABI International School

Multilingual website for the FARABI educational ecosystem and its schools

Project type	Educational and corporate website
Platform	WordPress
Languages	Russian, Kazakh, English
CRM	Bitrix24
Delivery period	3 months
Project year	2024

1. Project overview

The website presents the FARABI educational ecosystem and its schools in Atyrau and Shymkent. It should explain the school's approach, programmes and community, provide practical information for parents, and collect admission and partnership enquiries.

Main goals

- Present FARABI as one educational ecosystem.
- Give each school its own clear presentation and content.
- Explain the academic approach, daily routine, fees, grants and additional activities.
- Publish news, events, vacancies and downloadable documents.
- Collect enquiries and send them to Bitrix24.
- Maintain all key content in Russian, Kazakh and English.

2. Website structure

1. FARABI Home
2. School Home
3. School Administration and Teaching Staff
4. Partnerships
5. Careers
6. School Calendar and Programmes
7. Daily Schedule
8. Tuition Fees
9. Grants
10. News
11. News Article
12. Events Calendar
13. Contacts
14. FAQ
15. Standard Content Page
16. Privacy Policy
17. Thank You Page
18. 404 Page
19. WordPress Administration Area

3. FARABI Home page

3.1 Hero section

- Full-width video or rotating image banner.
- School photography supplied and approved by the client.
- Support for imagery without decorative borders or overlaid logos.
- Clear navigation to schools and key sections.

3.2 About FARABI

- Short introduction to the educational ecosystem.
- Supporting image or video.

3.3 Mission, vision and values

- Mission statement.
- Vision statement.
- School values.

3.4 FARABI schools

- Atyrau school card and link.
- Shymkent school card and link.

3.5 Academic areas

- Section introduction.
- Text and supporting images for each academic area.

3.6 Extracurricular activities

- List of activities.
- Short descriptions where required.

3.7 FARABI news

- Latest news list.
- Link to the full News section.

3.8 FARABI community

- Community introduction.
- Supporting image.

3.9 Partners

- Partner value proposition.
- Partner logos.
- Partner-related news.

3.10 Careers and contacts

- Short vacancy cards with links to hh.kz.
- Main contact details and enquiry actions.

4. School pages

4.1 School Home

- Main banner.
- Whole-person development.
- Education in three languages.
- Career guidance.
- Latest school news.
- Open enquiry form.

4.2 Administration and Teaching Staff

Staff members are displayed as a manageable list. Each profile contains:

- Photo.
- Full name.
- Position.
- Short quote.

4.3 Partnerships

Partner cards contain a logo or image, partner name and link to the partner website.

4.4 Careers

- Vacancy list.
- Position title.
- Vacancy description.
- CV submission form or external application link.

4.5 School Calendar and Programmes

- Page introduction.
- Downloadable files with a title and file link.
- Additional activity categories.
- Activity descriptions and images.
- List of available classes or activities.

4.6 Daily Schedule

- Schedules grouped by class.
- Editable schedule items for each group.

4.7 Tuition Fees

Each fee plan contains:

- Plan name.
- Price.
- Description.
- Included benefits.
- Optional services such as transport and meals.

4.8 Grants

- Grant description and eligibility information.
- Application forms.
- Required documents.
- Application instructions.

5. News and events

5.1 News

The news list contains a preview image, title, date and short introduction. Pagination is required.

5.2 News article

The detail page contains a main image, title, publication date and full article content.

5.3 Events Calendar

Users can select a date and view events scheduled for that date. Event information should be managed through WordPress.

6. Information pages

6.1 Contacts

- Social media links.
- Addresses.
- Phone numbers.
- Company details.

6.2 FAQ

An editable list of questions and answers.

6.3 Standard Content Page

A reusable page template supporting headings, paragraphs, lists, links, images and other standard text elements.

6.4 Privacy Policy

Privacy policy and consent to personal data processing.

6.5 Service pages

Thank You Page: displayed after a form has been submitted successfully.

404 Page: displayed for removed or non-existent URLs and returned with the correct HTTP status.

7. Shared interface elements

Header

- Logo.
- Main navigation.
- Contact details.
- RU / KZ / EN language switcher.

Footer

- Page links.
- Social media links.
- Contact details.
- Copyright information.
- Developer credit where approved by the client.

8. Forms and Bitrix24

Admission, contact, partnership and vacancy forms should validate required fields before submission. After a successful submission, the user is redirected to the Thank You Page.

- Form submissions are sent to Bitrix24.
- Website fields are mapped to the agreed CRM fields.
- The form type, school and source page are included where applicable.
- A failed CRM request must not produce a false success message.

9. Content management

The client team should be able to manage the main website content without editing code.

- Manage schools, staff members, partners and academic areas.
- Manage vacancies, files, fee plans, grants, news and events.
- Update standard pages, FAQ entries and contact details.
- Maintain Russian, Kazakh and English content separately.

10. Technical requirements

- CMS: WordPress.
- PHP 8.1 or later.
- Apache 2.0 or later.
- MySQL 5.6 or later.
- HTTPS enabled in production.
- Responsive layout for desktop, tablet and mobile screens.
- Current versions of Chrome, Edge, Firefox and Safari.

11. Acceptance checklist

- ☐ All approved pages and sections are available.
- ☐ The website works correctly on desktop, tablet and mobile screens.
- ☐ The RU / KZ / EN language switcher opens the corresponding content.
- ☐ Staff, vacancies, fees, grants, news and events can be managed through WordPress.
- ☐ Downloadable files open correctly.
- ☐ Events are returned for the selected calendar date.
- ☐ Required form fields are validated.
- ☐ Successful form submissions create the agreed record in Bitrix24.
- ☐ The Thank You Page opens after successful submission.
- ☐ Non-existent URLs return the 404 Page and the correct HTTP status.

12. Design references

Wellington College International

Reference for the use of student photography. Images can be placed edge-to-edge without decorative frames or logos. The image may sit at the side, top or centre of the section. No text overlay is required.

International Schools Partnership

Reference for page transitions. The transition concept uses three dots and a short phrase before the next page opens. A similar branded transition can be developed for FARABI without copying the original implementation.

This document describes the agreed website scope at a portfolio level. Internal names, credentials, budgets and other confidential project information are intentionally excluded.