Presentation Overview

• Recap
• Information Architecture
• Design Elements and Style Tile
• Next Steps
Target Audience

- Undeclared & Prospective Students
- Current Students
- Faculty
- Staff & Admin
- Industry Partners
- Alumni
- Donors
- Hiring Corps.
- Prospective Faculty
- Community
Target Audience

- Donors, Alumni and Community
- Prospective and Undeclared Students
- Industry Partners and Hiring Corporations
- Current Students, Faculty and Staff
Project Goals

- Audience-Focused
- Well-Balanced Education
- Research & Scholarships
- Strong Relationships
- Student Outcomes
Timeline

1. Redesign Kick-off
2. Structure Review
3. Design Review
4. Final Review

Timeline:
- RESEARCH & DISCOVERY
- CONTENT & STRUCTURE
- DESIGN
- DEVELOPMENT
- LAUNCH
**Terminology**

**Information Architecture:** structure of a site; navigation flow and how content is organized

**Identity:** different visual components and features that help define the College and its various departments

**Style Tile:** a set of design elements that create a cohesive digital presence such as fonts, colors, icons and buttons

**Landing Page:** refers to any page that a user arrives at after clicking a hyperlink to enter a section of a site
Mobile-First Approach
Traditional Design Method
Mobile-First Method
Audience:
Provide What They Need, Where They Need It
Audience: How do they consume information?

- Various devices / screen sizes / locations
- Multiple entry points, search and links
- Different places in the decision-making process
How do we deliver information?

Current
- Unbalanced
- Static / Rigid
- Buried Info
- Duplicate Content
- Placeholder Pages

Improved
- Balanced
- Dynamic / Flexible
- Move to Top
- Modules, Links and Shortcuts
- Meaningful Content
How do we navigate?

Majors and Minors    Graduate Programs    Advising    Faculty    About
How do we navigate?

- Majors and Minors
- Graduate Programs
- Advising
- Faculty
- About

<table>
<thead>
<tr>
<th>First-Year Students</th>
<th>Prepare for Registration</th>
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</thead>
<tbody>
<tr>
<td>Transfer Students</td>
<td>Prepare for Graduation</td>
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<tr>
<td>Pre-Law</td>
<td>Career Services</td>
</tr>
<tr>
<td>Pre-Health</td>
<td></td>
</tr>
</tbody>
</table>
How do we make it easier?

**Persistent Links** *(calls to action)*
- Apply Now
- Give
- Visit
- Contact

**Shortcuts** *(identified by audience needs)*
- Prospective Students
- Current Students
- Faculty and Staff
- Parents
- Alumni
- Transfer Students
- Visitors
- Veterans

**Utilities** *(tools people use)*
- MySanDiego
- Blackboard
- Mail
- Maps
- Directory
- Calendar
- Bookstore
- Libraries
Department Site Structure

• What is it? → Programs
• How does it work? → Research, Fieldwork, Exhibits
• Where does it happen? → Labs, Galleries, Performance Venues
• What tools do we offer? → Resources, Clubs, Organizations
• Why are we awesome? → Why Choose (Program)?
Elements and Style Tile
Style and Elements

Round Edges: softer, lighter, more inviting

Slanted Line: modern, cool, engaging

APPLY TODAY

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**TITLE**
Classic Font (*confident, professional*)
Darker color (*bold, power*)
Decreased font size to increase real estate

**CONTENT**
Increased font size for readability
Quicker and easier to scan text

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**ON DESKTOP**
Increased title font size
Decreased content font size
More white space


– Anonymous


– Anonymous
Why Choose Psychology?


SEE MORE
In the News

USD Chemistry & Biochemistry Students Selected for National Honor Society
Aliquam sagittis turpis luctus, placerat augue vitae laoreet, risus rutrum gravida commodo, urna urna.

Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>MAR 27</td>
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Summary

• Dynamic content
• Clearly defined benefits for students
• Highlight department personality
• Consistent, *but flexible*
Next Steps

Design and Development Review
August 2015

Redesign Website
Presentation Slides and Style Tile
www.sandiego.edu/redesign
Thank You
and Q&A