

Site Needs & Goals Analysis Project 3

Project Summary:

1. Basic Overview

The assignment for project three was for us to fully utilize all the fantastic things we have learned during this semester by re-designing the current TMCC Graphic Communications Program webpage. Although the current site is very informative, it is considered by some to be kind of dry. Our goal is to re-create the website so that it is as much a source of information and as it is a marketing tool for the program.

2. Single Purpose

To be a hub of information about the graphics program available at TMCC and to create excitement in order to capture prospective students.

3. Secondary Purpose

To be a resource for current students where they can find information on faculty, courses, degrees and highlights.

Audience Profile

1. Who is your target audience

-Men and women between 17-50

-Current students, prospective students, parents, professionals and other adults who are looking to further their education.

-I expect the majority of the audience to have excellent to average computer/interet skills.

-Many will probably enter the TMCC GRC website through the main TMCC website or as directed by TMCC staff.

2. What is a typical task?

To research the graphic communications program and the degrees that are available.

3. What I want them to think/feel (3&4)

I want the audience to get the idea that the GRC program is up to date with current technology and offer education that is relevant to real life. With this design, I hope that prospective students will be excited to join the program. I also hope that it could be a website that current students of the program are proud of.

Communication Strategy

1. What is the overall message you are trying to convey?

Modern, graphic, relevant, professional

2. How will I convey that message? What are some specific visual goals? (2&3)

Clean graphic imagery, modest & controlled use of color, structured hiearchy of information.

4. How will I measure the success of the site?

I'd say that it is successful if current students of the program agree that the website is well representative of the program. It would be extremely successful if interest and applicants for the program increases.

Competitive Positioning

1. Who is the competition?

-Dan :)

-My fellow classmates who are also working on this project

-Websites belonging to other design schools/programs

2. How will this website be different?

I think my website will differ from my fellow classmates in my interpretation of the content and also in the structure of information. My design is similar to other design school websites in the utilization of clean, graphic elements while some of my classmates will take a different approach. I have also carefully re-organized the existing information in a way that I felt was more logical.

3. What does the comp use that my site will incorporate?

The competition will most likely use the same pre-existing information that is on the current website. They will also use the TMCC logo and some, or all, of the TMCC color scheme.

4. If redesigning a site, what areas are currently successful and why?

The existing content is very informative and laid out in a clear, concise way. The website gives a good overview for a prospective student and has good information for current students. The navigation is okay.

Targeted Message

-Relevant, Graphic, Modern