

Matthew Minten

GRC 175 - Web Design and Publishing I

Fall 2011

Project 3 – Site Needs and Goals

Project Summary:

1. Overview: Redesign the TMCC Graphic Arts Dept Website
2. Single Purpose: To add a graphic design element to the existing site.
3. Secondary Goals: Allow for a Student Gallery.

Audience Profile:

1. Target Audience: New students interested in graphic arts.
2. Typical Tasks: Look for information on classes, degrees, and faculty.
3. Have a modern feel about it.
4. Adjectives: modern, cool, fun, neon!

Communication Strategy:

1. Overall message: Graphic design can be something modern and cool.
2. How to convey message: Use a futuristic neon look to attract the visitor and supply information through links to classes, staff, student art, and degrees.
3. Visual goals: Neon, Modern - futuristic
4. Measuring Success: Via visitor statistics and time they stay on the site.

Competitive Positioning:

1. Competition: Other Graphic art schools: <http://art.colostate.edu/>  
<http://www.academyart.edu/graphic-design-school/index.html>  
<http://www.pacificdesignacademy.com/>
2. Differences: Add more design elements, not so basic like the academy of art.
3. Incorporate from other sites: Give all the necessary information for degree, easy navigation.
4. If redesigning: Current site is bland but useful. Need to spice it up a bit.

Targeted Message: Info for the GRC department can be displayed using graphic arts.