

Site Needs & Goals

GRC 175 Web Design & Publishing
Kyle Smith Project Three

Project Summary

The main objective for project three is to take the existing grc website which is rather dull and boring and redesign it to represent all the the grc program stands for. Five pages minimum consisting of; project overview, class list, degrees, instructor bio, and a student gallery.

Audience Profile

For this project my audience will be anyone who is interested in going to TMCC and attending the GRC program. Any range of age could potentially be viewing my site. Since anyone can view my site I need to make it accessible and quick load time for all. When visiting my redesign i want the same informational experience with a clean and inviting look. Some adjectives that would represent my site would be immersive, informative simplistic.

Communication Strategy

The main message I am trying to convey to my target audience would be an informative one mixed with some interactive elements that improve the user experience. I wanted to express how the grc program is a great opportunity to increase your skills as a person and get a job in the graphics community. I will measure the success of my site with the reactions and comments of the users of the site as well as tuition rates for the grc program.

Competitive Positioning

The competition for the site would be UNR and any other local college with a graphics program. I want my site to differ from my main competition by being informative in a innovative way by adding interactivity and dynamic content.

Target Message

Informative and elegant