

Site Needs and Goals Analysis: TMCC Graphic Communications Department

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Project Summary

This project is to create a design separate from the general TMCC website specifically for the Graphic Communications Department. The purpose is to create a site that “communicates graphically” rather than just through the use of text, and include additional content and functionality. The secondary goals of this site are to communicate a cohesive message that says “Graphic Design” rather than just “TMCC”.

Audience Profile

The target audience of this site is current and potential students of the Graphic Communications Department. A typical user is a person from Northern Nevada and a student at TMCC, which is likely to be somebody in their early 20's (ranging from late teens to late 20's, with outliers of greater age) who are artistic, but also somewhat technologically savvy (at least as users, not necessarily technologists) who have good internet connections and spend a decent portion of their time online. A typical task might be to research future classes they wish to take, find out about instructors, or look at the work of current students. A user of this site should feel an artistic, yet professional quality to the site (and by proxy, the department) which should convey the message that they would learn useful skills by attending the GRC program at TMCC. They should be thinking “this program will help me achieve my goals/dreams” and “I want to go here!” Adjectives used to describe the perception of the website include: professional, artistic, educational, quality.

Communication Strategy

The overall message trying to be conveyed by the site is educational and informational. This message will be conveyed through the content presented, primarily, but also through the overall feel of the website. If the site looks low quality, it won't make anybody want to attend the institution. Some specific visual goals should be to convey Graphic Communications and professionalism. The success of this message could be measured by polling of it's audience. (Questions like, “are you able to better find the information you're looking for?” and “does this make you want to attend the institution?” for instance.) Independent measures such as increased traffic to the site and increased enrollment can also indicate a successful redesign.

Competitive Positioning

The competition for this site is the sites of other college graphic communications departments. For instance, those found at the St. Louis Community College (http://www.stlcc.edu/programs/Graphic_Communications/index.html), Houston Community College (<http://swc2.hccs.edu/digicom/>), or the City College of San Francisco (<http://www.ccsf.edu/NEW/en/educational-programs/school-and-departments/school-of-liberal-arts/graphic-communications.html>). This site will differ, primarily in who it appeals to, since Community Colleges rarely attract students outside their region. But also will differ visually by focusing less on the college (as the current TMCC department page does), and more on the subject matter of the department. That said, there are useful things to be gained from those other pages, for

instance ideas about navigational layout and data structure. The current department site does a good job of linking with TMCC and providing information, and that content will certainly be carried over, however the referencing of the institution will be “toned down” somewhat. (i.e., the overall design of the TMCC website will not be used.)

Targeted Message

“artistic and educational professionalism”