

Website Needs & Goals

For TMCC Graphic Communications Dept.

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Project Summary

State general project information and goals for the site design. This should be an overview of the project as a whole.

1. What is the basic overview of the project?

The goal is to redesign an existing website for the Graphic Communications Department at Truckee Meadows Community College. It is based in Reno, Nevada, and it offers the only degree in graphic design in Reno. The current website is <http://www.tmcc.edu/vparts/grc/>.

2. What is the single purpose of the site?

The purpose of the site is to introduce potential students to the department's program, degrees, faculty and courses.

3. What are the secondary goals of the site?

It provides existing students with the same information, in addition to helpful links, such as Open Lab schedules.

Audience Profile

Profile the target audience. Provide enough detail to enhance everyone's understanding of who the audience is. Include some user demographic information.

1. Who is your target audience? Choose a typical user (attributes to include are occupation, age range, gender, Internet connection, online frequency/activities, etc.).

The typical user is a current or potential TMCC student who may be interested in

choosing graphic communications as their major. They are often talented in art, and are usually comfortable with software programs. They are heavy internet users, and this website would be an important part of any prospective student's inquiry.

The demographic will include both males and females, age range 18-55. TMCC students come from a wide range of society, and this is represented in the current make-up of the GRC classes. Students are typically first-time college goers, or they are professionals who are going back to earn additional degrees and learn new skills.

2. What is a typical task the user might perform on the site? (register, log on, search for information, buy a specific product, send their e-mail address, call for more information, etc.)

Most students use the site to check on degree requirements, class prerequisites, and get a general feeling for what the GRC program is all about.

3. What do you want them to think, feel and do while visiting your site?

The website should reflect high quality web design, since that is part of what the program purports to teach students. The design should be clean, bright, and interesting, with colorful graphics that are customized to the content on each page. I want potential students to feel excited about joining a quality program that will give them the skills they need to become a graphic designer.

4. What adjectives can be used to describe the way the website should be perceived by the target audience?

Professional, modern, and exciting.

Communication Strategy or How will you convince the target audience?

1. What is the overall message you are trying to convey to your target audience? (informative, secure, reliable, efficient, entertaining, etc.)

The overall message must be that TMCC's graphic program will fulfill all of the student's needs, and furthermore, it will prepare them for their new career.

2. How will you convey the overall message? (For example, through the content, design and aesthetics, navigation, page weight, etc.)

The website will be clean, modern, and engaging, thereby showcasing the very qualities that the student wants to acquire from the program. It must also feel open and welcoming, so that students feel encouraged, and not intimidated or turned off.

3. What are some specific visual goals the site should convey?

The current site feels generic, and it doesn't stand out from the rest of the TMCC parent site. It needs to have a customized look that will still compliment the parent site, so I'll use several colors from TMCC's official color scheme, with the main highlight color being the TMCC green.

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

If the students spend more time on the site, and more first-time students sign up to the GRC program.

Competitive Positioning

Or How the website will differ from the competition and the factors that will make it a success. (Specify name and url of at least 2 competitor sites you compared.)

1. Who is the competition?

Their main competition is hard to define. Locally, there is no other institution that offers a degree in graphic communications, but UNR is a potential choice for students. I believe they do offer some graphics training through their Journalism school.

Other competitors would be out-of-state schools, or programs in Las Vegas that offer graphic degrees.

2. How will this website be different from the competition?

Most graphic programs are part of existing institutions, and they don't usually customize their website to differentiate the graphic program from the other programs. The TMCC graphic website will function like an independent site that is heavily linked back to the parent website.

3. What specifically does the competition do/use that your site will incorporate?

The competition makes better use of information and graphic elements to draw the customers in. My main goal is to elevate TMCC's graphic program to this same level.

4. If redesigning a site, what areas of the current site are successful and why?

The graphic pages do have a certain amount of useful data, however I think they'd be even more useful by making it easier to check course information against the degree requirements. Currently students must switch between the course schedule and catalog to find all of this data on the website.

Targeted Message

State a word or phrase that will appropriately describe the site once it is launched.

An exciting program for students who want to become graphic designers.