

PROJECT BRIEF FOR THE SCHOOL WEBSITE

Introduction

INIESAT(international institute of engineering science art and technology) is located at chefferie de Ngong , 200m from carrefour Ebanda simbock. INIESAT is a professional private University authorized by the ministry of higher education in August 2019 with over 95 specialties, five different schools.

Purpose and Goals

The primary goals for our new school website are:

Provide Comprehensive Information: The website should serve as a central hub for information about our school's curriculum, extracurricular activities, faculty, facilities, and other key details that prospective and current families need.

Enhance Communication: The website should facilitate effective communication between the school and our stakeholders, including students, parents, faculty, and the broader community. This includes features like news updates, event calendars, announcements, and secure parent portals.

Showcase the School: The website should showcase our school's brand identity, achievements, and unique selling points to attract prospective students and families.

Facilitate Online Learning: With the increasing adoption of e-learning, the website should incorporate features to support online learning, such as access to course materials, virtual classrooms, and learning management systems.

Engage the Community: The website should provide platforms for student and parent engagement, such as forums, blogs, and social media integration, to foster a sense of community.

TARGET AUDIENCE

The primary target audiences for our school website are:

Prospective Families: Parents and students who are considering enrolling at our school.

Current Families: Parents and students who are currently enrolled at our school.

Faculty and Staff: Teachers, administrators, and other school personnel.

Alumni: Former students and their families.

Community Members: Individuals in the local community who are interested in our school.

LOGO



WEBSITE STRUCTURE

The school website will consist of 7 pages for now , which involves

Homepage

About us pages

Academic page

Admission page

E-learning page(will come after)

News/Event page

Contact us page

We start:

Homepage

The homepage will consist a brief information about all the other pages , which will start by:

- The navigation at the beginning of the page with the respective links.

- After that , the hero section will consist of a background image with the slogan of the school on it .
- Then we move to the about us section that will give a brief description about the school with an image beside it and then with the learn more button that takes the user to the about us pages.
- Then we move to the academic section that will display a brief info about what the school offers in three columns then with a learn more button to the academic page.
- We do the same for all the other pages.
- Then we will include a why choose us section .
- Then after that we are going to have testimonials.
- Then now we have the contact section with a form and a submit button.
- Then we have the footer that will contain the copyright info and some social media links.

About us page

The about us page will consist of in depth information about the school, mission, values, history and the founder director. Offer a more detailed history and background of the school.

Introduce the school's leadership, faculty, and staff.

Highlight the school's accreditations, awards, and achievements

Academic page

Details about programs, courses, departments, and faculty.

Provide information about the school's curriculum, programs, and course offerings.

Describe the teaching methodologies and learning environments.

Include details about extracurricular activities, clubs, and sports.

Admission page

Outline the application process, deadlines, and requirements.

Offer information about tuition, fees, and financial aid options.

Provide a virtual tour or gallery of the school's facilities.

News/Events page

Regularly update the website with news, announcements, and upcoming events.

Incorporate a calendar to display important dates and deadlines.

Consider featuring a blog or newsroom to share school-related stories and updates.

Contact us page

Provide the school's contact information, including address, phone number, and email.

Offer a contact form for visitors to submit inquiries or feedback.

Include a map or directions to the school's location.

Design guidelines

Green will be the primary color that will be used on the side, since it represents the school brand and identity and will be used with other colors like white etc.

Then for the text , we are going to used dark gray and the font type will be poppins, sans-serif.

Proposed Budget for School Website

The initial development cost for the school website is 150,000 XAF. This amount covers the complete design, development and ensuring a user-friendly, responsive, and secure website. Included in this budget is the purchase of the domain and hosting services, which account for part of the initial budget. This investment will make the website accessible online and provide essential features such as the home page, about us section, academics section, admissions section, news and events section, and contact us section.

In addition, the ongoing monthly maintenance and management cost will be 100,000 XAF. This fee covers regular content updates, security measures, backups, and technical support. Continuous updates and maintenance are crucial to keep the website functional, secure, and relevant. This ensures a high-quality user experience, protects sensitive data, and maintains the website's relevance and functionality for students, faculty, and the school's reputation.