

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 use 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.

Design principle

Here are some clean, modern, and simple design elements you can use on your school website to create an uncluttered and user-friendly interface:

Minimalist Layout:

Use a clean, uncluttered layout with plenty of white space to make the content easily scannable and readable.

Avoid overcrowding the page with too many elements or visuals.

Grid-Based Design:

Organize content using a grid-based layout, which creates a structured and visually appealing presentation.

Use consistent spacing and alignment between elements to maintain a clean aesthetic.

Flat Design:

Adopt a flat design approach, which emphasizes simplicity and minimalism.

Use flat icons, buttons, and other UI elements without excessive gradients, shadows, or textures.

Typography:

Choose a clean, legible font for headings and body text.

Use a maximum of two or three font families throughout the website to maintain consistency.

Ensure sufficient contrast between the text color and background for easy readability.

Color Palette:

Stick to a limited color palette, typically consisting of a primary color, a secondary color, and neutral shades like black, white, and grays.

Use colors sparingly to highlight important elements or create visual hierarchy.

Imagery:

Use high-quality, relevant images and graphics to complement the content.

Avoid using stock photos that look generic or staged.

Ensure that the images are optimized for fast loading times.

Consistent Navigation:

Keep the main navigation menu concise and easy to understand.

Use clear, descriptive labels for navigation links.

Ensure that the navigation is consistent across all pages of the website.

Responsive Design:

Ensure that the website is optimized for various screen sizes and devices, from desktops to mobile phones.

Use responsive design techniques to ensure that the layout and content adapt seamlessly to different screen sizes.

Micro-interactions:

Incorporate subtle micro-interactions, such as hover effects or animations, to provide visual feedback and enhance the user experience.

Keep these interactions simple and unobtrusive to maintain a clean aesthetic.

Accessibility:

Ensure that the website is accessible to users with disabilities by following best practices for accessibility, such as providing alt text for images, using proper headings, and ensuring sufficient color contrast.

Colors schemes

Primary Color: Green

The primary color for the school website should be green, as it is the main school color.

Green should be used as the dominant color throughout the website, such as:

Background color for the header, footer, and key sections

Color for the main logo and branding elements

Primary color for navigation menus, buttons, and other interactive elements

Green is an excellent choice for a school website as it represents growth, nature, and stability - qualities that are often associated with education. The use of green as the primary color will help reinforce the school's brand identity and create a cohesive visual experience.

Secondary Color(s)

The secondary color(s) should be used to complement the primary green color and add visual interest.

Based on the color theory principles discussed in the search results, some good secondary color options could be:

White - A clean, neutral color that can be used for backgrounds, text, and to create contrast with the green.

Yellow - A bright, cheerful color that can be used for accents, highlights, and to draw attention to important elements.

Blue - A calming color that can be used for informational sections, links, or to balance the green.

The secondary colors should be used more sparingly than the primary green, following the

60/30/10 rule mentioned in the search results. They can be applied to:

Buttons, icons, and other interactive elements

Headings, subheadings, and calls-to-action

Backgrounds for sections or content boxes

Borders, dividers, and other design details

By using green as the primary color and incorporating complementary secondary colors, you can create a visually appealing and cohesive school website that effectively represents the institution's brand and identity.

A color scheme using green, white, and dark gray could work well for a school website. Some key points:

- Green could be used as the primary color, representing the school's brand. It could be used for the main logo, headers, buttons, and accents.
- White would provide a clean, neutral background to make the green stand out. It could be used for the main page backgrounds, content areas, and empty space.
- Dark gray could be used for the body text, navigation links, and secondary elements. This would create good contrast against the white background and make the content easy to read.

This color combination would result in a modern, minimalist aesthetic that is visually striking yet highly readable. The green would add a natural, academic feel, while the white and dark gray would keep the design clean and professional.