

# Landing Page Design

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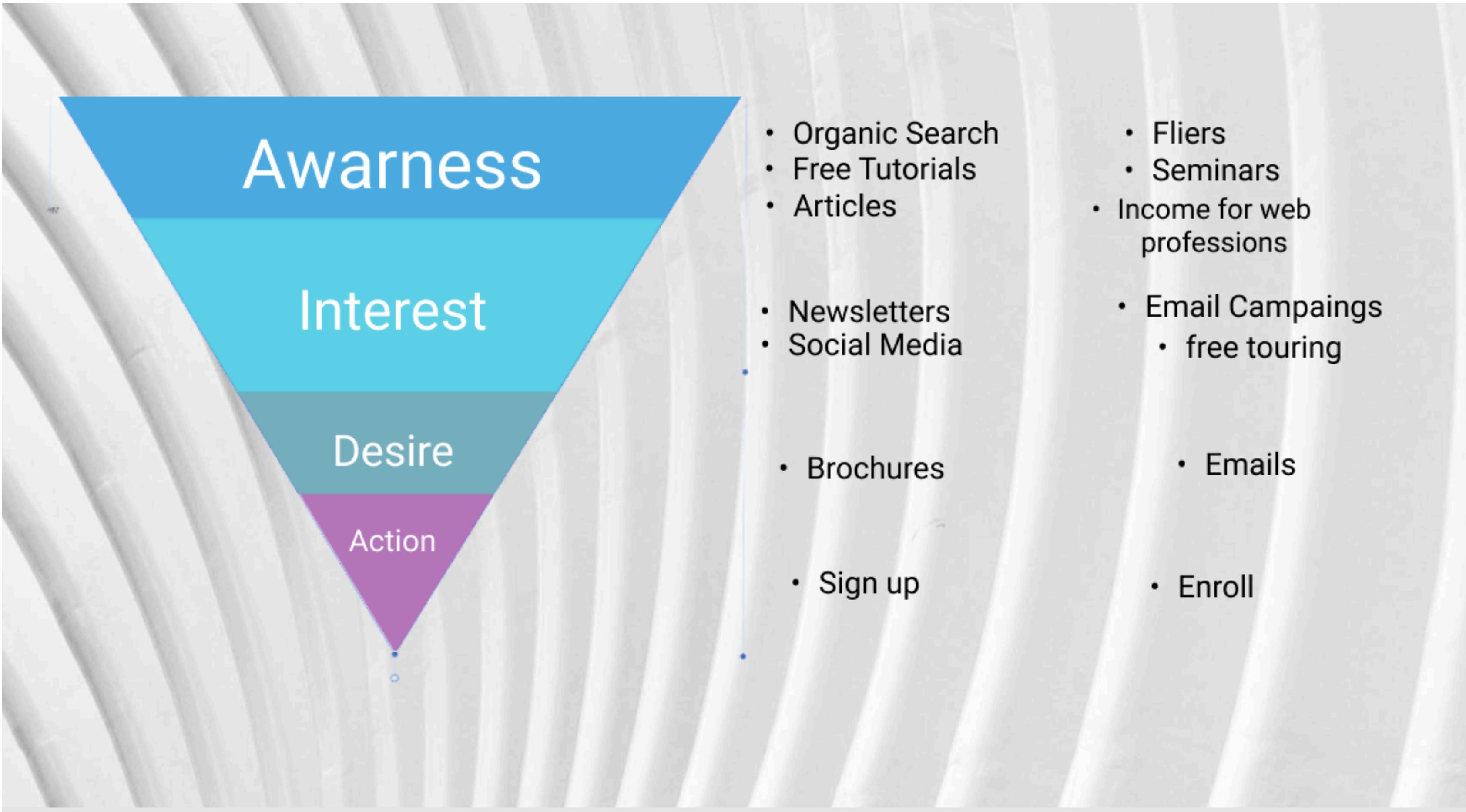
# Archetype

- Futuristic
- Ambitious
- Techie



# Funnel Strategy

## Getting new students



# Landing Page Z Layout

The image shows the homepage of the New Jersey Institute of Technology (NJIT) website. The background features a dark, abstract pattern of glowing lines in various colors (pink, green, blue). On the right side, there is a silhouette of a person with long hair, possibly a student, looking towards the left. The main headline reads "An investment in knowledge pays the best interest" in large white font, attributed to Benjamin Franklin below it. At the bottom left, there is a blue button with the text "Join Now". The navigation bar at the top includes links for "New Students", "Current Students", and "Alumni". The footer contains copyright information ("copyright © 2021 njit"), a row of links for "Admission Policy", "Directory Support", "Research Useful Links", "Bookstore History", "Community housing", "Pre College Programs Online Education", and "Applications Hiring", and a row of social media icons for Instagram, YouTube, Facebook, Twitter, and Google+.

NJIT  
New Jersey Institute  
of Technology

New Students   Current Students   Alumni

An investment in  
knowledge  
pays the best interest

Benjamin Franklin

Join Now

copyright © 2021 njit

Admission Policy   Directory Support   Research Useful Links   Bookstore History   Community housing   Pre College Programs Online Education   Applications Hiring

# New Students Page

The screenshot shows the homepage of the New Jersey Institute of Technology (NJIT) website. At the top left is the NJIT logo. On the right are red buttons for "Current Students" and "Alumni", and a menu icon. The main content area features a dark background with a blurred image of a city skyline at night. On the left, there's a graphic titled "Average computer professional salaries in USA" showing the following data:

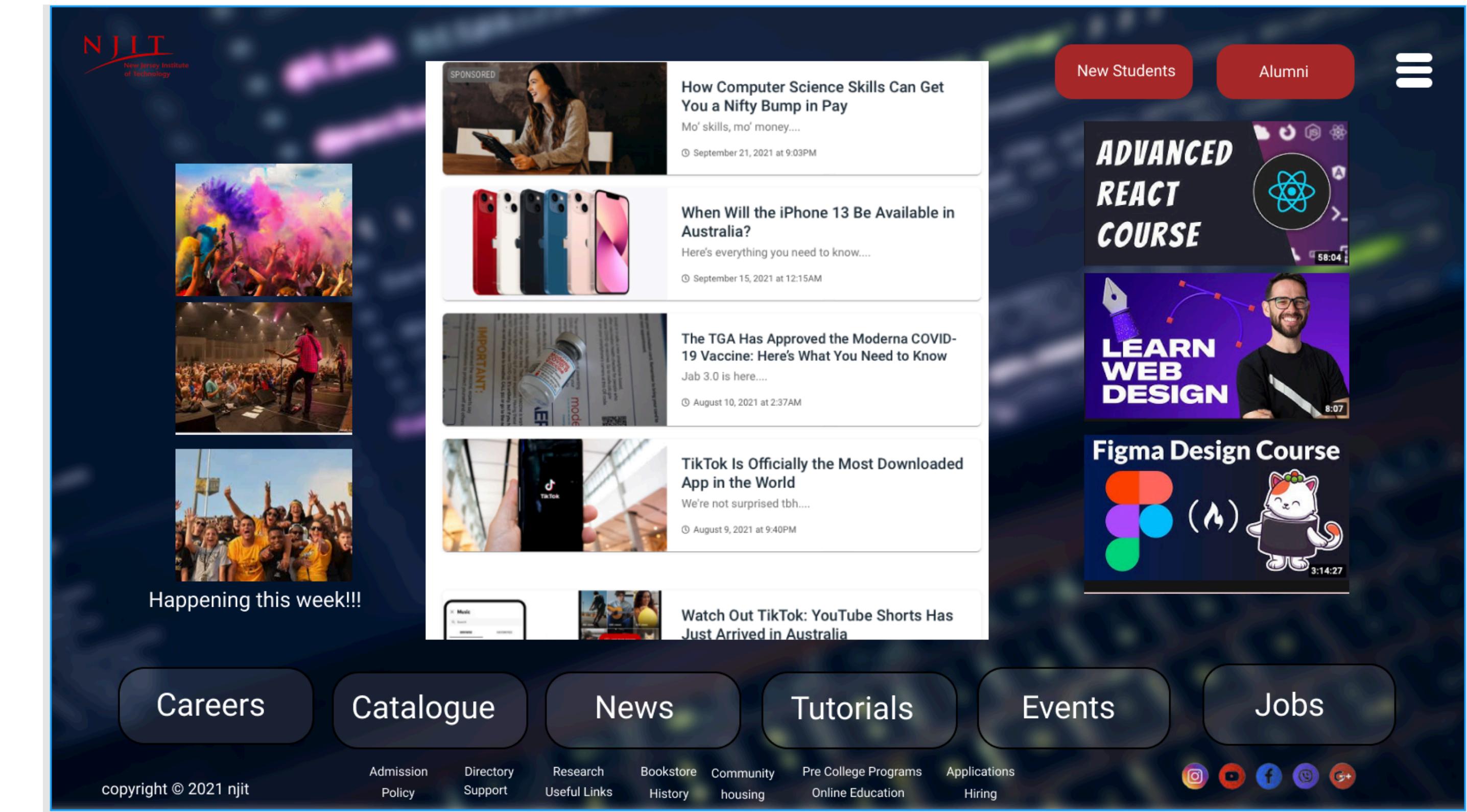
Job Title	Average Salary
Back end developer	\$114,255
Front end developer	\$92,738
Software engineer	\$83,056
Computer programmer	\$61,120
Web designer	\$48,997

On the right, there's a news feed with five items:

- Google Search Hacks for UI/UX and Product Designers** (DesignerUp.co) - posted 5 hours ago
- ResourceHub - No-code and Freelance Tool Library** (ResourceHub.webflow.io) - posted 6 hours ago
- /dev/esc - An Online Escape Room for Developer Teams** (Dev-Esc.com) - posted 7 hours ago
- Joy.js – Make Happy Little Programs** (Ncase.me) - posted 8 hours ago
- A Guide to Modern CSS Colors with RGB, HSL, HWL, LAB and LCH** (Smashingmagazine.com) - posted 9 hours ago

At the bottom are navigation links: Careers, Catalogue, News, Tutorials, Events, and Sign up. There's also a footer with copyright information and various links.

# Current Students Page



The screenshot shows the homepage of the New Jersey Institute of Technology (NJIT) website, specifically the 'Current Students' section. The header features the NJIT logo and navigation links for 'New Students' and 'Alumni'. A prominent search bar is at the top right. Below the header, there's a dark banner with blurred images of students and faculty. A call-to-action button 'Happening this week!!!' is visible. The main content area includes a news feed with several articles:

- How Computer Science Skills Can Get You a Nifty Bump in Pay**  
Mo' skills, mo' money....  
September 21, 2021 at 9:03PM
- When Will the iPhone 13 Be Available in Australia?**  
Here's everything you need to know....  
September 15, 2021 at 12:15AM
- The TGA Has Approved the Moderna COVID-19 Vaccine: Here's What You Need to Know**  
Jab 3.0 is here....  
August 10, 2021 at 2:37AM
- TikTok Is Officially the Most Downloaded App in the World**  
We're not surprised tbh....  
August 9, 2021 at 9:40PM
- Watch Out TikTok: YouTube Shorts Has Just Arrived in Australia**

Below the news feed, there are six rounded buttons for 'Careers', 'Catalogue', 'News', 'Tutorials', 'Events', and 'Jobs'. At the bottom, there's a footer with copyright information and links to various university services like 'Admission Policy', 'Research', and 'Bookstore'.

# Alumni Page

The page features a dark blue background with a subtle, glowing nebula pattern. At the top right are red rounded rectangular buttons for "New Students" and "Current Students", and a white three-line menu icon. The main content area contains several news cards:

- New Students:** A card with a colorful powder explosion photo and the text "Happening this week!!!".
- Current Students:** A card showing five iPhone 13 phones in various colors (red, white, black, blue, pink) with the text "When Will the iPhone 13 Be Available in Australia? Here's everything you need to know...." and a timestamp from September 15, 2021.
- Alumni:** A card showing a COVID-19 vaccine vial with the text "The TGA Has Approved the Moderna COVID-19 Vaccine: Here's What You Need to Know" and a timestamp from August 10, 2021.
- Faculty & Staff:** A card showing a TikTok app icon on a phone screen with the text "TikTok Is Officially the Most Downloaded App in the World" and a timestamp from August 10, 2021.

At the bottom, there are six rounded rectangular buttons for "Careers", "Catalogue", "News", "Tutorials", "Events", and "Jobs". Below these are small links for "copyright © 2021 njit" and various university services like "Admission Policy", "Directory Support", etc., along with social media icons for Instagram, YouTube, Facebook, Twitter, and Google+.

# Prototype

The image shows a prototype of the NJIT website homepage. The background features a dark, abstract pattern of glowing blue and green horizontal lines. A silhouette of a person with long hair is visible on the right side. The NJIT logo is in the top left corner. The top navigation bar includes three red buttons: "New Students", "Current Students", and "Alumni", followed by a menu icon. The main headline reads "An investment in knowledge pays the best interest" in large white text, attributed to Benjamin Franklin below it. A prominent blue button with the text "Join Now" is centered in the lower-left area. At the bottom, there's a footer with links like "Admission Policy", "Directory Support", "Research Useful Links", "Bookstore History", "Community housing", "Pre College Programs Online Education", "Applications Hiring", and social media icons for Instagram, YouTube, Facebook, Twitter, and Google+.

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