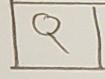
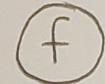


International  
Association of  
Business  
Communicators



Search...

ABOUT CAREERS EVENTS ACCREDITATIONS CONNECT MEMBERSHIP



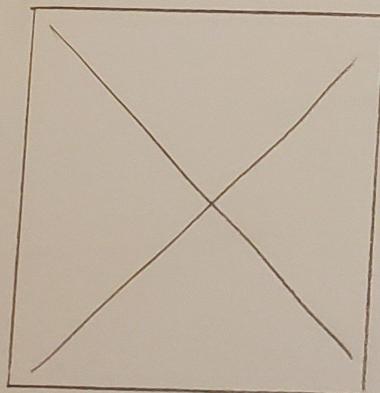
MAJOR EVENT!

MARCH 7, 2021

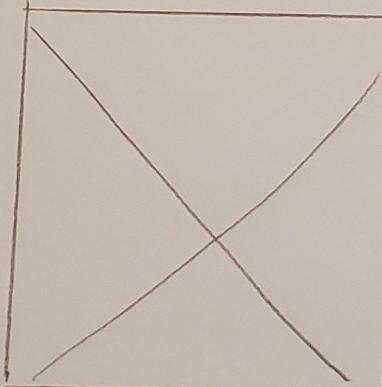


REGISTER Now!

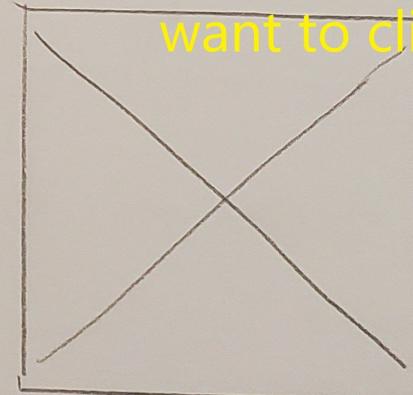
Example of affordance,  
bright button would  
direct user attention to  
want to click it



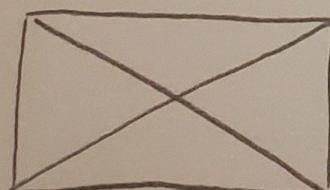
CAREERS



CONNECT

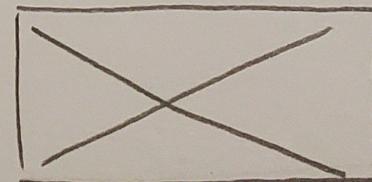


EVENTS



CONTACT US

Using Gestalt principles to prioritize  
aspects of the website like the three  
main pages of the website as well as  
recent/upcoming events in the carousel



MEMBERSHIP



ABOUT

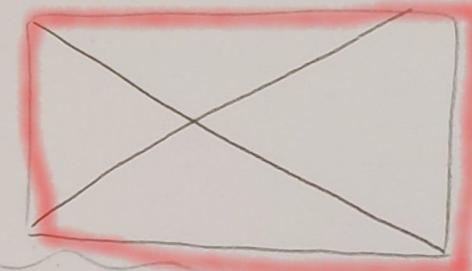
CAREERS EVENTS ACCREDITATIONS MEMBERSHIP CONNECT

Search...

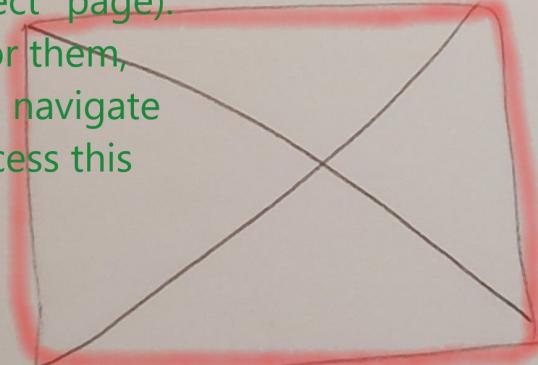
About IABC  
IABC International  
Company of Communicators  
Contact Us

User can only access these titles from the "About" page (except for IABC International, which they can also access through the "Connect" page). This creates a constraint for them, forcing the user to have to navigate to the "About" page to access this content.

About IABC



Images placed in a way that utilizes the positive space on the page and highlights different areas of the page, so the user can focus on the text beside the picture



[ABOUT](#)[CAREERS](#)[EVENTS](#)[ACCREDITATIONS](#)[MEMBERSHIP](#)[CONNECT](#)

Search

[Careers](#)[Why IABC?](#)[Sponsorships](#)[Post a job](#)Filters: Sort by: Communicator

- Full time
- Toronto, ON
- \$ 68 000



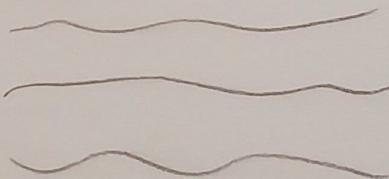
Design uses Gestalt principles for the layout of the page, utilizing the space and design of each career posting so it appears organized and easy to look at

Senior Technical Communicator

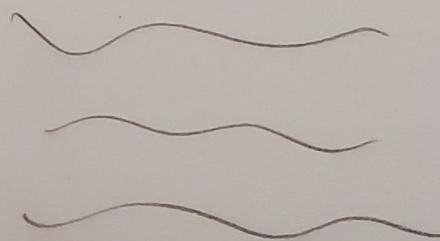
- Full-time
- Vancouver, BC
- \$ 75 000

Virtual Outreach Communicator

- full-time
- Regina, SK
- \$ 64 000

Naval Communicator

- Full-time
- Canadian Armed Forces
- Ottawa, ON



March, 2021						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### IABC Book Club

- March 14, 2021

SIGN-UP

### Treaty Acknowledgements

- March 17, 2021

SIGN-UP

### Presentation

- March 26, 2021

SIGN-UP

### Seminar

April 2, 2021

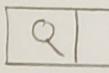
SIGN-UP

Layout of each event utilizes positive space to attract user attention and appear pleasing

International  
Association of  
Business  
Communicators

Using website logo's that users would recognize  
immediately instead of writing the full name of the  
website out

ABOUT CAREERS EVENTS ACCREDITATIONS



Search...

CONNECT

MEMBERSHIP

IABC Certification

Accredited Members

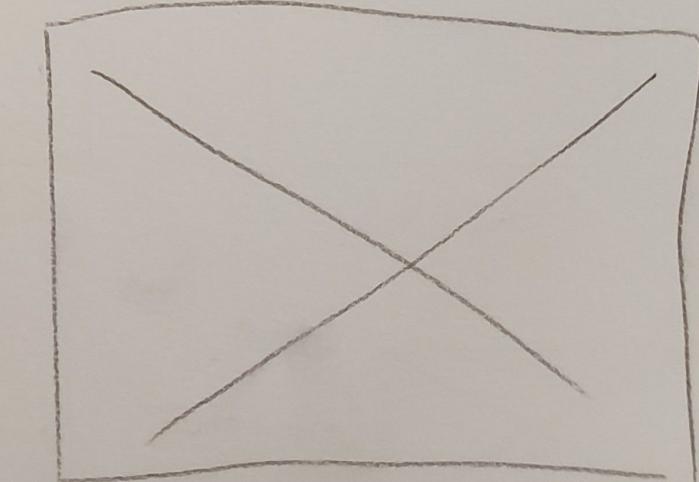
Professional Certification

Example of constraints within  
the web page, as the user can  
only access this content  
through the "Accreditations"  
page or by searching for the  
specific content, not through  
the home page

IABC Certification Program

REGISTER NOW

Accredited Members



## Membership Types

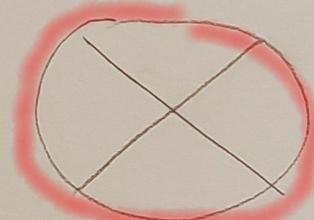
Membership Dues

Why join?

Maximize your  
Membership

## Membership Types

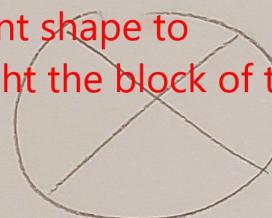
Gestalt principles used to  
highlight each type of  
membership using a  
different shape to  
highlight the block of text



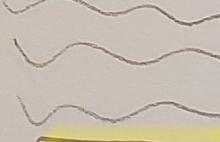
Regular



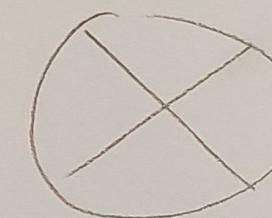
**REGISTER**



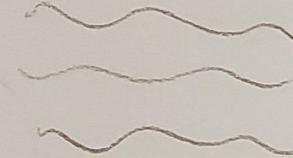
Corporate



**REGISTER**



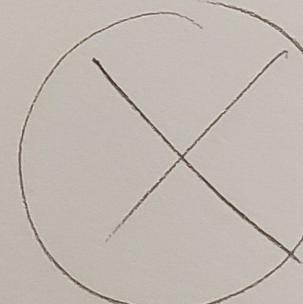
Student



**REGISTER**



Student Transition



Retiree

Bright button  
attracts user  
attention so they  
feel more  
compelled to click  
and register if  
they're interested

International  
Association of  
Business  
Communicators

f



Search...

ABOUT

CAREERS

Events

Accreditations

Membership

Connect

MEMBER FORUM

Forum topic #1

Contact Us

Forum Topic #2

IABC Resources

Forum Topic #3

Forum Topic #4

Forum Topic #5

Start Forum Topic