KTA1 Creative Brief

Team Members: Sarah Sabatke, Rayna Sims, Adrienne Luther, Sarah Przybyla, Shuya Zheng, Eden Howell

Our target audience: Our target audience is primarily advisers of Kappa Tau Alpha chapters who will be referring to the website for information on membership requirements, induction ceremonies, ordering information, etc. Our secondary audience is potential new members looking for the society's induction requirements, and past students who may not be sure whether or not they are members.

Our tone: KTA is organized and distinguished, having originated in 1910. The site should host professional subject matter but be neat and readable, digestible, and visually appealing while maintaining subtle formality. The site should convey historical significance, while displaying timeless design.

Competitor Analysis: There are not exactly competitors for this website since it is not trying to sell a product, but below are some sites we feel are comparable to Kappa Tau Alpha.

1. Tau Sigma National Honor Society http://www.tausigmanhs.org/

What works: This is a national honor society designed exclusively for transfer students. The home page looks good and highlights all the important information -- latest news, map of chapters and how to become a member. The name and color them of the organization stands out.

What doesn't: The web divides too much, which can confuse audiences. The first category is divided by target audience. The second is function. And under each individual page, it has sub-category.

2. **Beta Gamma Sigma** https://www.betagammasigma.org/

What works: The website is very elegant and clean with the color theme of navy and light yellow. And it's easy to find the thing you want, no matter you are a member, prospective member or advisor.

What doesn't: The thumbnail of the web is confusing since the color and style doesn't fit the organization. The text size is a little bit too small. And some photos are blur.

3. Phi Theta Kappa Honor Society https://www.ptk.org/default.aspx

What works: The website looks professional and is designed very well. The site is interactive and has great aesthetic.

What doesn't: Information and usability. The "about" page is buried, and the wording is vague. It took a long time to try and figure out what kind of honor society this was. All the bells and whistles are pointless when the message is not clear.

Design Direction:
- -Qualities we want to convey:
  - Simple, usable, professional; client wants 'artistry and presentation;' a more updated and modern look
- -Qualities we don't want to convey:
  - Complexity, confusion, clutter, an outdated look

Design Personas: 3-4 made-up people who we see using the site

-Person 1: (Adviser) → Ross Geller, 50, adviser for chapter of KTA. Ross is a paleontology and communications professor at Rutgers University in New Jersey. He formerly worked solely as a paleontologist before becoming a professor and deciding to take up communications. Once becoming a professor of communications, he became an adviser for the Rutgers chapter of Kappa Tau Alpha. Ross currently lives in New Brunswick with his wife Rachel.

-Person 2: (Adviser 2) → Female, Kristina Robins, age 38, advisor for a chapter of KTA at Syracuse, NY. Robins worked as a marketing representative for the university for nine years before joining the university's strategic communications department and joining the school's chapter of Kappa Tau Alpha as an adviser. Robins is a New York native and lives with her two corgis, Barney and Robin.

-Person 3: (Student who wants to be a member) → Jackson Avery, 21, male. Jackson is a senior college student at University of Missouri who wants to join KTA but is not sure of the qualifications required to join. He is from St. Louis and is majoring in convergence journalism and minoring in political science. Jackson is very studious, but in his free time he enjoys playing guitar, going to Mizzou football games with friends and following his favorite team, the St. Louis Cardinals.

Typography:
Color Palette (include swatches/hex codes):

   -Primary: Blue and gold are the theme colors of KTA. A white background gives the page a modern and clean look and contrasts with the blue and gold.
1. blue: #add8e6
2. gold: #ffd700
3. White: #ffffff
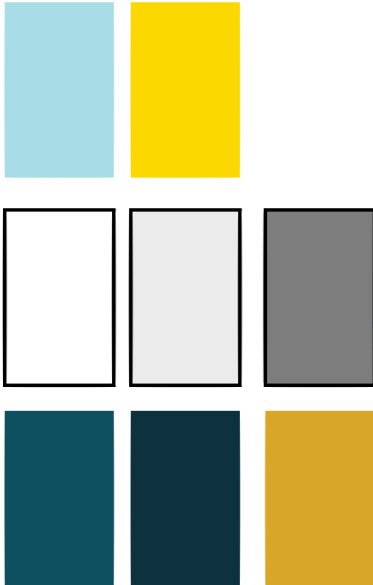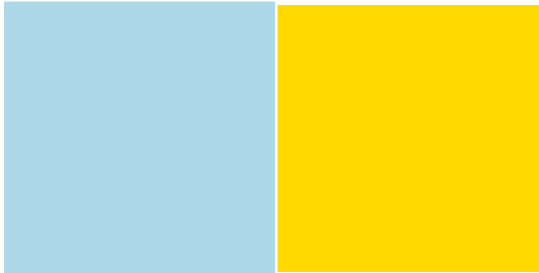
-Secondary: Darker shades of the blue and gold, gray elements

1. Navy: #0c4f60
2. Darker navy: #09353f
3. Goldenrod: #D9a628
4. Darker Gray: #7f7f7f
5. Lighter gray: #eaeaea

Type Sizes:
   -Typeface Traits: clean, modern, easy to read
   -Headline/Display:

Libre Baskerville, 32px
Libre Baskerville is a regal serif similar to the typeface that KTA would like to retain for the headline.

This font is Baskerville.

-Body/Text: Lato, 14 px
Lato is a sleek, readable typeface that will cleanly convey the information and pair nicely with the headline text.

Lato
Łukasz Dziedzic (10 styles)   ⊕

A shining crescent far beneath the flying vessel.

Illustration Style (i.e. will illustrations be used, drawings, photos, etc. and how): Plan on using the logo(s) specified below, and client would like to use photos on the homepage.

Logo: