

# Sprint Retrospective Presentation

---

Advanced Responsive Web Design  
Lexi Fodor  
Spring 2017

# Sprint Contribution Summary

## Primary Role:

- Translate UX wire-frames into visual mock-ups of the student media website for Front End/Design, UX, and CMS teams to work off of.
- Take all feedback from client and fellow team members into consideration

## Secondary Roles:

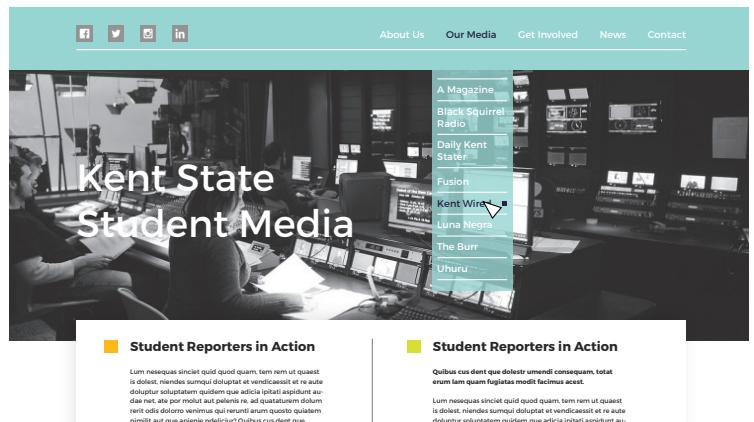
- Assist with functionality consistency of designed elements for overall website.
- Help create other any other visual elements needed for the project. (Website icons, favicon, social media banner/profile photos, etc.)

# Sprint 1:

## Initial Concepts

### Roles & Tasks

- Read through media kit and existing brand guidelines for reference
- Look at other websites for inspiration that host similar content successfully
- Begin creating style tiles
- Assist with development of overall website organization and navigation



# Sprint 2:

## Homepage & Mobile

### Roles & Tasks

- Main page development/orientation
- Beginning to address overall look and feel
- How designs translate to mobile devices

The screenshot shows the homepage of Kent State Student Media. At the top, there's a navigation bar with links for About, Get Involved, Advertising, Media Partners, Contact, and a yellow Support Us button. Below the navigation is a large photo of three students in a library setting. Overlaid on the photo is the text "MEDIA BY STUDENTS, FOR STUDENTS." In the middle section, there's a "Our Mission" heading with some placeholder text. To the right is another photo of students working on laptops. The bottom section features a "Statistics" section with three large numbers: 10, 750, and 80+. Below each number are descriptive lines: "distinct media partners", "students working for Student Media each semester", and "years involved withing the Kent community". The final section at the bottom is titled "Media Partners" and shows four black circular icons representing partner logos.

KENT STATE  
STUDENT  
MEDIA

About   Get Involved   Advertising   Media Partners   Contact   Support Us

MEDIA BY STUDENTS,  
FOR STUDENTS.

Our Mission

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Nemo enim ipsorum modum tempore occidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

10 distinct media partners

750 students working for Student Media each semester

80+ years involved withing the Kent community

Media Partners

# Sprint 3:

## Media Partners & Advertising

### Roles & Tasks

- Organize and design around the immense amount of information to be hosted on these pages while keeping functionality in mind
- Maintain variety and interest with advertising bundle icons
- Functionality was another main priority addressed with the accordion drop down organization and the scrolling events calendar

\*Most difficult/complex pages

Print	Digital	Broadcast	Bundles
Print, TV & Radio \$325	Print, Web & Radio \$375	Print, Web & Twitter \$425	
Print, TV & Radio Deluxe \$525	Print, Web, Twitter & Radio \$525	Print, Web, Twitter, Radio & TV \$575	

Events	
04	MAR
<b>Creative Team Meeting</b> Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.	

# Sprint 4:

## Get Involved & About Pages

### Roles & Tasks

- Determine how to include all required information sections together in a cohesive and organized manner

**GET INVOLVED**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate. Cillum dolore eu fugiat nulla pariatur.

**Student Employee Opportunities**

A Magazine	Graphic Designer Videographer Photographer Journalist/Writer	Contact: Mary Smith, A Magazine Director <a href="mailto:msmith@kent.edu">msmith@kent.edu</a>
Student Media Office	Receptionist Event Coordinator	Contact: Adam Jones, Media Director <a href="mailto:ajones@kent.edu">ajones@kent.edu</a>
TV2	Videographer Script Writer/Editor	Contact: Rachel McAdams, TV2 Coordinator <a href="mailto:rmcadams@kent.edu">rmcadams@kent.edu</a>

**Student Media Leader Positions**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

**Application Form**

**Frequently Asked Questions (FAQs)**

How can I become a student media leader?	Who is in charge of Kent State Student Media?
There are a few requirements a student must meet to become a student media leader...	Our currently faculty leaders and advisers...
Board Members	How often are student media magazines published?
Depending on the publication, student media magazines are typically published annually or biannually...	How many entities does Kent State Student Media control?
Kent State Student Media encompasses eleven entities in total and this includes...	Where is Kent State Student Media located on campus?
Kent State Student Media is located in Franklin Hall (Provide Address), Room 212...	Does Kent State Student Media offer any advertising opportunities?
Yes! Kent State Student Media offers a multitude of	

# Sprint 5:

## Donate & Contact Pages

### Roles & Tasks

- Determine how to include all required information sections together in a cohesive and organized manner
- Work with Front End and UX team to ensure adequate functionality

**CONTACT US**

Have any questions or concerns? Contact us by phone or email and we will get back to you as soon as possible.

**Reach Us By Phone**  
Student Media Office:  
(330)-914-2628

**Visit Us in Person**  
Student Media Office Address:  
205 Franklin Hall, Hilltop Drive  
Kent, Ohio 44240

**Get in Touch With Our Leaders**

**KEVIN DILLEY**  
Director of Student Media  
kdilley@kent.edu  
330-672-0887

**NORMA LASTNAME**  
Job Title/Position  
email@kent.edu  
330-672-0887

**Rollover Drop**

**Role Within Student Media**  
Kevin serves Student Media by providing management of our business and advising operations. He also works with student leaders to set a strategic direction for Student Media and mentors and advises student leaders.

I can assist you with...

- General Questions
- Strategic Planning
- Idea Development
- Budgets

**Student Media Leaders**

**AMANDA STEVENS**  
A Magazine Student Leader  
astevens@kent.edu

**RICHARD WILSON**  
Fusion Magazine Student Leader  
rwilson@kent.edu

**HANNAH CHOW**  
The Burr Magazine Student Leader  
hchow@kent.edu

**ALEX MASON**  
UHURU Magazine Student Leader  
amason@kent.edu

**AMY BLACK**  
KentWired Student Leader  
abblack@kent.edu

**VICTOR GRANT**  
KSUF Student Leader  
vgrant@kent.edu

**KENT STATE STUDENT MEDIA**

# Sprint 5: (Continued)

## Social Media Image & Favicon Creation



### Roles & Tasks

- Create the favicon image for the entire site
- Create profile and header images for Facebook and Twitter accounts



# **Sucessful Components**

**Working Together As A Team**

**Advertising Pages**

- Despite being the most complex I believe these pages were the most successful visually and functionally

# Component Improvements

## Main Page Text Over Image Treatment

- If I had more time I would go back and experiment more with how text could successfully overlay the hero image on the main page

## Contributing More to Pattern Lab & Front End Coding

- I wish I could have contributed more with front end coding and Pattern Lab creation but I was limited with access to a fully functioning laptop

# **Things I've Learned...**

- Improved My Design Skills for Web Media**
- Learned More About Web Design As A Whole**
- Gained Some UX Experience**
- Learned How Work Successfully Within A Team**
- Gained Experience Working For A Real Client**

Thank you for listening and  
the great semester!

