Task 1

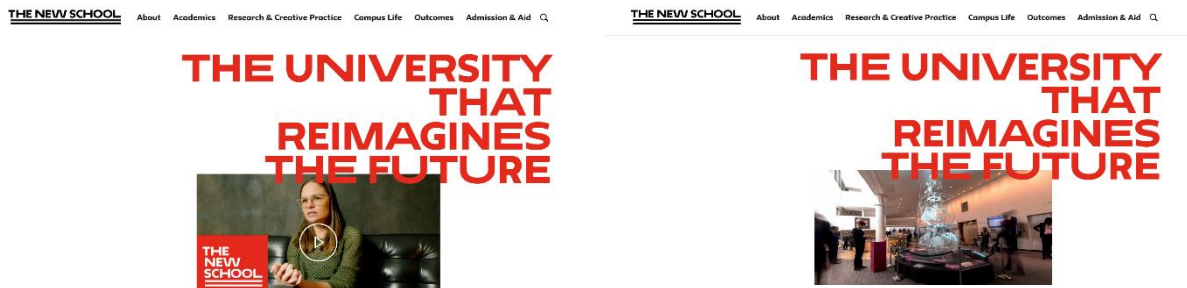**Part 1**

The New School

The focus of the home page is the title with the red text. However, the text is covering part of the media being showed. Not enough space between each of the navigation options. Space between them could be increased.

The red titles seen throughout the website have the 'U' and 'N' buttons stretched more. Not sure if the intention is simply for visual purposes or not
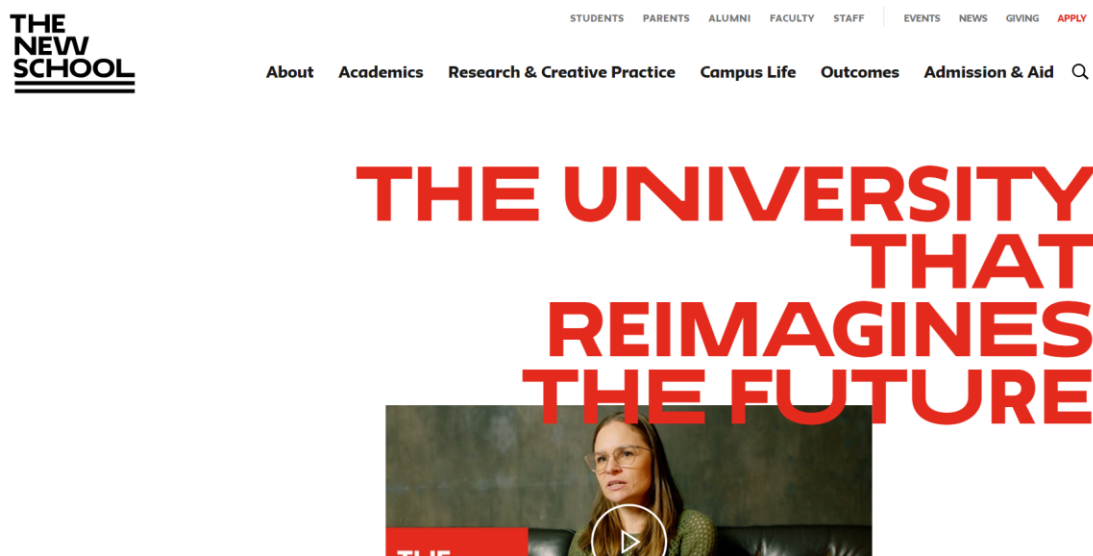
When clicking on the logo to go to the home page, the top navigation bar which gives information about the students, parents etc., is not always present.

MEET OUR CHANGEMAKERS

Caspar Lam & YuJune Park: Designing a Music Archive for New Audiences

BFA Communication Design professors Lam and Park overhauled Carnegie Hall's Timeline of African American Music, inviting new audiences to explore Black creativity.

vost White: Sharing Ideas on Identity and ture Through the Printed Page

enée T. White, Provost & Executive Vice President for lemic Affairs, discusses her new book, Afrofuturism in Black her: Gender, Identity, and the Re-Making of Blackness.

Yetunde: Building Community Around Public Art

Yetunde's developing artistic practice, refined on campus, has to public installations such as one commemorating Breonna Taylor in Washington, D.C.

Carousel of different media has an interesting design with the way it was approached. However, when clicking on the left and right buttons, each media jumps slightly up or down making the scroll animation look unnatural.

NEWS

OCTOBER 12, 2023
Stefania Bulbarella, School of Drama '19, Makes Broadway Debut with "Jaja's African Hair Braiding"

OCTOBER 12, 2023
Rowan Renee, Integrated Design '07, Creates "Stilt City," a New Artist Space in Rockaway Beach Bungalow

OCTOBER 11, 2023
An Interview with Kate Eichhorn, Dean of the School of Undergraduate Studies

EVENTS

OCTOBER 18, 2023 AT 7:30 PM
MACE 2023-2024 Season Opener / Sufjan Stevens

New School Tishman Auditorium

THURSDAY, OCTOBER 19, 7:30 PM TO OCTOBER 21, 2023 AT 1:30 PM
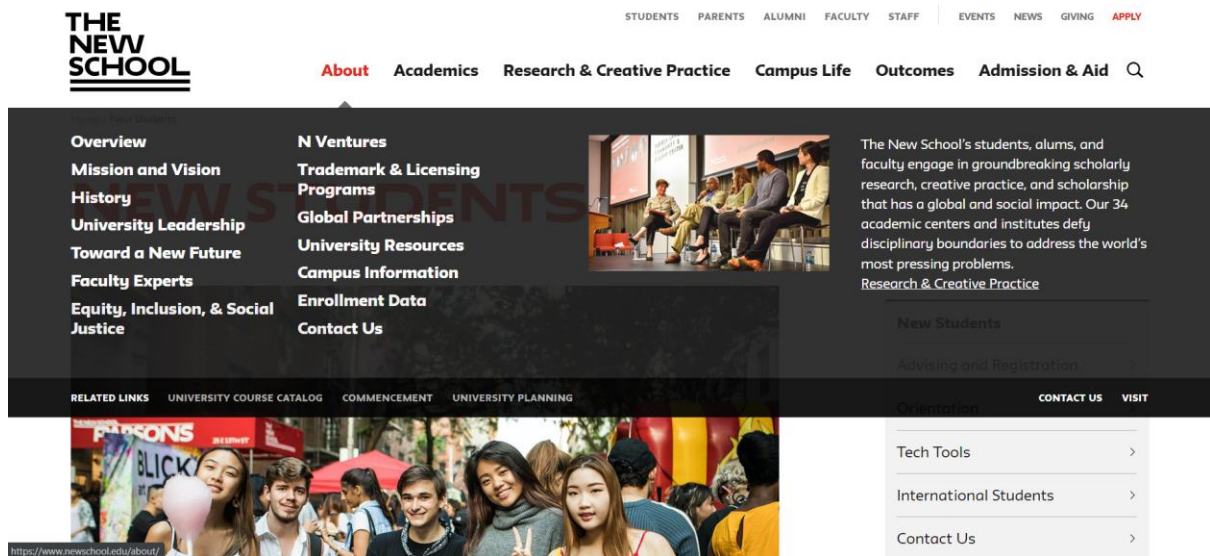**SOMETIMES THE RAIN, SOMETIMES THE SEA, by Julia Izumi**

Bank Street Theater
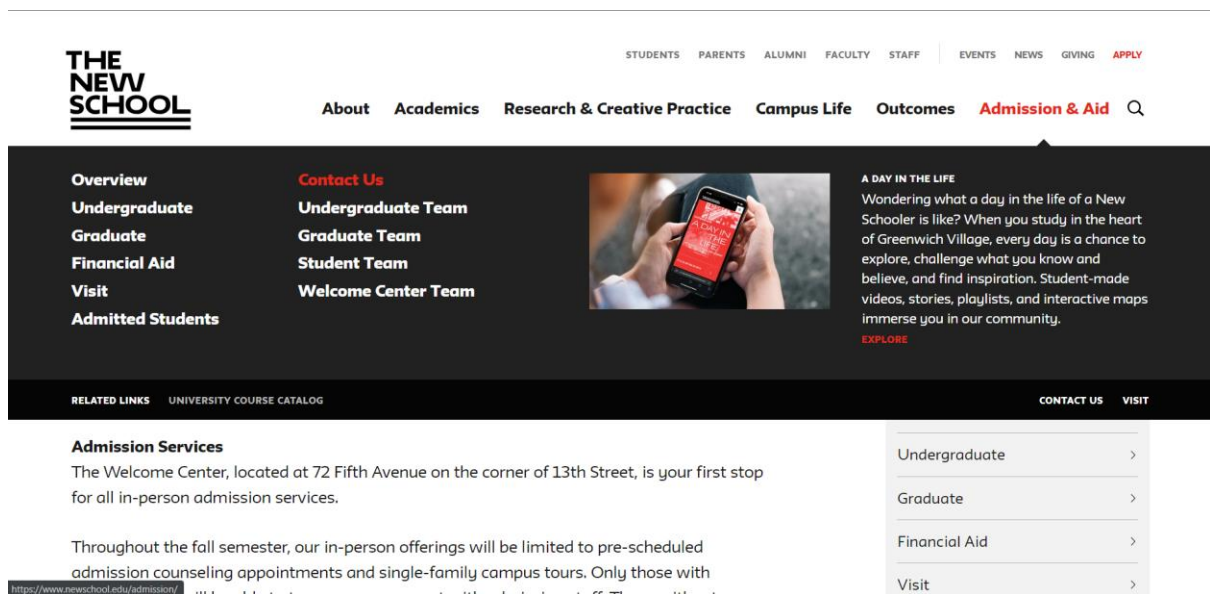
WEDNESDAY, OCTOBER 25, 2:00 PM
NSSR Heuss Lecture: What Can We Learn from Ancient Ethics in

The red box hover effect is consistently seen throughout the website, its design is simple yet creative.

Most of the navigation options have way too many links. Can confuse the user in which option is most relevant to them.

The contact us page is under the about section, which usually is found in the main navigation tabs.

The contact us page is also found in the Admission & Aid navigation bar as well.

Black text is not very readable on the red background compared to the white text. The middle photo does not need to be slightly lower than the other pictures.

To apply for the school, undergraduates, adult undergraduates and/or graduates must apply by downloading an application called common app, rather than applying from the school website itself.

Royal College of Art

https://www.rca.ac.uk/
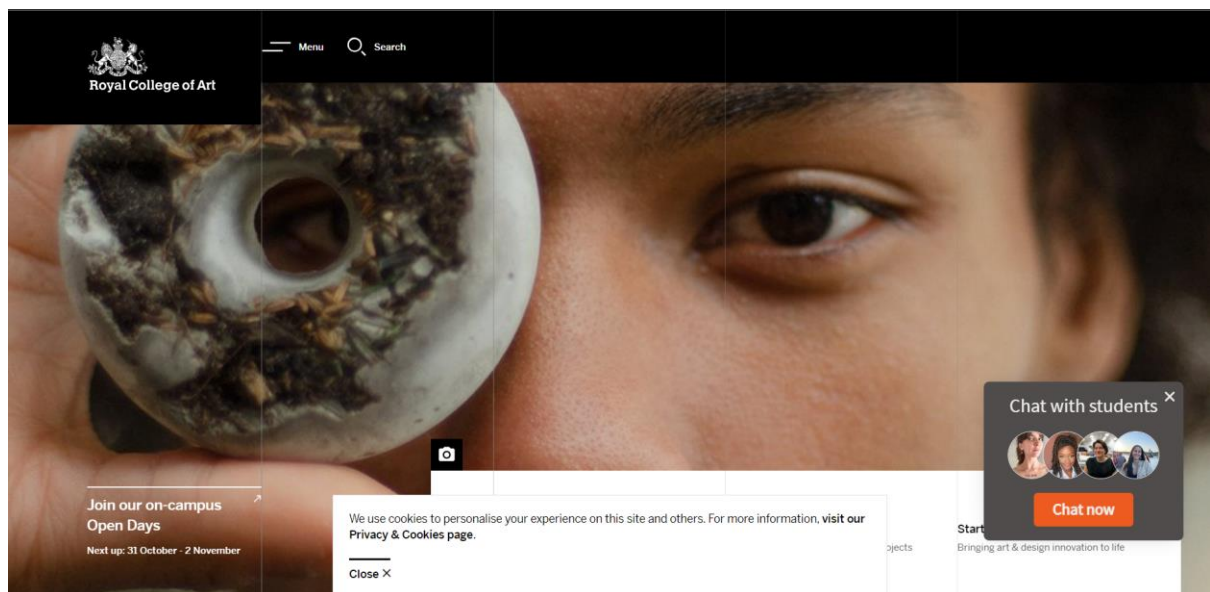
The Royal College of Art homepage welcomes the user with a background image which is not very clear when you properly look at it.

There are thin, vertical lines that split the page into 5 which is seen throughout the website. The black box where you can see the logo is bigger than the navigation bar. The text on the bottom left side does not contrast well with the image.

There is no focal point, the user does not know where to look when visiting the page and will feel confused where to look.

In common practise, the apply button is normally in the top right of the navigation, so the user can click on the apply button wherever they are in the website. However, an enquire to study button is found in the hamburger menu of the website.
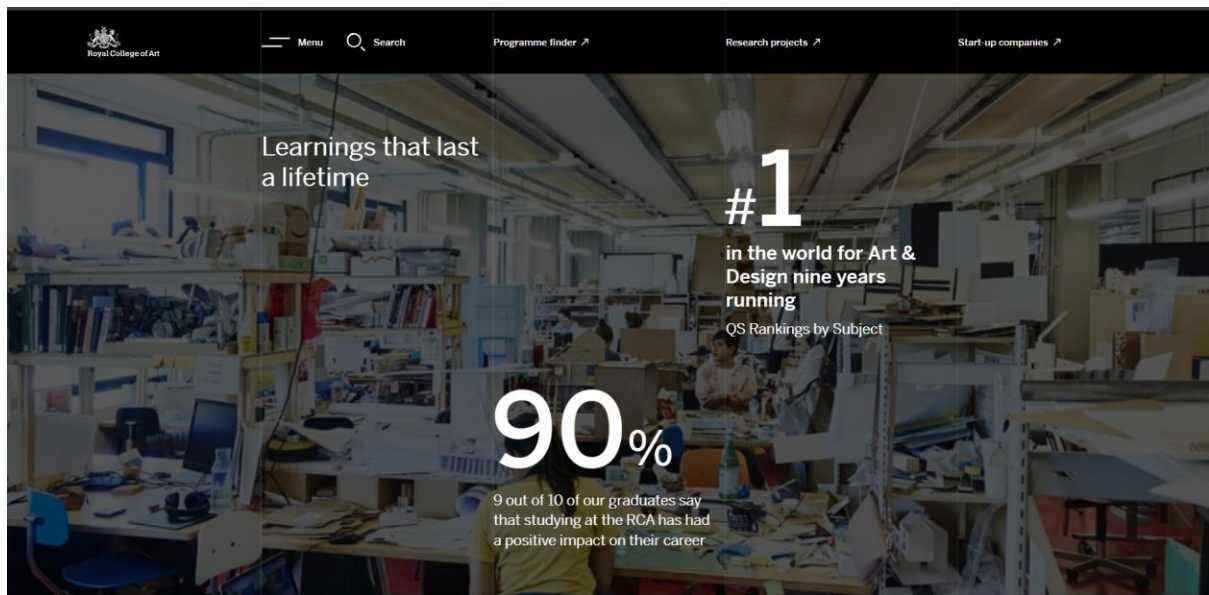
In this section, the user can find a parallax of one of the school classrooms. The text is more readable here as the brightness of the image has been reduced.
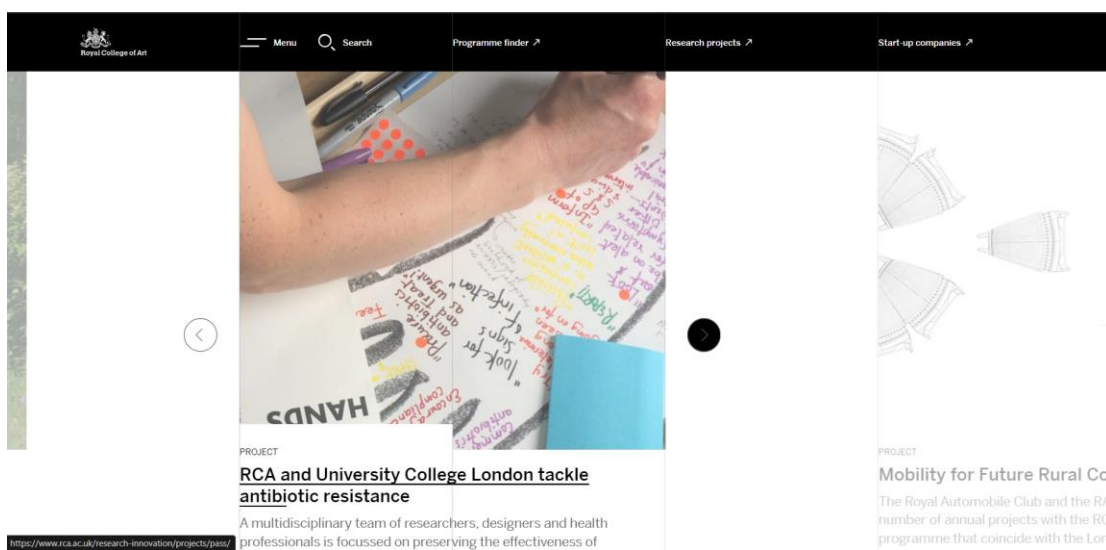
The carousel is too big to see the whole image and read the text. The user must inconveniently scroll up and down to see the whole image and article.

The hover effect used is minimal but effective. Animating a line being drawn under the title instead of it being instantly displayed.
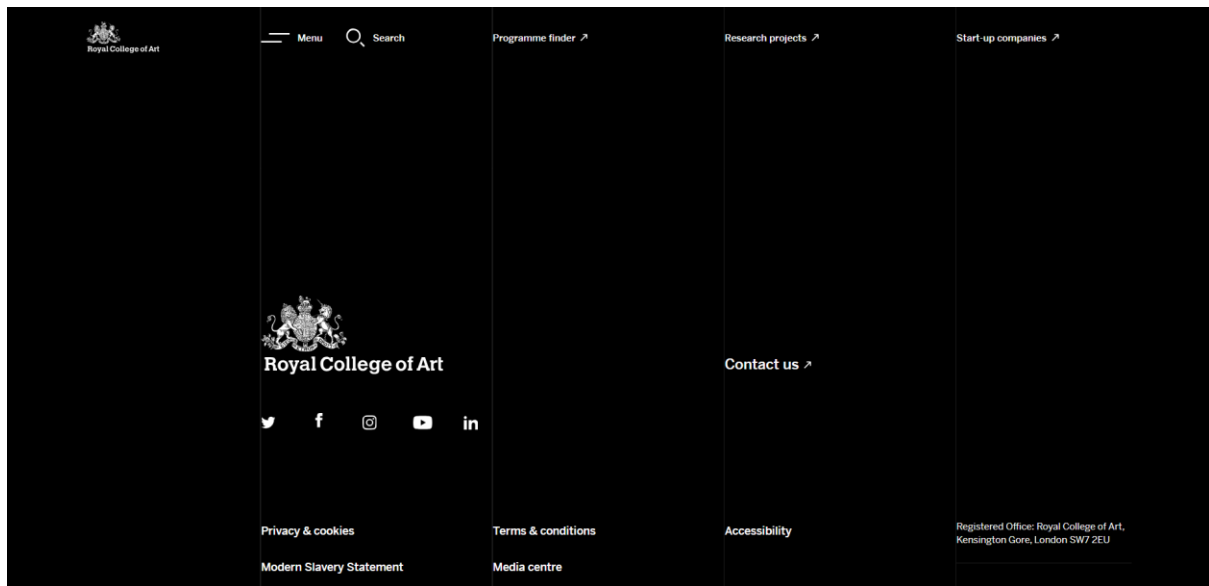
No separation between the articles section and the footer. The footer looks disorganised. Not sure why the contact us link is not with the other links like it is more important than the other navigation links.
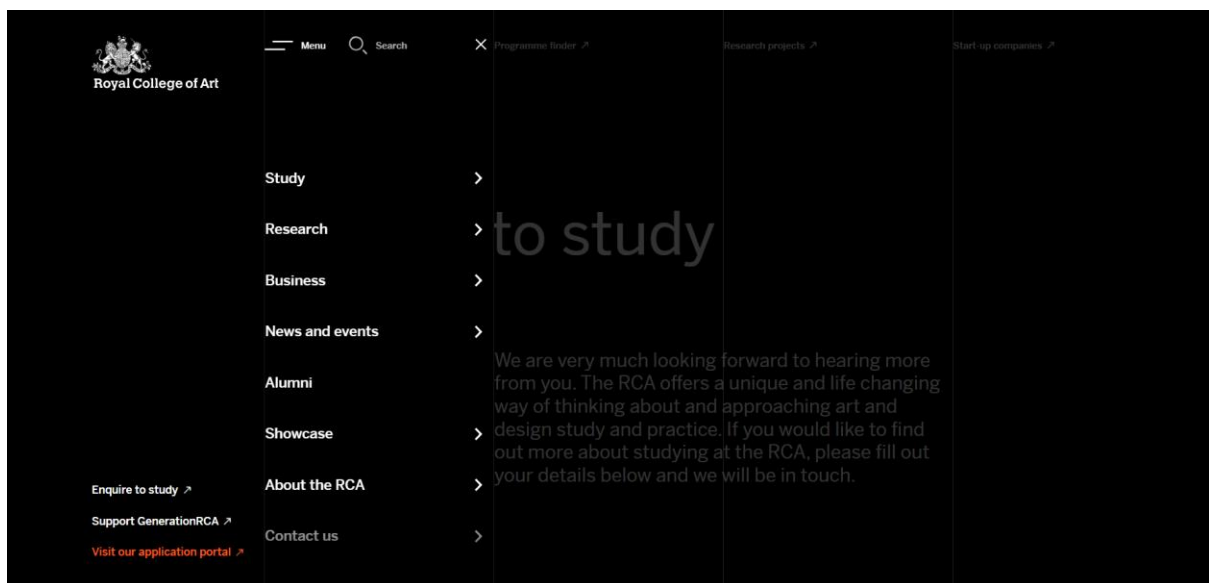
The hamburger menu keeps the same consistent design of the 5-section layout.
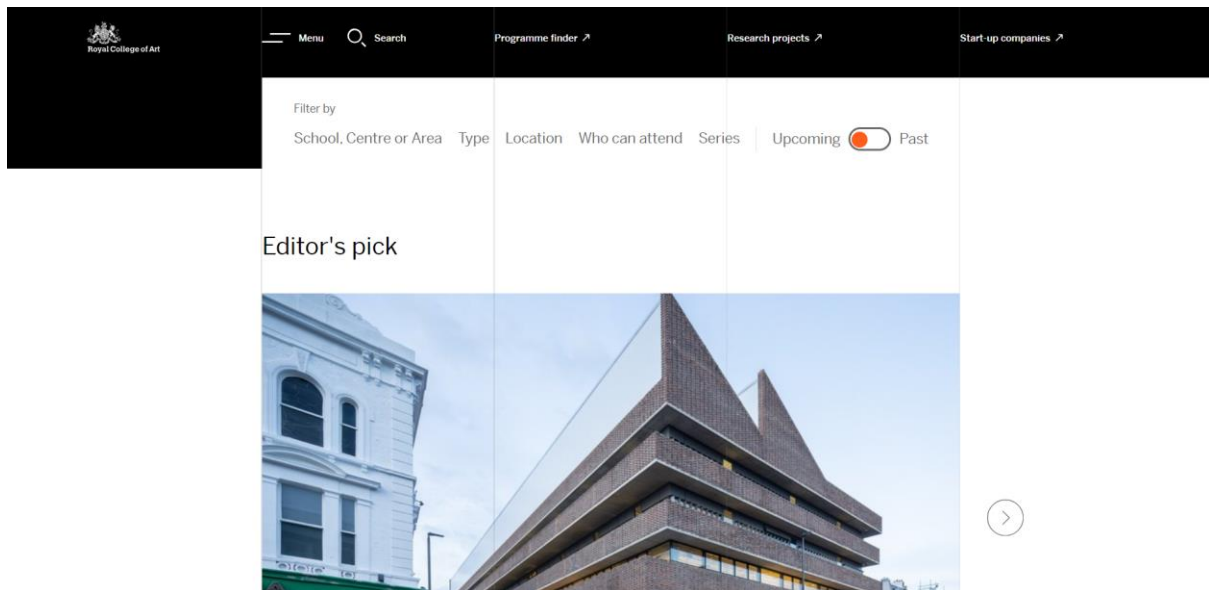
The events page gives many different filter options for the user to find their event that they are looking for by choosing one of the options.

Scrolling further down, the user can find the most recent events if they do not wish to use the filter option.
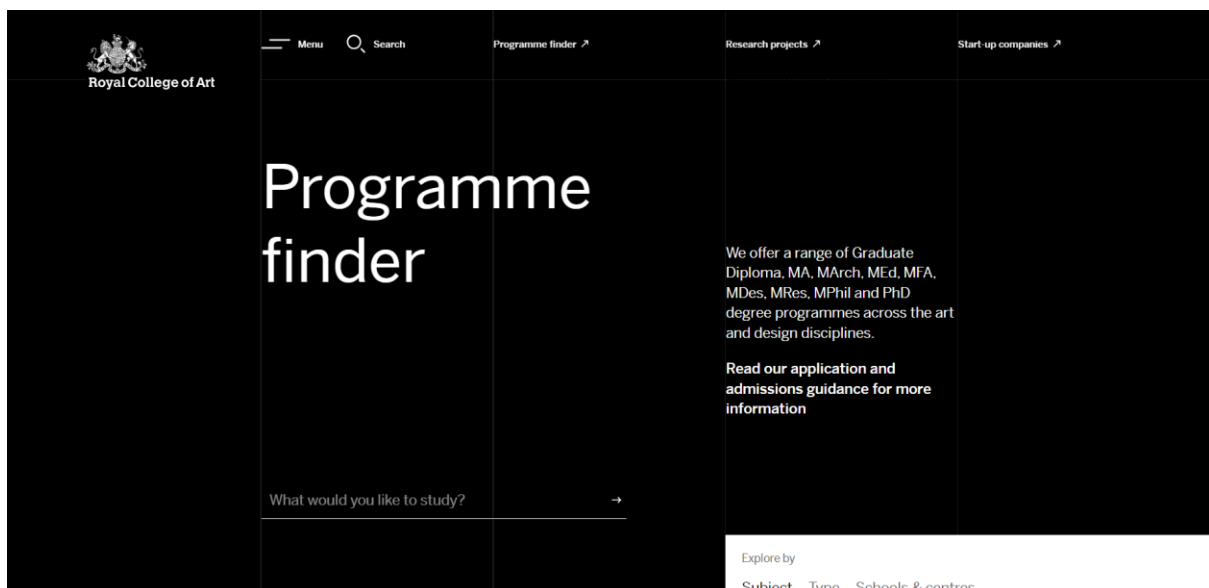
The programme finder gives a quick option for users to find their desired programme by choosing the course that they are interested in choosing.
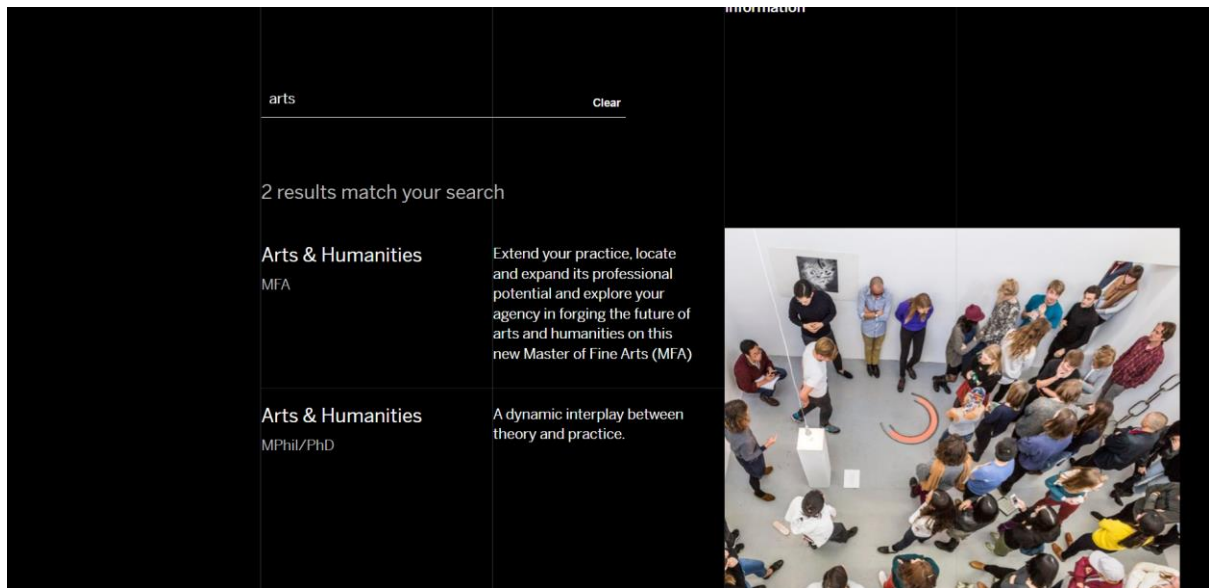
Once the user types a subject in the search bar the user is told how many results the user has. However, the text overlaps with the 2nd line. Not obeying the visual rule, the developers have given themselves when coding the website.

Academy of Art University

https://www.academyart.edu/
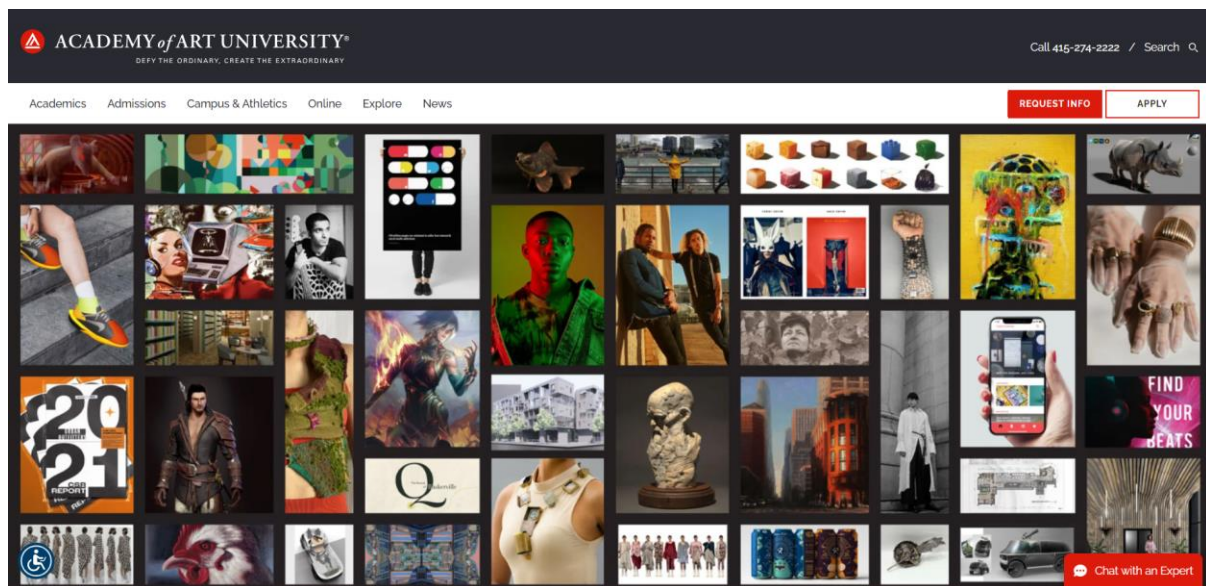
The home page of The Academy of Art University is quite different than normal home page. The home page shows many different forms of art offered by the school rather than 1 image. The home page also has no text to support these images.

What there should be in the home page is one image that stands out and a bold title that best describes what the website is about.
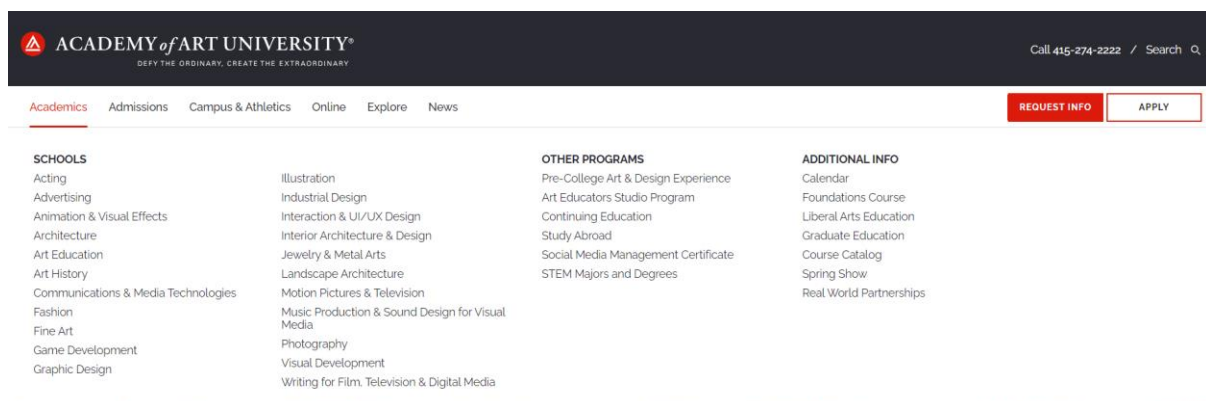
The navigation options have way too many options for the user to look through all the options. The navigation does not look better in mobile view, having the user scroll through the options for a few seconds.

I like how the apply button is easily accessible for the user to click wherever they are in the website.
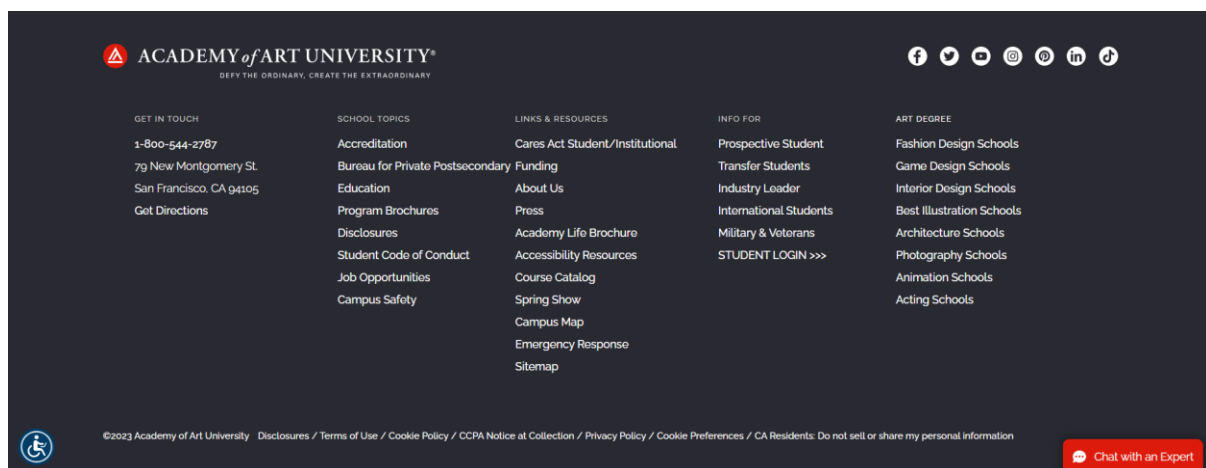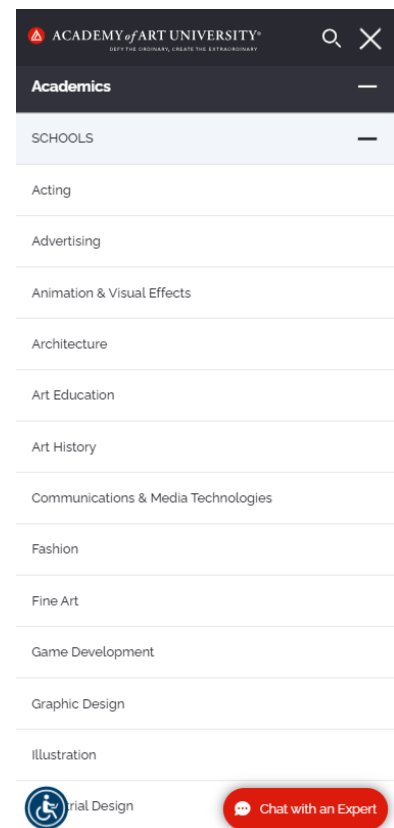
Footer is well designed and acts as a glossary to quickly find what the user is looking for.

When the user clicks on the apply button, the user is taken to fill out this form which consists of 4 pages long and has a long way to scroll until the bottom of the page.

Its best if some of the input boxes were put side by side in rows of 2 or 3, to eliminate a lot of scrolling and pages.
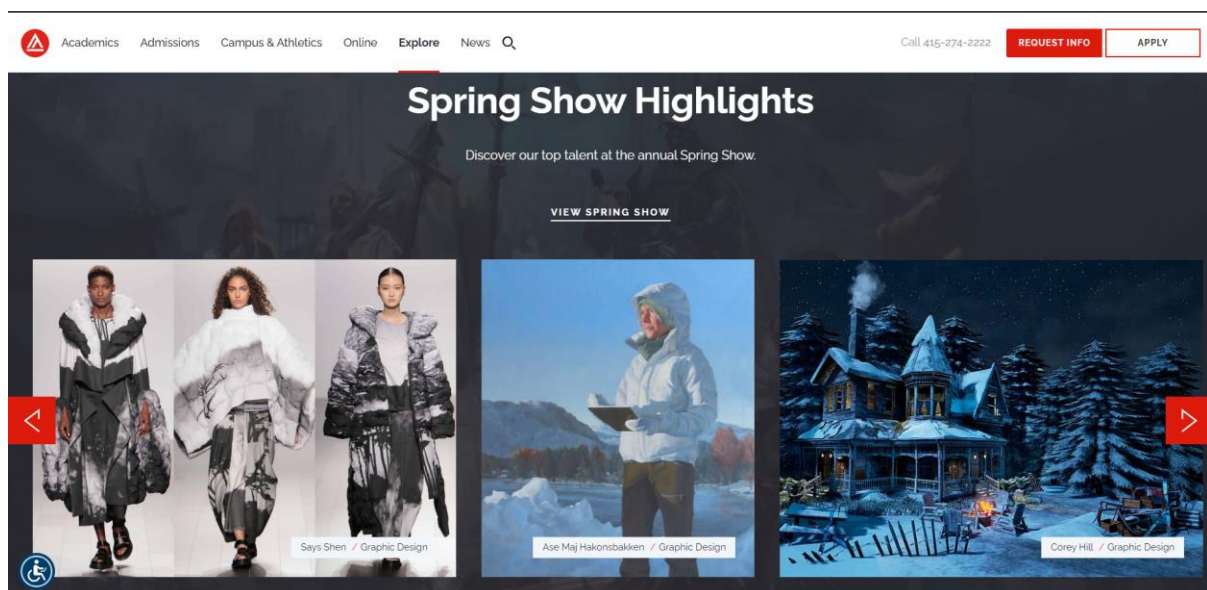
The carousel is well designed with an interesting background to showcase what happened in the Spring Show. One slight flaw is that you cannot spam the left or right buttons to go across the carousel quicker. Instead, you must wait until the animation finishes for you to click the button again.

User Personas

Students

Maria Carter

Personal Info
18 years of age
Student

About
• Art and design enthusiast, looking for a creative arts-focused pro-gramme.
• Interested in digital arts.

Goals
• Wants to explore art and design couses offered by the university.
• Understand portfolio requirements and submission guidlines.
• Discover art related events on campus.

Frustrations
• Difficulty in finding detailed information about the art and design programs offered.
• Lack of clear guidance on portfolio submission.

Kate Anderson

Personal Info
21 years of age
Student

About
• College student looking to apply for university.
• Would like to become a Lawyer.
• Has an interest in academics, extracurricular activities and campus life.

Goals
• Browse the website for different couses being offered.
• Explore campus facilities.
• Apply for a couse for the next scholastic year.

Frustrations
• Difficulty in finding clear and updated information.
• Unsure about application deadlines.

About

• Student-athlete for a college with sports programmes.
• Interested in sports scholarships and good school sports facilities.

Goals

• Explore sports programs and facilities offered by the college;.
• Connect with current student-athletes to get insights into their experiences.
• Apply for athletic scholarships.

Frustrations

• Concerns about balencing academics with an athletic schedule.
• unclear information about athletic scholarship opportunities.

Sam
Sulek

Personal Info
18 years of age
Student

Administrators

About

• is a 26 year old who has the responsibility of creating content for the school website and social media pages.
• His job includes creating articles, blog posts, school updates ect.

Goals

• Produce high-quality, engaging content that appeals to the target audience.
• Update existing content to ensure accuracy and relevance.

Frustrations

• Finding fresh and engaging topics for content creation.
• Balancing the need for quantity and quality of content.
• Keeping up with changing user preferences and evolving content trends.

Oliver
Robinson

Personal Info
26 years of age
Content Administrator

Lisa
Johnson

Personal Info
30 years of age
Secretary

About
- Dedicated and efficient Department Secretary.
- She takes pride in ensuring that the department runs smoothly, handling various administrative tasks, and supporting the faculty and students.

Goals
- Checks of there are eny events coming soon.
- Upload blogposts.
- Facilitating communication with different departments.

Frustrations
- Managing a wide range of administrative tasks for both faculty and students can become overwhelming.
- The admin side of the website is not very user friendly and struggles to find the 'New blog post' button.

Jordan
Peterson

Personal Info
61 years of age
Head of Computer Science Department

About
- 30+ years in academia and research.
- He plays a pivotal role in shaping the future of the department and the academic growth of students.

Goals
- He seeks to ensure that the curriculum remains up-to-date on the website.
- Write his own blog posts.

Frustrations
- The website is not very user friendly which can be difficult for a man his age to use.
- Some of the articles remain outdated.
- Not enough student events on the website.

Technical:

- Media
- Admin name
- Admin profile picture
- Admin bio
- Blog posts
- Events
- Categories
- Tags
- Customizer values

Practical:

- Storing and organizing images and videos uploaded by an admin such as images in the gallery or media that will be posted in blog posts.
- Storing admin specific data for a more specific information for each blog post and archive section.
- Storing and organizing events uploaded by an admin.

Comments on Posts

Users will not be able to post comments in blog posts. Only view them.

Navigation Systems

This template will consist of navigation in the top of the website that will consist of buttons without a drop-down option, and a link to all pages in the footer. There will not be a sidebar present

IPO Chart

Input	Processing	Output
Clicking on logo	Navigation home page	User is on the home page
User types any media or author	Searches database	Shows blog posts in relation to the search

User types any media or author that is not in database	Searches database	No results found
Clicking on a navigation button	Goes to page	User is on the selected page
Clicking on a navigation button in footer	Goes to page	User is on the selected page
User clicks on programme finder in navigation bar	Goes to page	User is on selected page
User clicks on a blog post from archive page	Goes to blog post	User is on selected blog post
User clicks on a course from the programme finder page	Goes to course page	User is on selected course
User clicks left button on carousel	Slides onto left page	User can view left carousel
User clicks right button on carousel	Slides onto right page	User can view right carousel
User clicks on a blog post	User is directed into the blog post	User can view the blog post
User fills contact form and clicks submit	Checks for validation	Contact information is sent to administration.
User clicks on 'Select site icon' to set a new logo	Uploads image	Logo is set on the top left of the page
User clicks on 'change logo'	Uploads new logo	New logo is set on the top left of the page
User clicks remove logo	Logo removed	Logo is now removed

User sets a new colour for navigation and footer	Colour select	New colour is set
User sets new colour for header	Colour select	New colour is set
User selects a new image in carousel for images 1, 2 and 3	Image upload	Images are set in the carousel
User sets the page to dark mode	Switches theme	Background colour of main content is dark and text is white
User sets page to light mode	Switches theme	Background colour of main content is white and text is black

Site Map
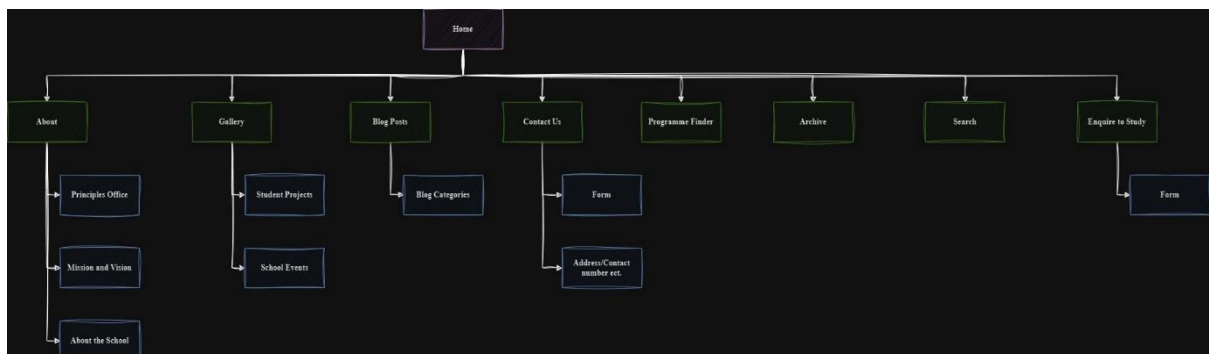
Low Fidality Wireframes

Home Page

Blog Posts

LOGO

Search

Topic 1   Topic 2   Topic 3   Topic 4

Heading

Lorem ipsum dolor sit amet, consectetur
adipiscing 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 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.

Lorem Ipsum
Lorem Ipsum
Lorem Ipsum

Archive

Archive

Post 1

Lorem ipsum dolor sit amet,
consectetur adipisicing elit. sed do

Post 2

Lorem ipsum dolor sit amet,
consectetur adipisicing elit. sed do

Post 3

Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do

Post 4

Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do

More from this author

Lorem ipsum dolor sit amet, consectetur
adipisicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.

LOGO

Search

Topic 1   Topic 2   Topic 3   Topic 4
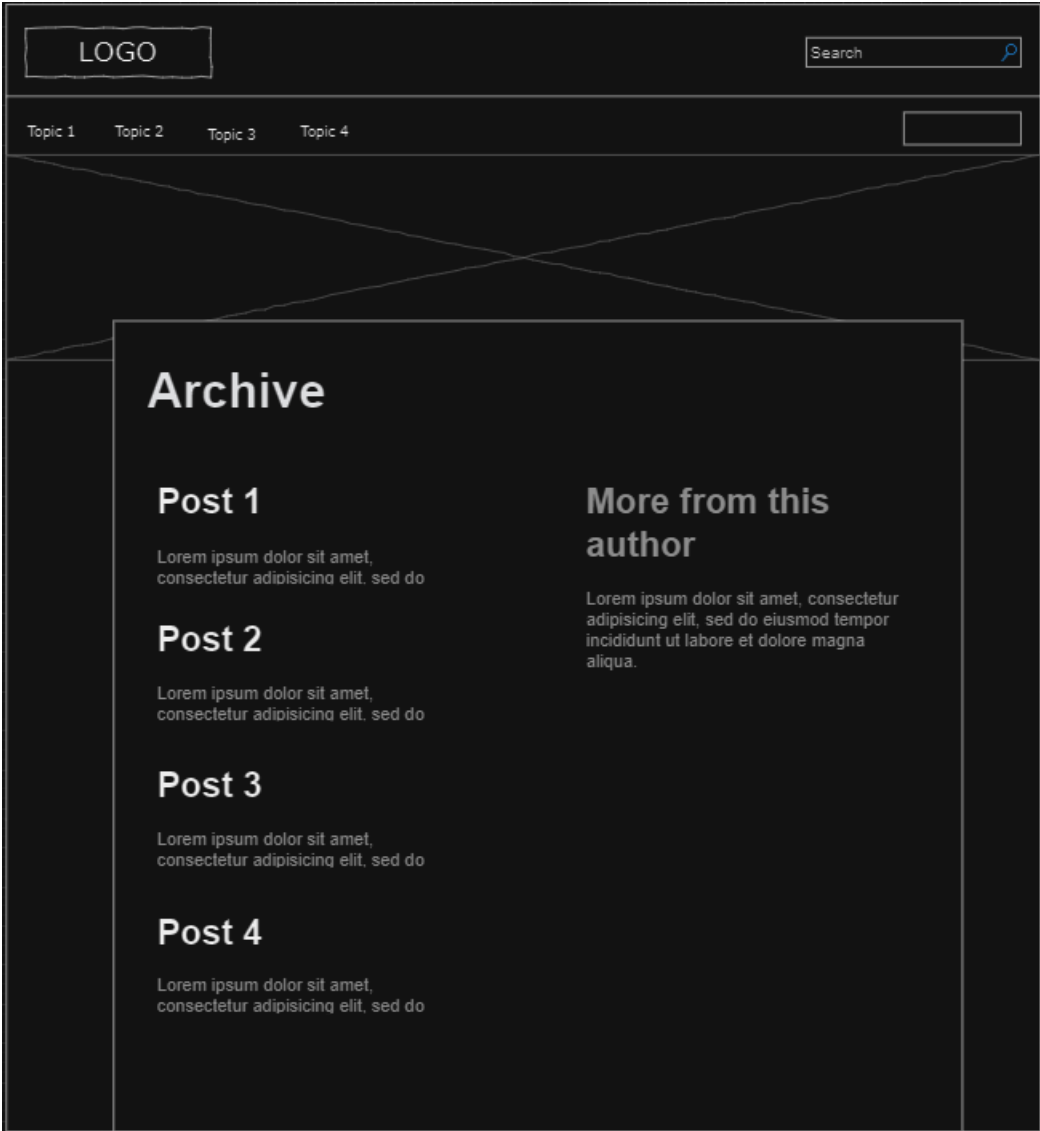
Contact Us

LOGO

Search

Topic 1   Topic 2   Topic 3   Topic 4

We'd love to help

Reach out and we'll get in touch withing 24 hours
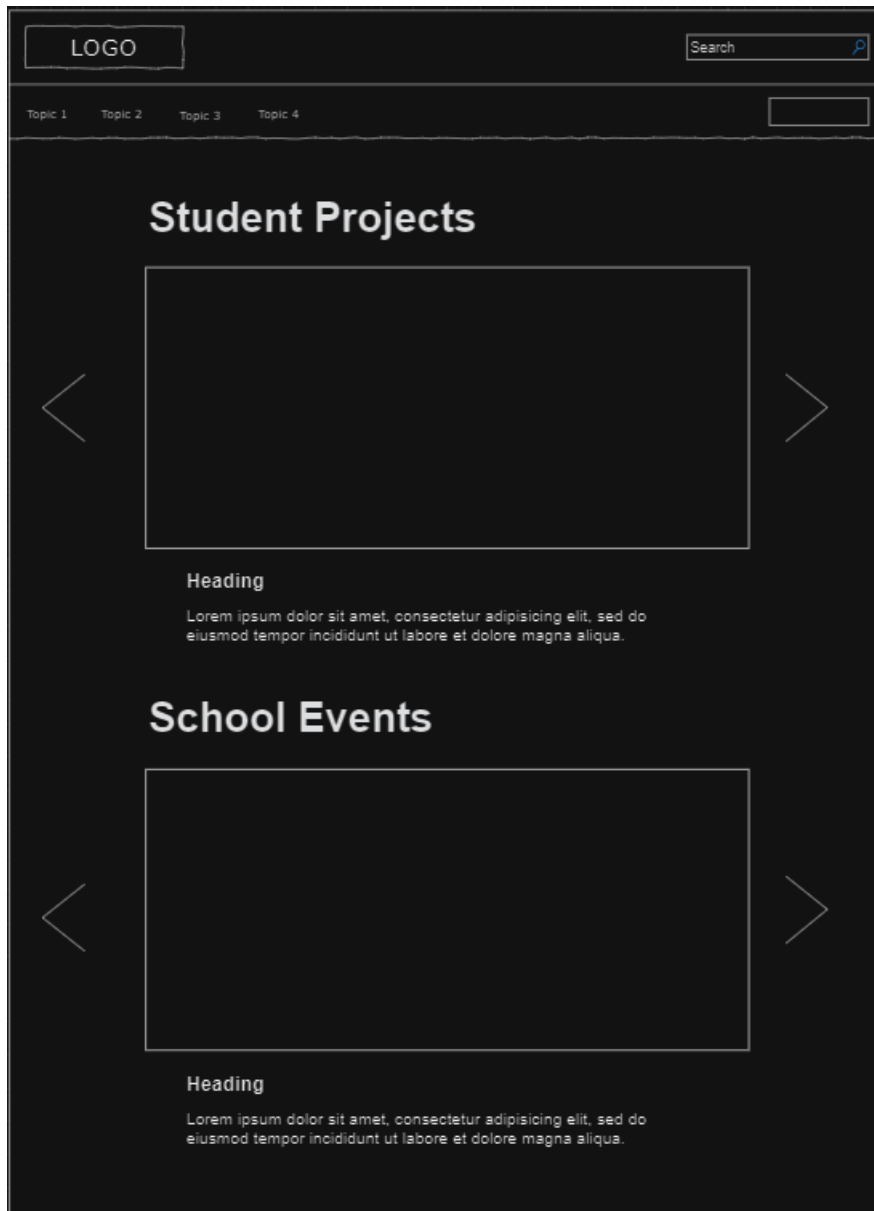
First Name   Last Name

Email

Message

Gallery

Enquire to Study

Enquire to Study

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
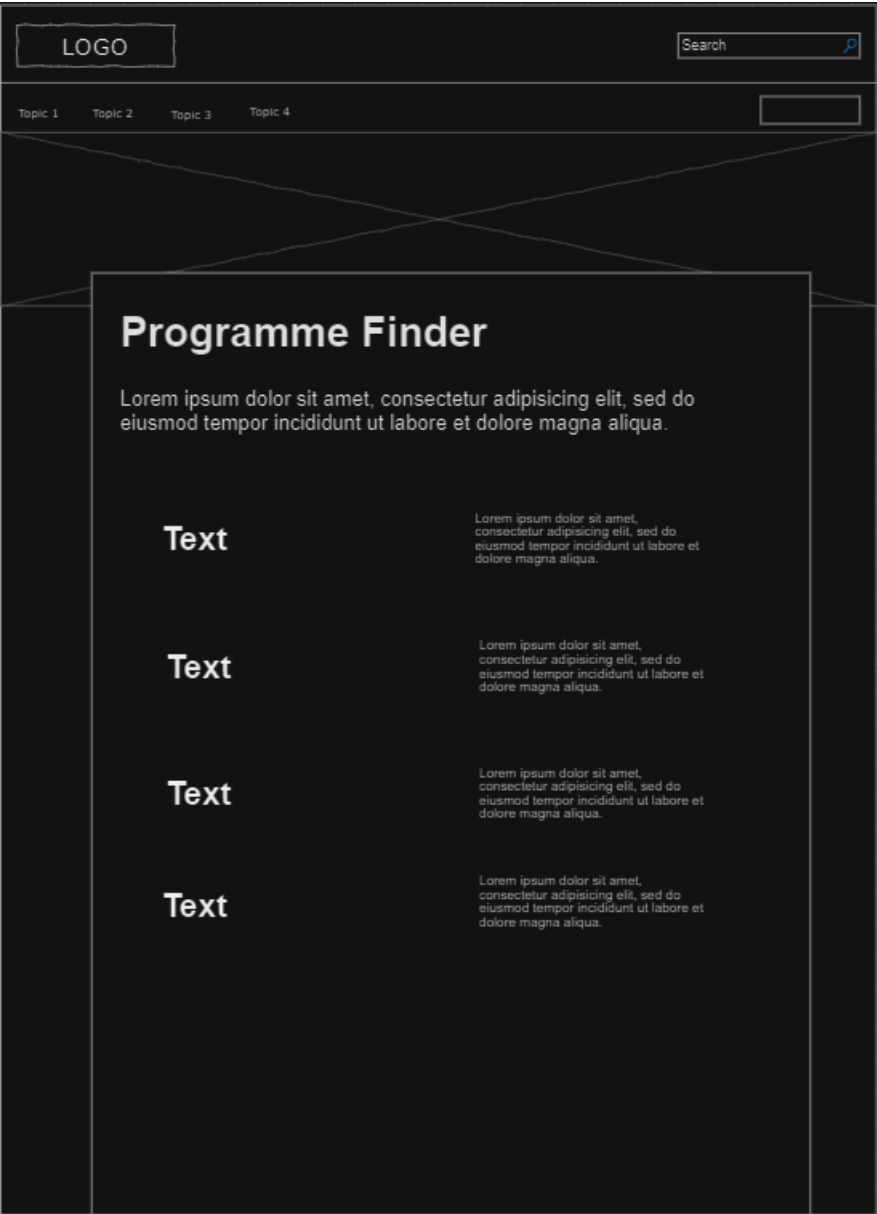
First Name

Last Name

Email

Which country are you a citizen of?

The preferred programme(s) you're interested in

Message (optional)

Programme Finder

Style Guide

STYLE GUIDE

Logos

Colours

#1A187	#4644A	#01004	#8785D	#CDCCFF

Fonts

Adorage

Segue UI Variable   Segue UI Variable | Light Display

Buttons

Default   Hover   Default   Hover