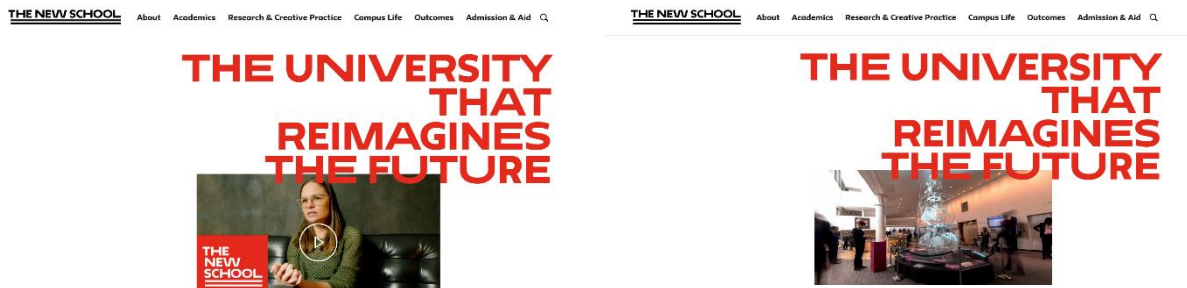


## Task 1

### Part 1

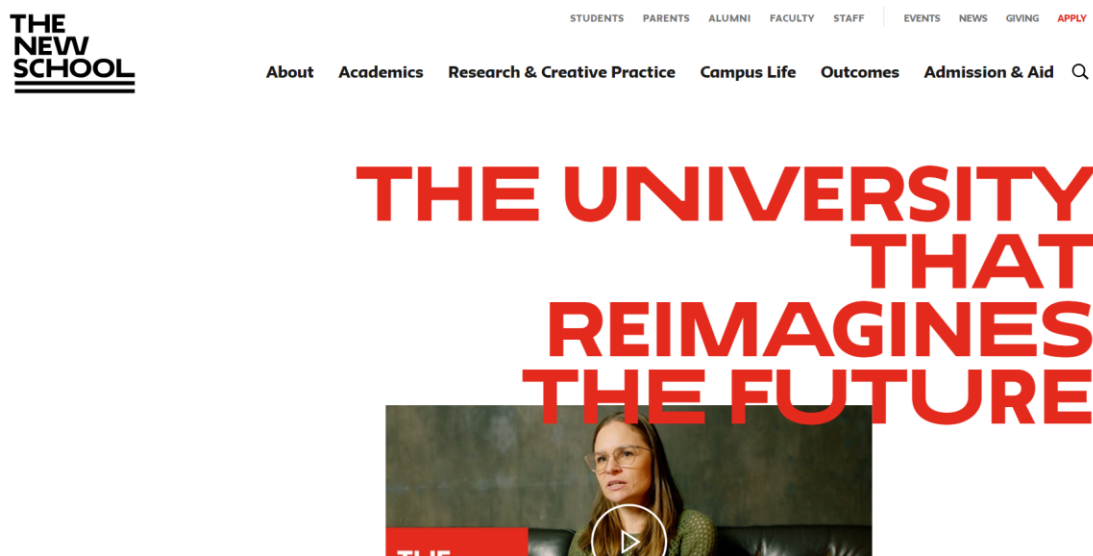
#### The New School

<https://www.newschool.edu/parsons/>



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



## Renée T. White: Sharing Ideas on Identity and Culture Through the Printed Page

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



## 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.



## Yetunde: Building Community Around Public Art

Yetunde's developing artistic practice, refined on campus, has led 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

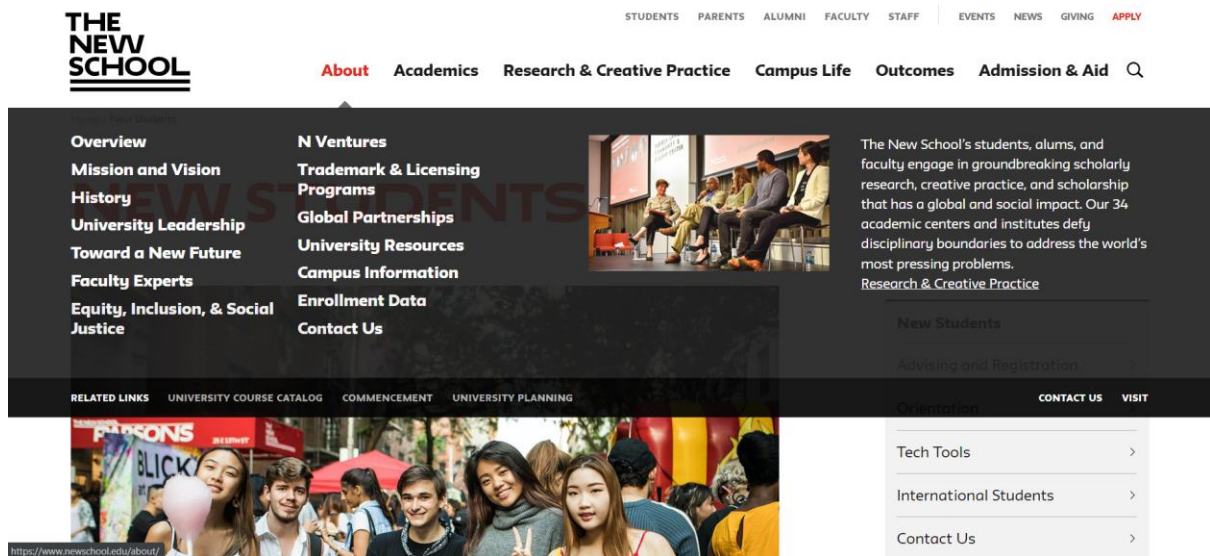
Bank Street Theater



WEDNESDAY, OCTOBER 25, 2:00 PM

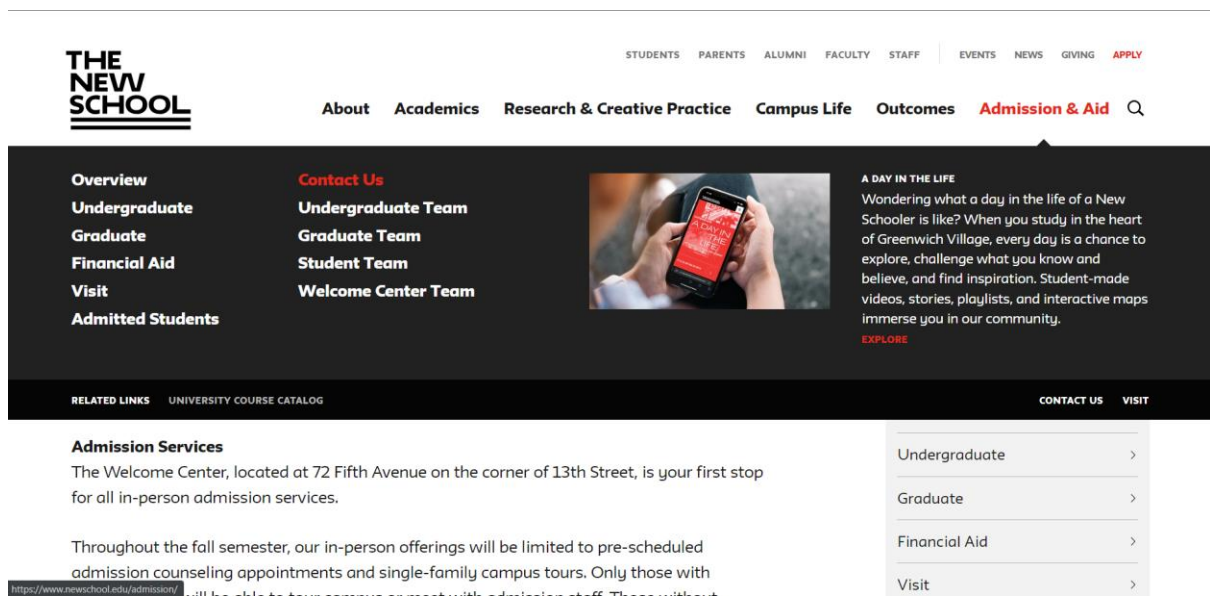
### NCSR Heuss Lecture: What Can We Learn from Ancient Ethics in

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.



Emanuel Taylor, BFA Fashion Design, Parsons School of Design

**"I've been lucky to get teachers who push their students in specific ways based on their skill sets—then they build on that. This helps you in the future and in the marketplace."**

Rob Mack, Vice Provost for Student Success and Engagement

**"Student Success is dedicated to providing students with a dynamic student life experience and forges this with their curricular experiences to cultivate intellectual curiosity. Our dedicated team provides resources and services that"**

Maria-Elena Grant, BA Liberal Arts, The New School

**"At The New School, I developed advanced critical thinking skills. Now I have a new appreciation for literature and consider issues like politics and entrepreneurship on a global scale."**

Search

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.

UNIVERSITY HOME OUR COLLEGES CURRENT STUDENTS FACULTY ALUMNI NEWS & EVENTS GIVING **APPLY**

THE NEW SCHOOL PARSONS About Academics Faculty Our Work Student Life After Parsons Admission and Aid Q

## SUBMIT YOUR APPLICATION

**Undergraduates**

To apply to any of our undergraduate programs (except the Bachelor's Program for Adults and Transfer Students and Parsons Associate of Applied Science programs) complete and submit the Common App online.

**ONLINE COMMON APP**

Learn more about [How to Apply](#)

**Undergraduate Adult Learners**

To apply to any of our Bachelor's Program for Adults and Transfer Students and Parsons Associate of Applied Science programs, complete and submit the New School Online Application.

**NEW SCHOOL ONLINE APP**

Learn more about [How to Apply](#)

**Graduates**

To apply to any of our Master's, Doctoral, Professional Studies Diploma, and Graduate Certificate programs, complete and submit the New School Online Application.

**NEW SCHOOL ONLINE APP**

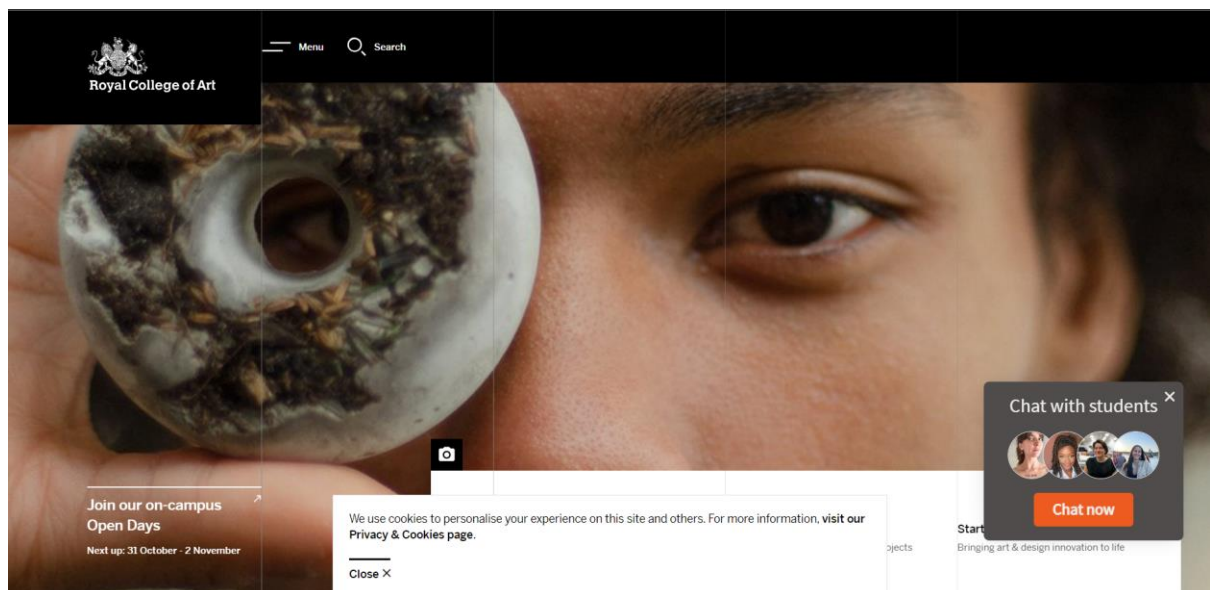
Learn more about [How to Apply](#)

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/>

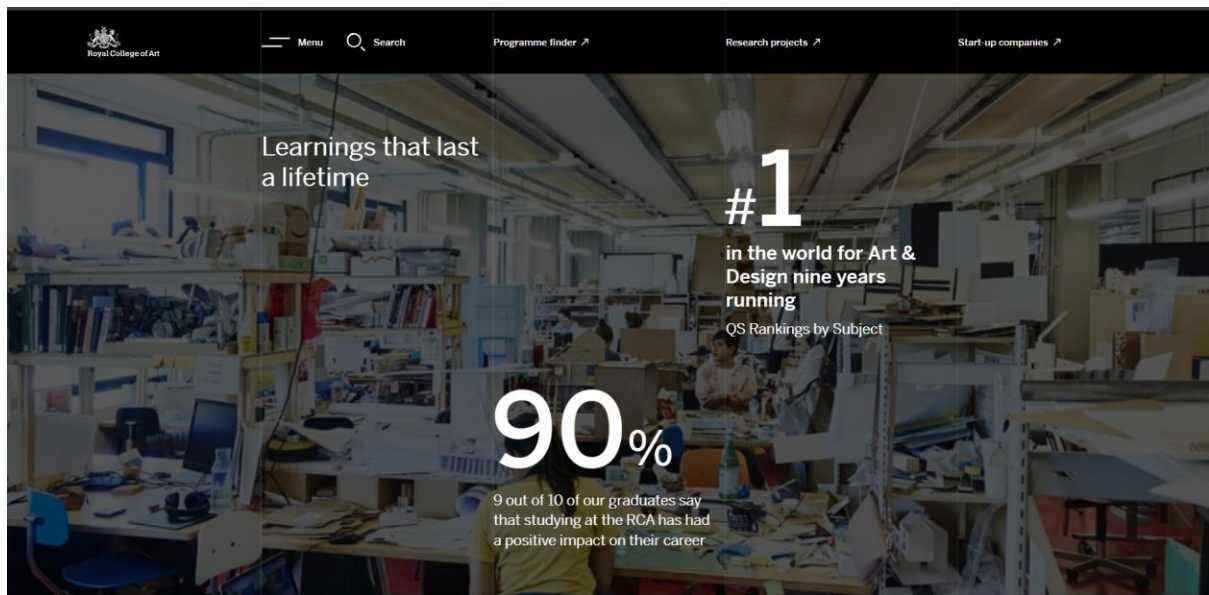


The Royal College of Art homepage welcomes the user with a background image which is not very clear when you properly look at it.

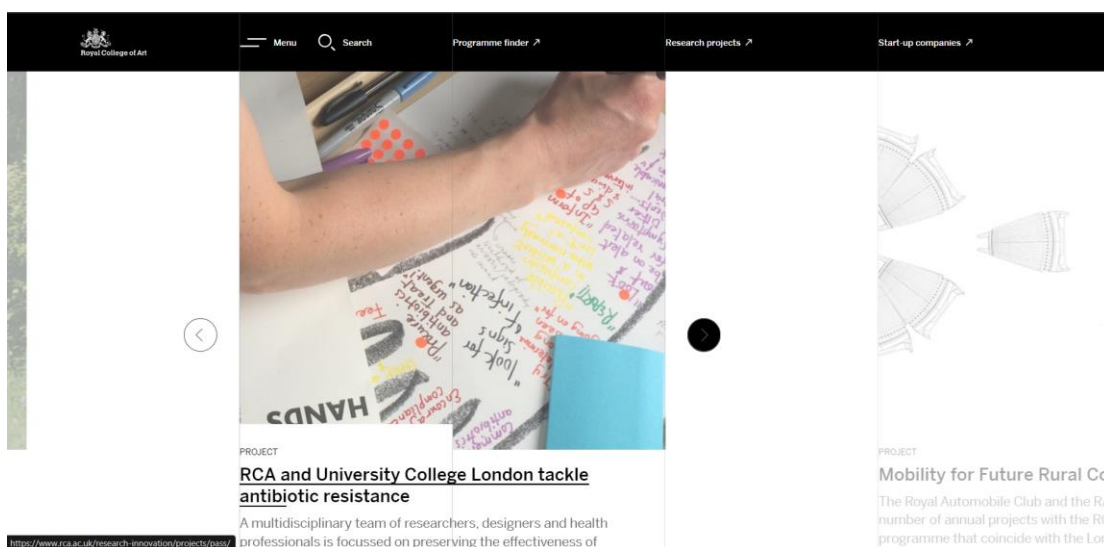
There are thin, vertical lines that split the page into 5 which is seen throughout the website. The black box where you can see the logo is bigger than the navigation bar. The text on the bottom left side does not contrast well with the image.

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.

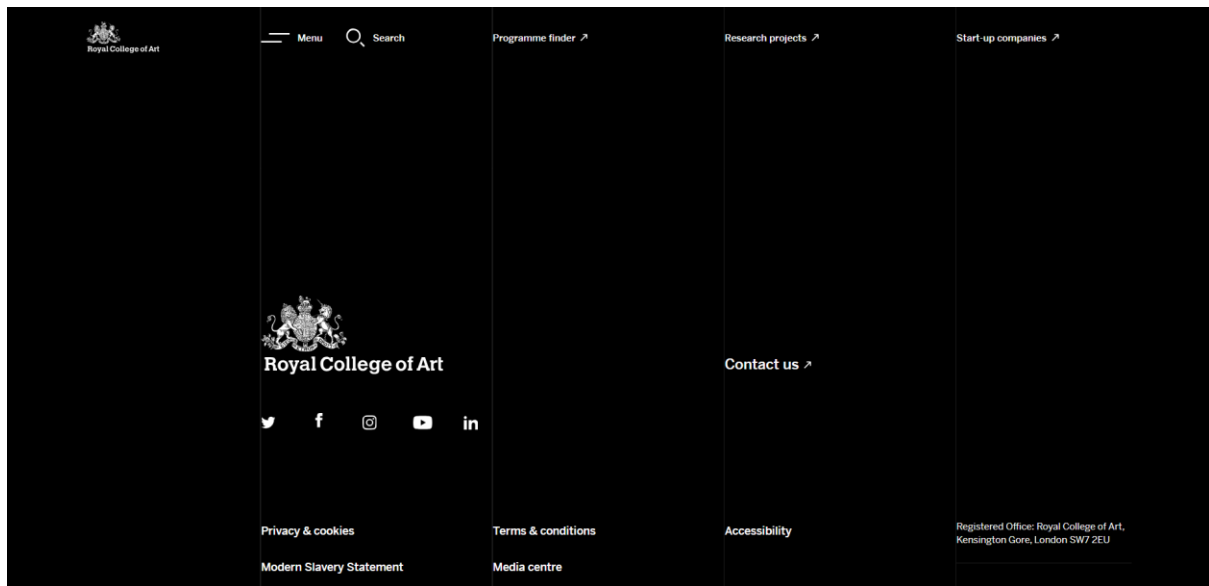


In this section, the user can find a parallax of one of the school classrooms. The text is more readable here as the brightness of the image has been reduced.

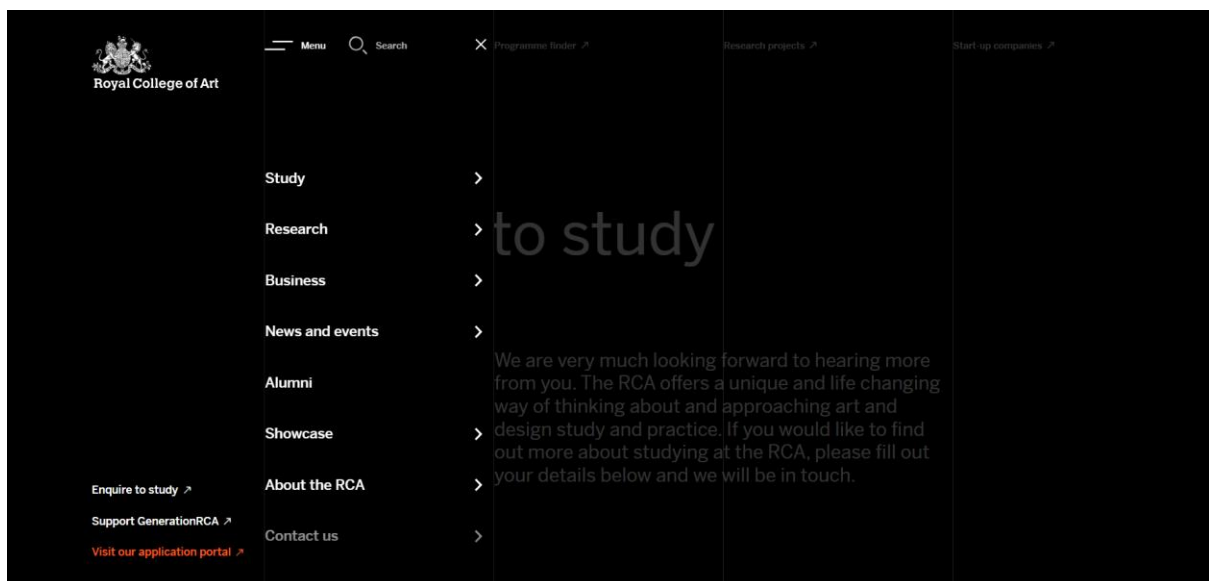


The carousel is too big to see the whole image and read the text. The user must inconveniently scroll up and down to see the whole image and article.

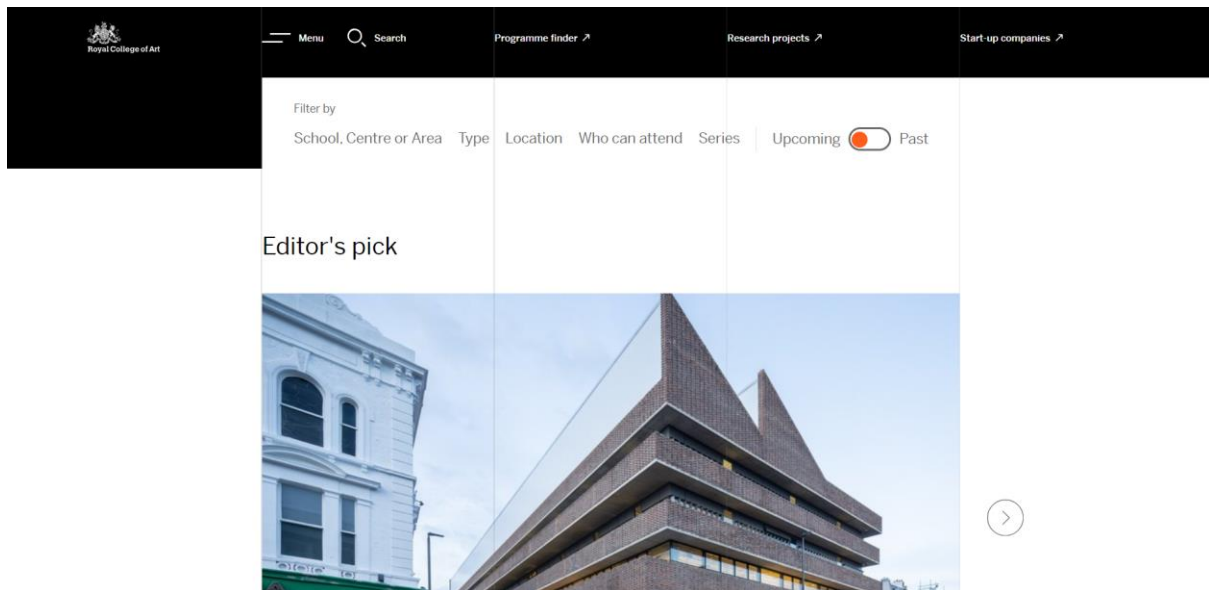
The hover effect used is minimal but effective. Animating a line being drawn under the title instead of it being instantly displayed.



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.

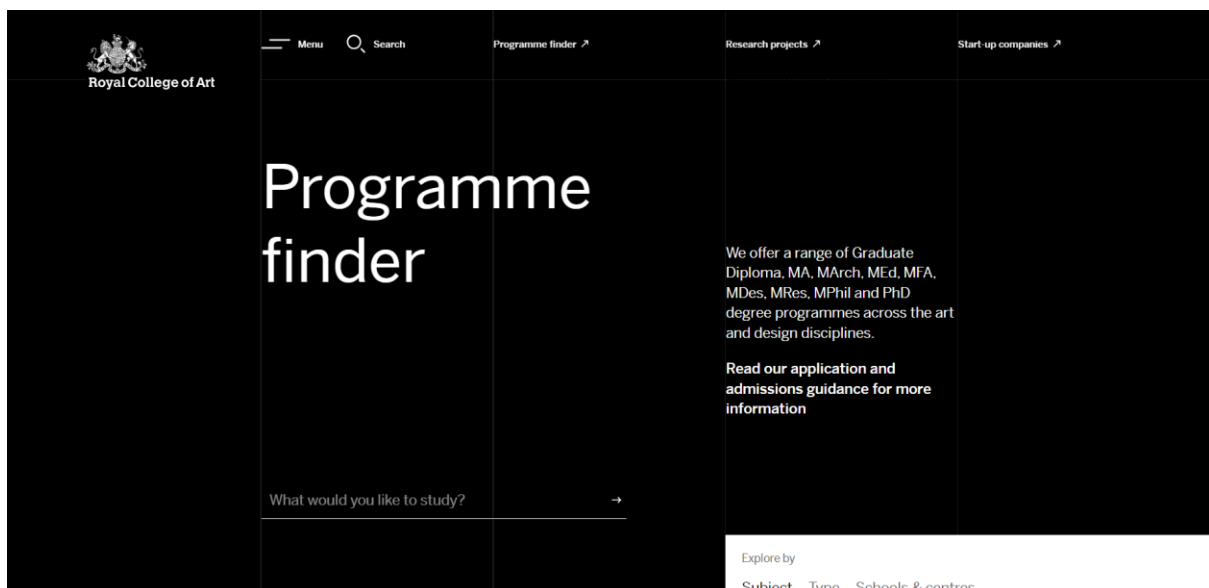


The hamburger menu keeps the same consistent design of the 5-section layout.



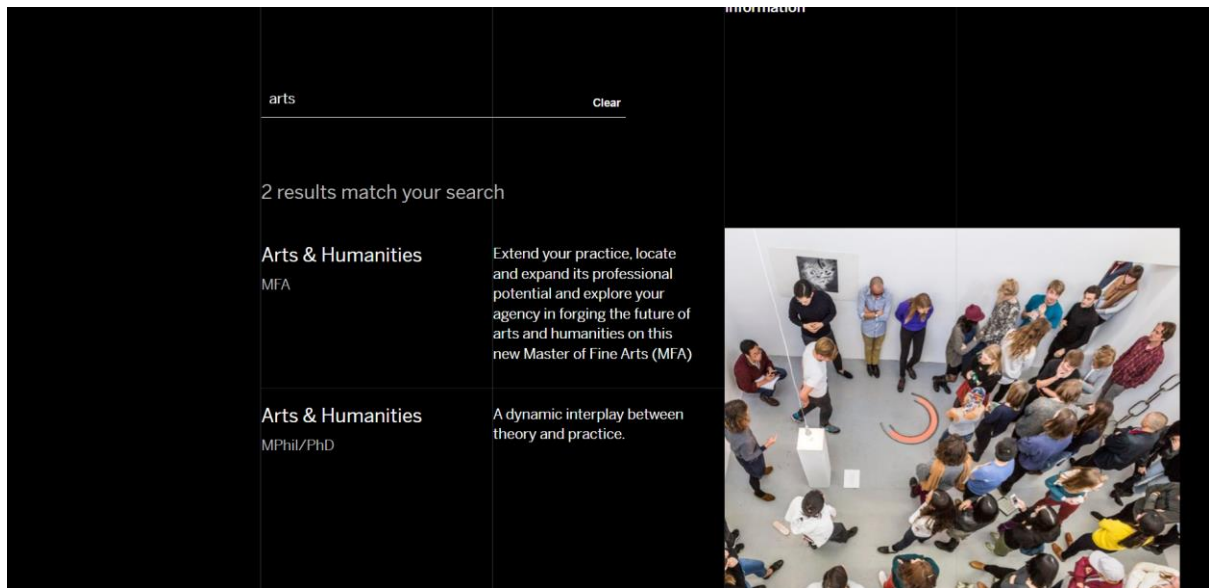
The events page gives many different filter options for the user to find their event that they are looking for by choosing one of the options.

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.

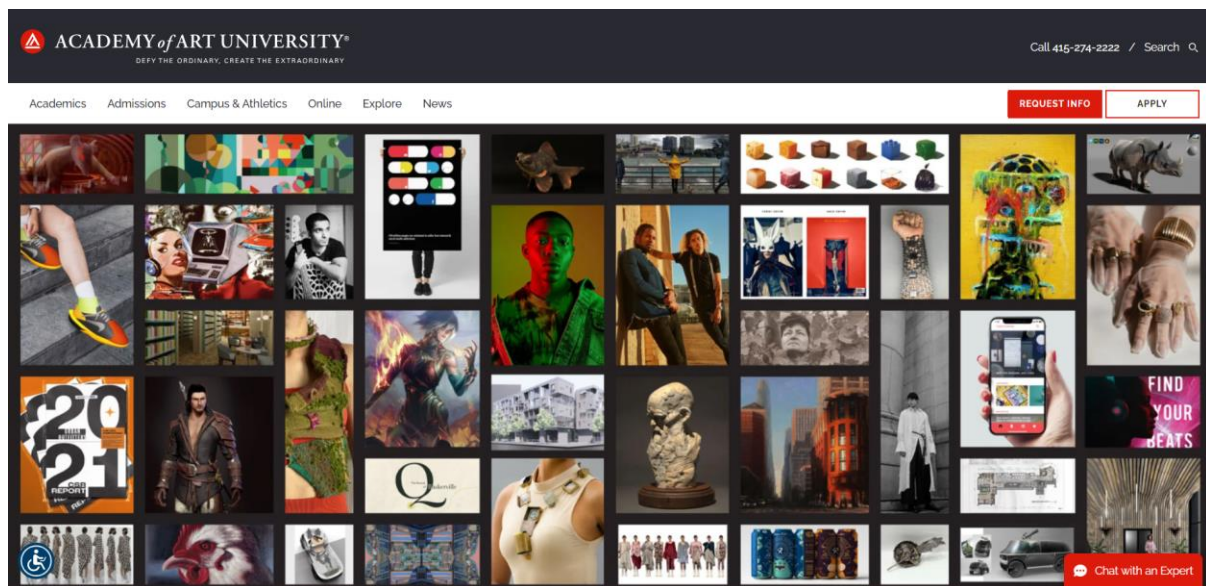




Once the user types a subject in the search bar the user is told how many results the user has. However, the text overlaps with the 2<sup>nd</sup> line. Not obeying the visual rule, the developers have given themselves when coding the website.

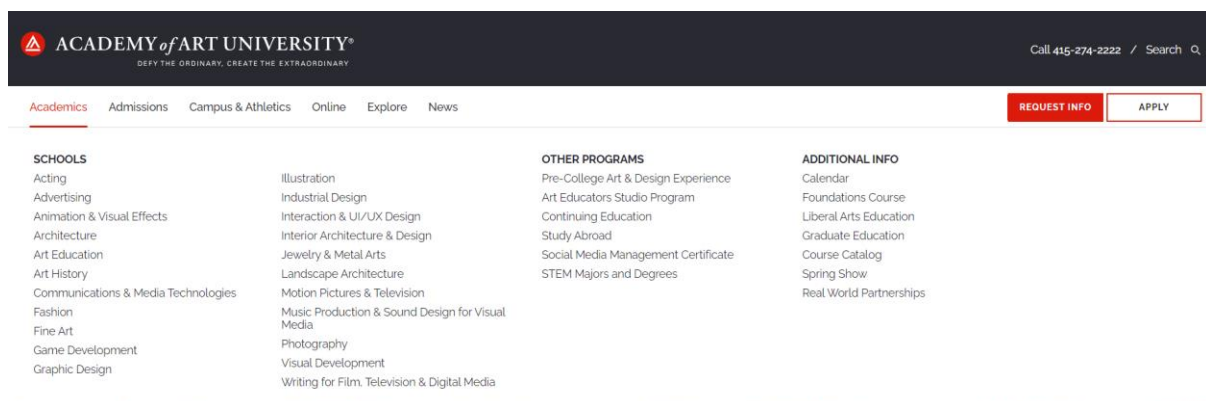
# Academy of Art University

<https://www.academyart.edu/>



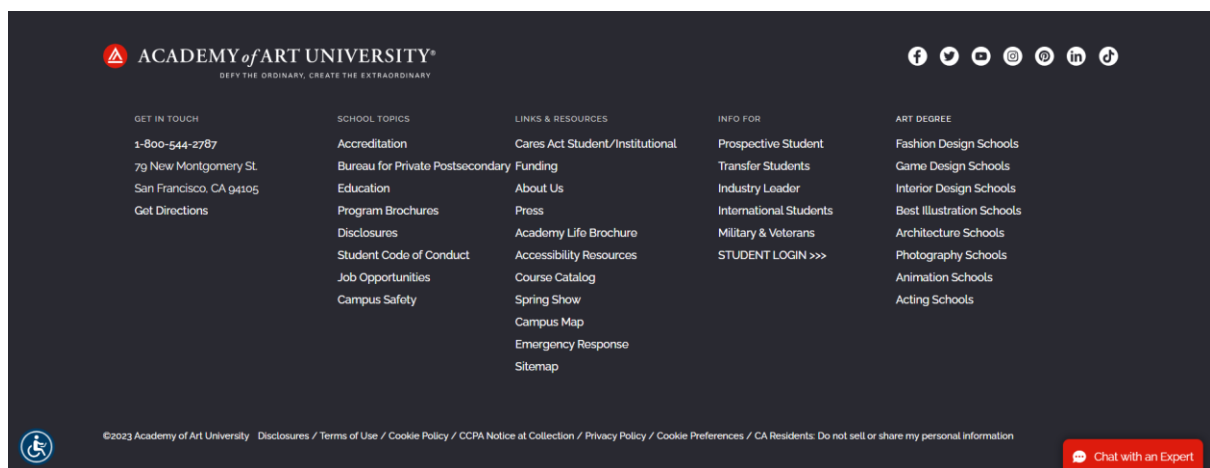
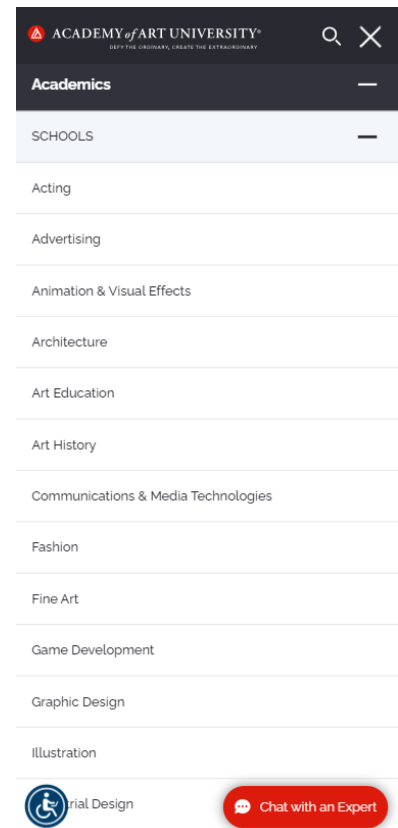
The home page of The Academy of Art University is quite different than normal home page. The home page shows many different forms of art offered by the school rather than 1 image. The home page also has no text to support these images.

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.

[Academics](#)
[Admissions](#)
[Campus & Athletics](#)
[Online](#)
[Explore](#)
[News](#)
[Q](#)

Call 415-274-2222 [REQUEST INFO](#) [APPLY](#)

**IMPORTANT:** Please do not use your back button once you begin this application. We also recommend you "Allow Cookies" to successfully submit your application. If you are having issues submitting your application, please see these [Troubleshooting Tips](#).

**Disclaimer:** This session may be recorded for training and troubleshooting purposes.

**Step 1 of 4**

I am applying as a/an \*

Please select...

Provide your name as it appears on your Social Security Card, Individual Taxpayer Identification Card or Passport.

First Name \*

Last Name \*

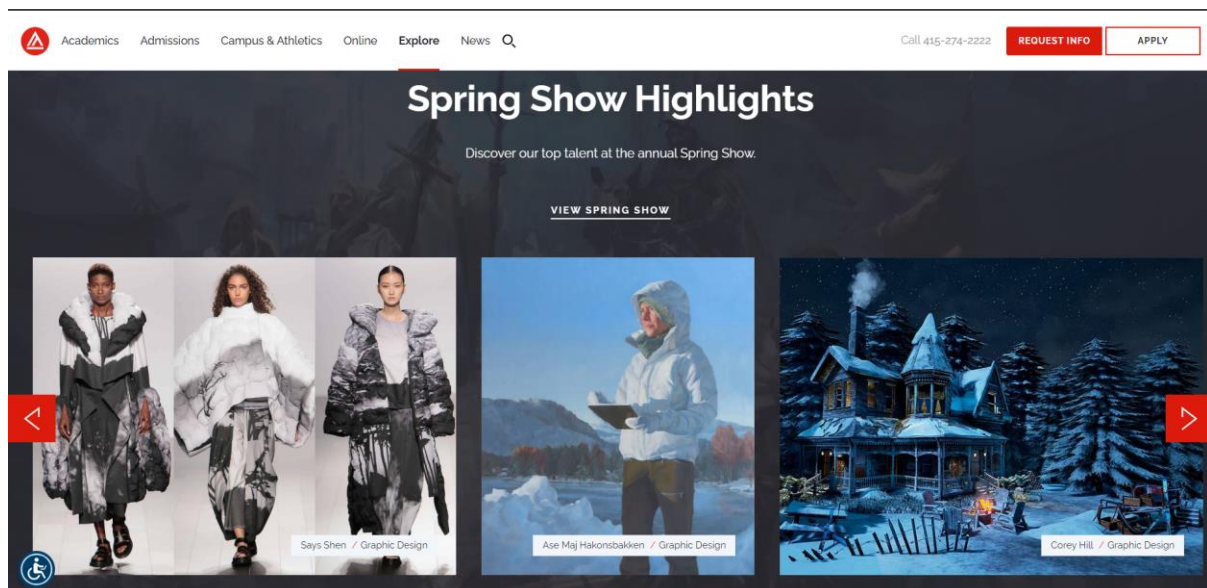
Is this the name that appears on your official Transcript? \*

☐ Yes ☐ No

[Chat with an Expert](#)

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 programme.
- Interested in digital arts.

#### Goals

- Wants to explore art and design courses offered by the university.
- Understand portfolio requirements and submission guidelines.
- 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 courses being offered.
- Explore campus facilities.
- Apply for a course for the next scholastic year.

#### Frustrations

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





**Sam  
Sulek**

---

**Personal Info**

18 years of age  
Student

## 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 balancing academics with an athletic schedule.
- unclear information about athletic scholarship opportunities.

## Administrators



**Oliver  
Robinson**

---

**Personal Info**

26 years of age  
Content Administrator

## 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.



**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 if there are any 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

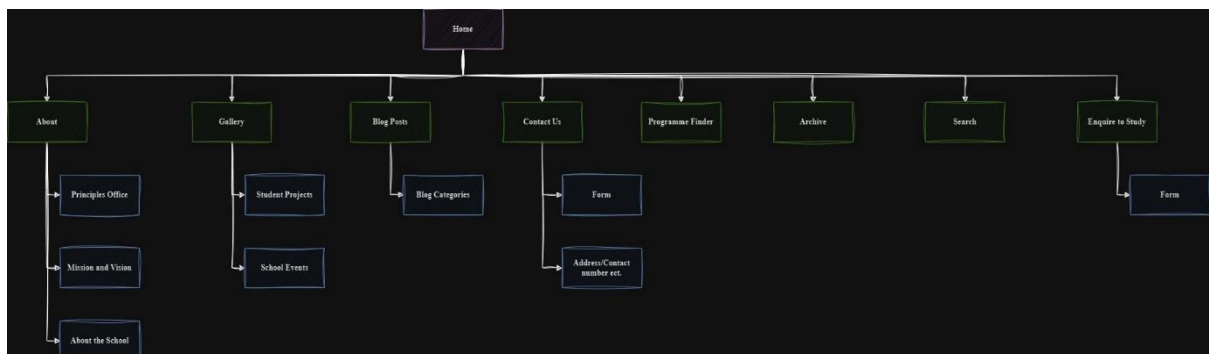
## IPO Chart

| 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 |

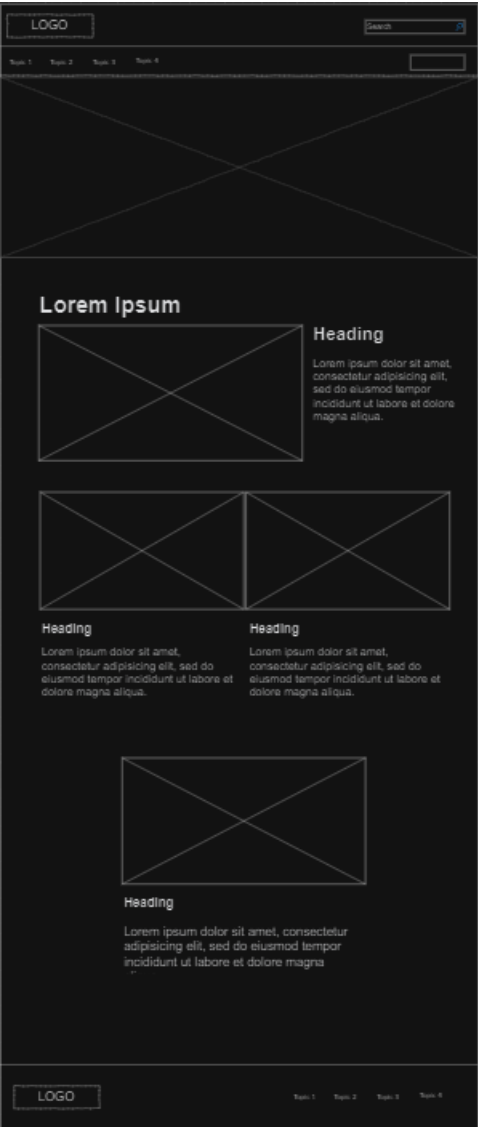
## Site Map



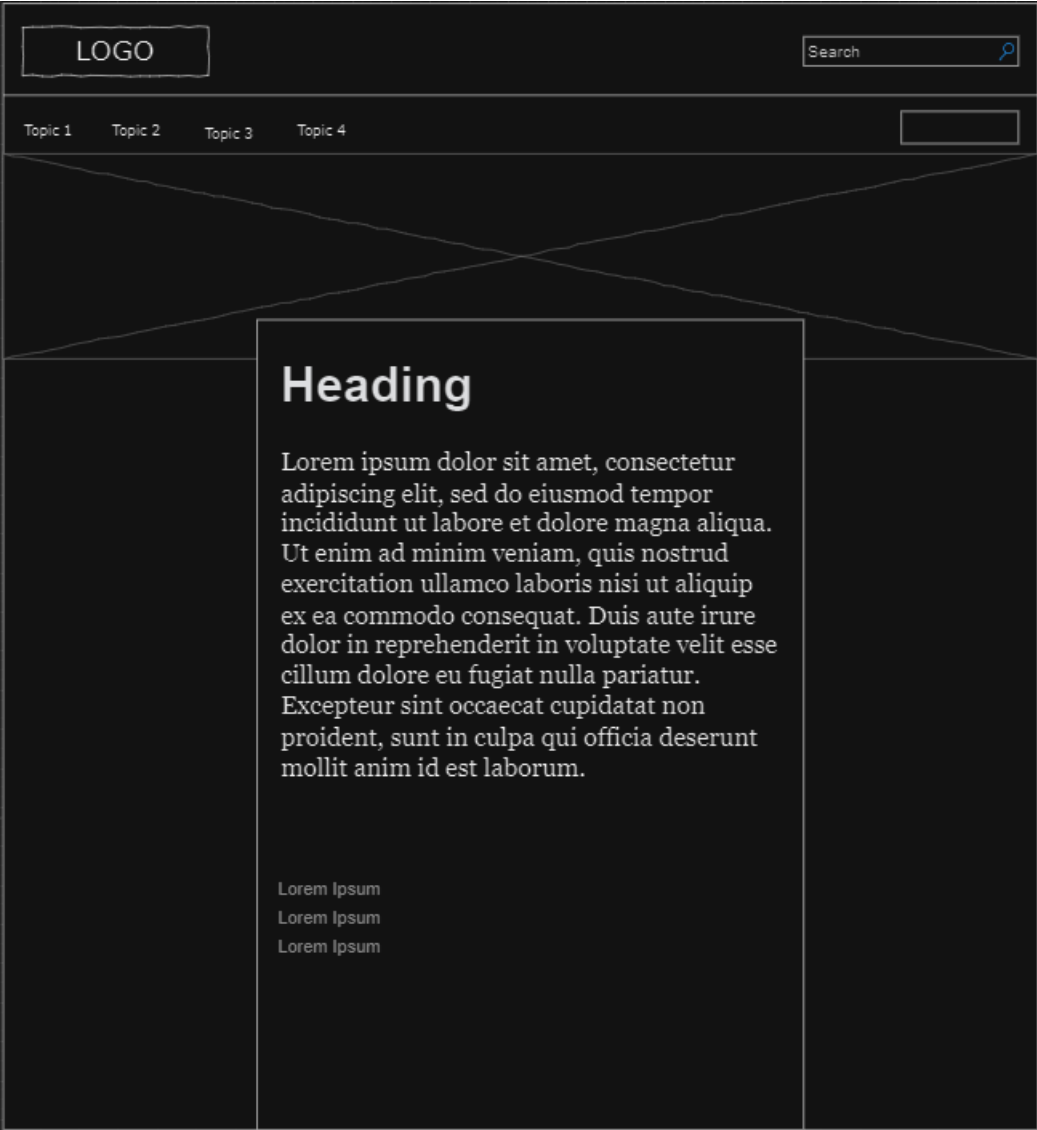


# Low Fidelity Wireframes

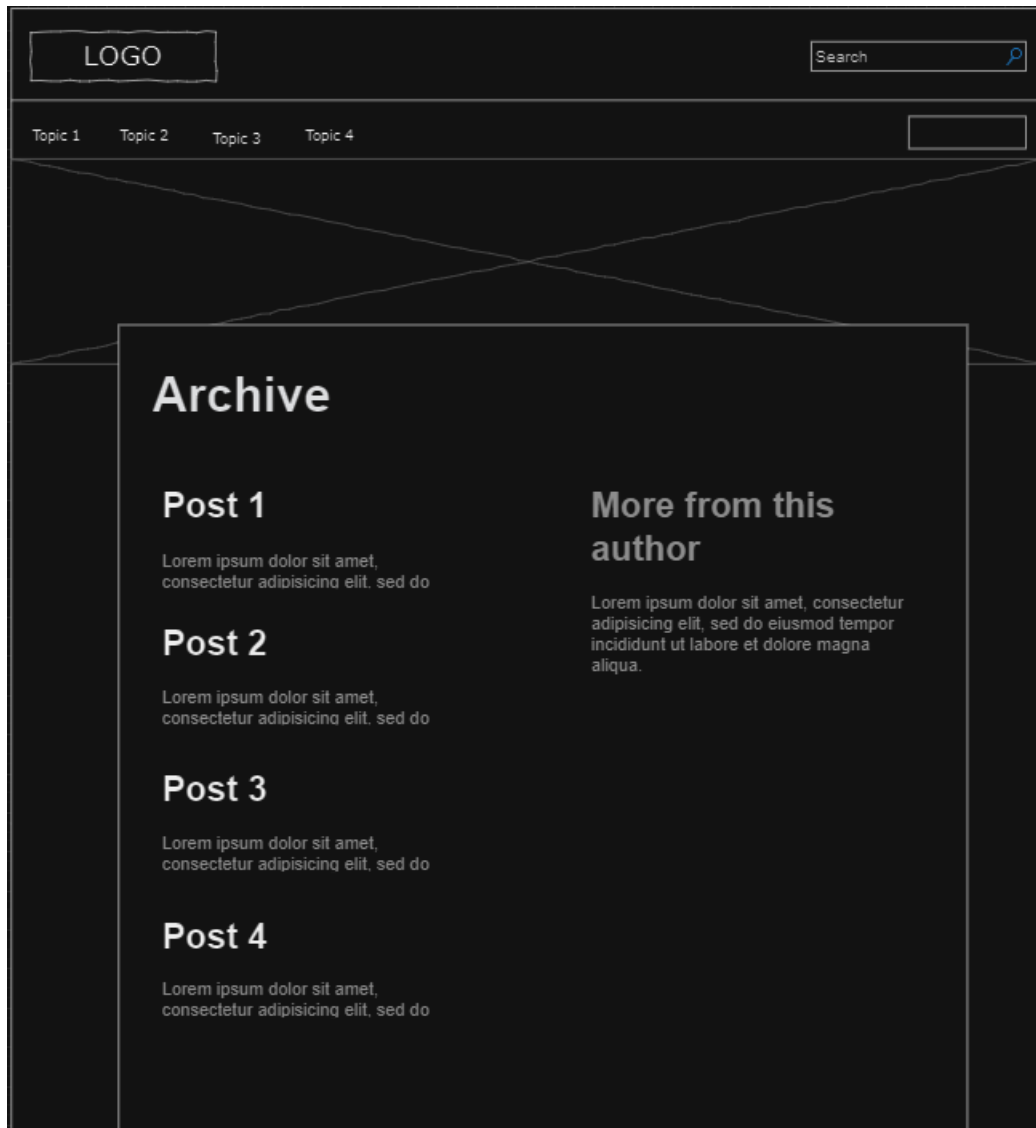
## Home Page



Blog Posts



## Archive



## Contact Us

LOGO

Search

Topic 1Topic 2Topic 3Topic 4

### We'd love to help

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

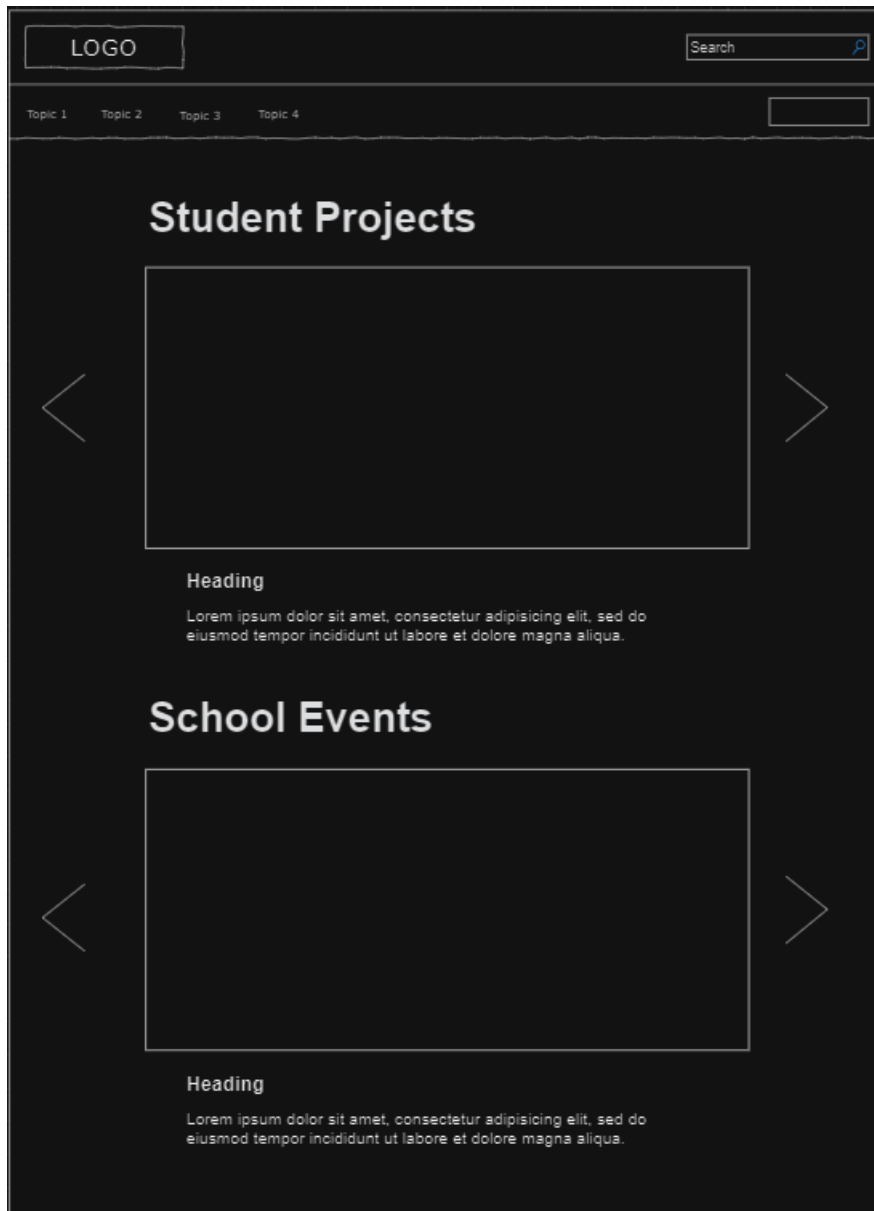
First Name

Last Name

Email

Message

## Gallery





## Enquire to Study

LOGO

Search

Topic 1Topic 2Topic 3Topic 4

### 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

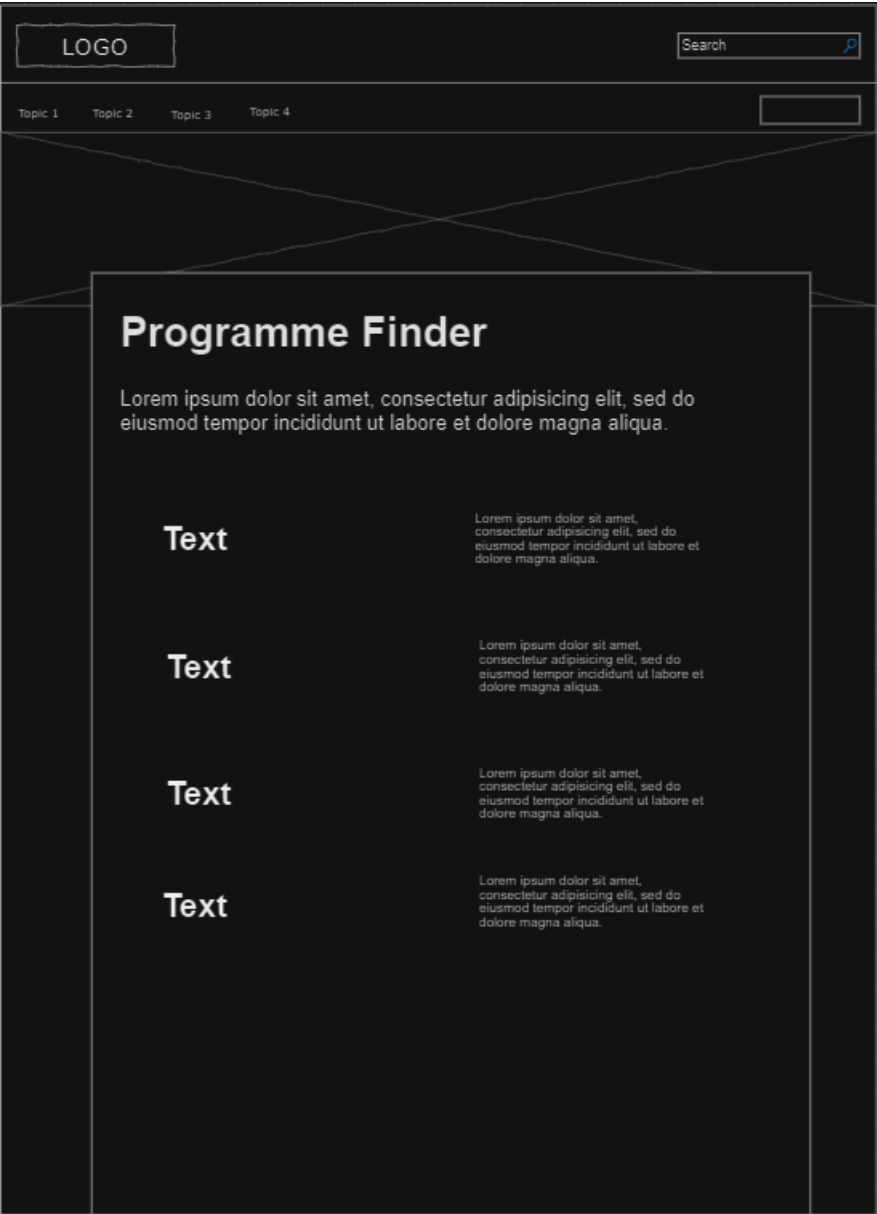
Email

Which country are you a citizen of?

The preferred programme(s) you're interested in

Message (optional)

Programme Finder



# Style Guide

## STYLE GUIDE

### Logos



### Colour Palette



### Buttons



### Fonts

| Headings and Titles | Paragraphs                      |
|---------------------|---------------------------------|
| Segue UI Regular    | Arial Regular                   |
| Light               | <b>Arial Bold</b>               |
| Semilight           | <i>Arial Italic</i>             |
| <b>Bold</b>         | <b><i>Arial Bold Italic</i></b> |