

# FESC REDESIGN

## Overview and General Approach

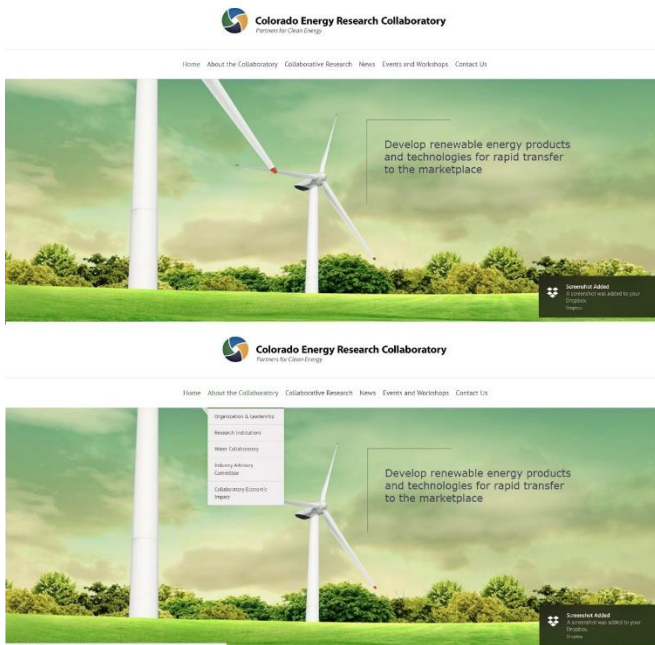
---

The site itself is a fair representation of the consortium as a whole, striving to do too much and lacking in coordination between the separate parts. A truly effective redesign would necessitate the engagement of a content management specialist, but that particular reorganization is beyond the scope of this project. Here, a high-level restructuring of the layout as a guide for future development is more in line with what is being attempted.

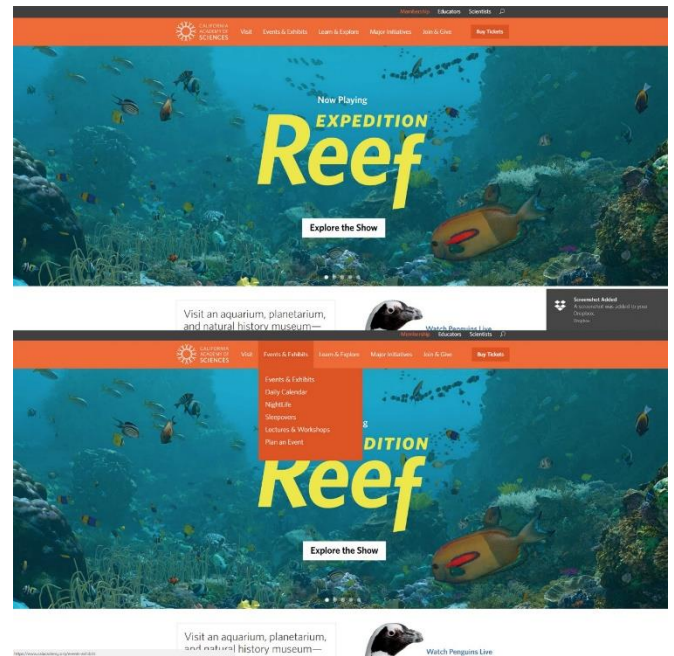
An earlier site review revealed that the current design was lacking in responsiveness, overburdened in information and difficult to navigate. Any redesign would at the very least need to address these key issues. When surveying for solutions, I searched for best-in-category sites amongst universities, engineering/technology consortiums (particularly in renewable energy), and science-oriented community outreach groups. The idea here was that these organizations would share a similar structure and have had to address similar content and design issues along the way.

## References

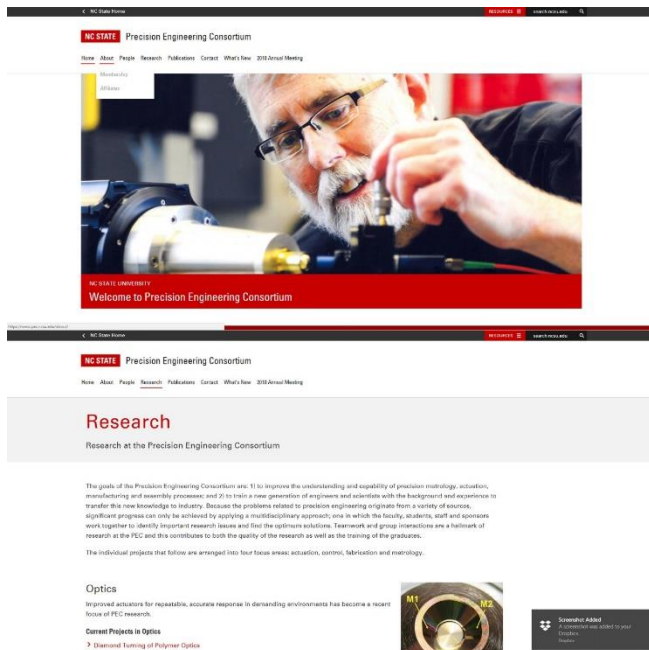
[www.coloradocollaboratory.org/](http://www.coloradocollaboratory.org/)



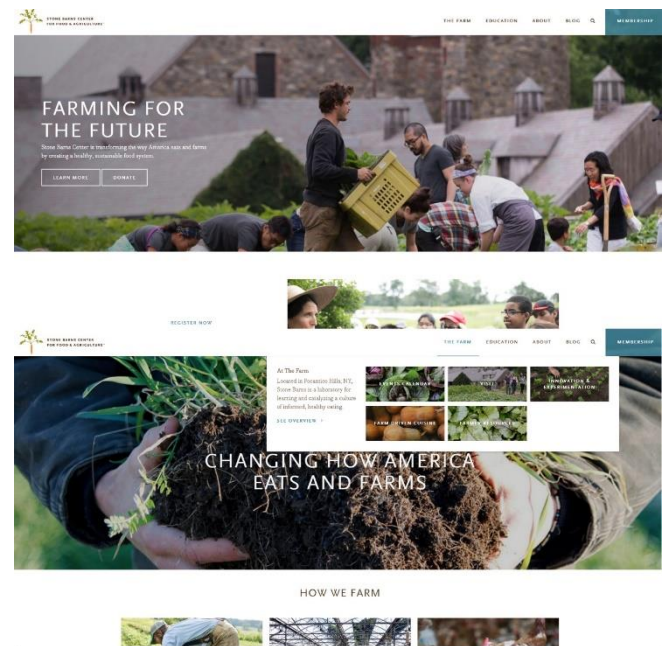
[www.calacademy.org/](http://www.calacademy.org/)



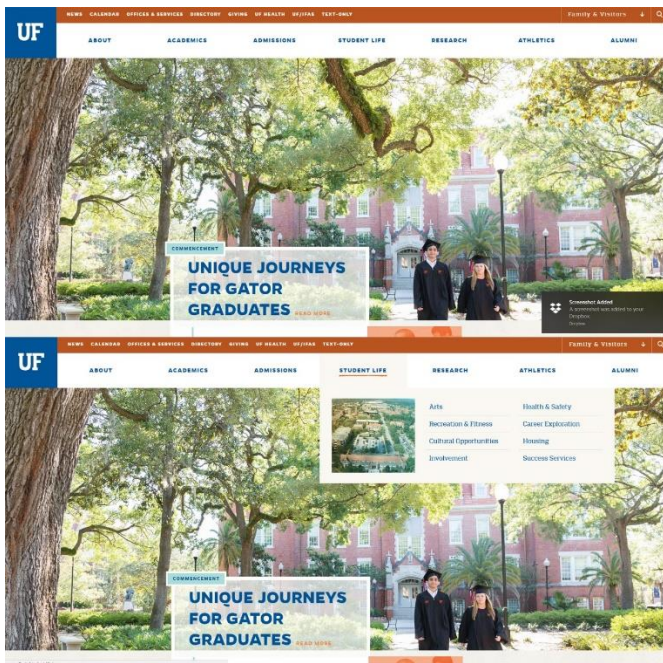
[www.pec.ncsu.edu/](http://www.pec.ncsu.edu/)



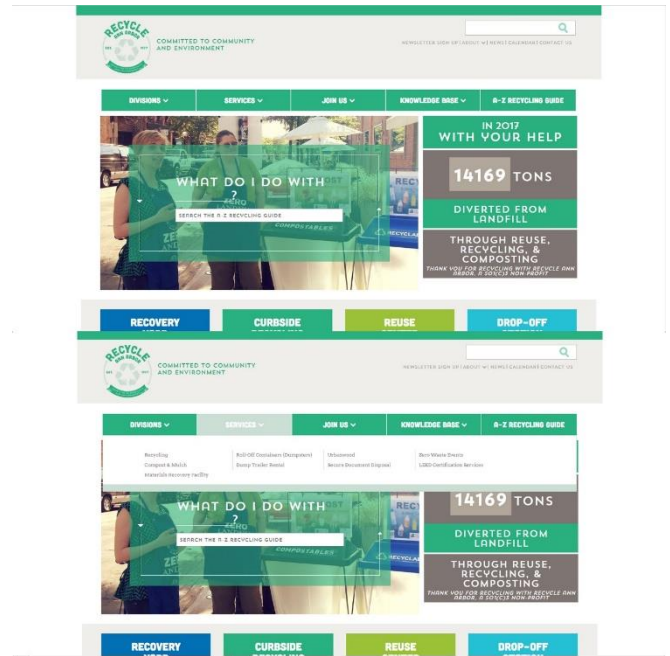
[www.stonebarnscenter.org/](http://www.stonebarnscenter.org/)



[www.ufl.edu](http://www.ufl.edu)



[recycleannarbor.org/](http://recycleannarbor.org/)



[www.eia.gov/](http://www.eia.gov/)



[school.bighistoryproject.com/bhplive](http://school.bighistoryproject.com/bhplive)



[herbarium.usu.edu/fun-with-fungi/index](http://herbarium.usu.edu/fun-with-fungi/index)



FESC SITE REDESIGN



# Design Approach



After reviewing the above reference sites, I decided to explore the FESC home institution as well since it shared the same domain name. The University of Florida shared many of the same aspects as the other sites, but it would also provide an additional key ingredient: a sense of design continuity. While FESC is a consortium of various institutions, it is still housed at the University of Florida, and building off of the design aesthetic of the UF main site would give the updated site a sense of familiarity while providing some of its own distinctiveness.

The UF site (like many of the others) features a responsive layout with a sticky top nav, on-hover drop-down menus, large hero images and numerous additional images and text below the fold. Not unsurprisingly, the color theme plays off the school colors of orange and blue, so these will form the basis of the FESC palette as well. The FESC logo also contains other colors (red, yellow and green), so there is opportunity to include these color for emphasis and/or distinctiveness.

The University of Florida also makes use of a set of commercial fonts, Quadon and Gentona, but I was able to find similar, free fonts using ffonts.com. Gentona is the main site font, used for the body text as well as the nav headings. Quadon is used primarily in nav drop-down links and image/section captions. Georgia is used for list items and footer links.

The site footer contains secondary links to resources, contact information and social media sites.

A similar approach will be used for the FESC redesign.

## Header/Navigation

The navigation area of the page will likewise be sticky and feature on-hover drop-down menus. The layout will literally mirror the UF main page by moving the UF logo to the right-hand side of the page, providing continuity (and a link back to the UF main site). The FESC logo will take the place of prominence at the left-hand side of the page. For the FESC site, the secondary University nav will be dropped. The search icon will be retained however.

The drop-down menu will also feature a representative image and a series of sub-category links.

## Body

Large hero image with caption above the fold.

Smaller images with captions and text below the fold.

## Footer

Secondary links to resources, contact information and social media sites.

The main page will also contain logos/links of consortium member institutions.

# Style

**Fonts:** Quadon (nav pull down and captions), Gentona (nav headings and body text), and Georgia (Google Fonts)

**Alternate free fonts:** Enriqueta (for *Quadon*) and Bitter or Colaborate (for *Gentona*)

**Colors:** orange – #FA4616; blue – #0021A5.

**Images:** Slightly de-saturated with a light blue-to-orange overlay gradient

Florida Energy  
Systems Consortium

Universities Addressing Florida's Energy Needs

EDUCATION   OUTREACH   ABOUT   CONTACT