



Final Assignment WCAP Thailand 2025

International Marketing & Business University

Kamonchanok Butaka

Planing

IMBU focuses on modern business and marketing education

University Name



INTERNATIONAL
MARKETING &
BUSINESS
UNIVERSITY

**International Marketing & Business University
(IMBU)**

University Overview

An **educational hub** offering modern marketing strategies, advertising, and business growth courses, including social media marketing, market research, consumer behavior, and innovation, with real-world experience through **industry partnerships**

Purpose of the Site



Recruiting students
interested in marketing
and business



Publicizing
university news



Highlighting
partnerships

Target user

1

Students aged 18 and above interested in business and marketing

2

Professionals looking to enhance their marketing skills through postgraduate or certification courses

Design Mockup

Colors and Font for IMBU

Colors

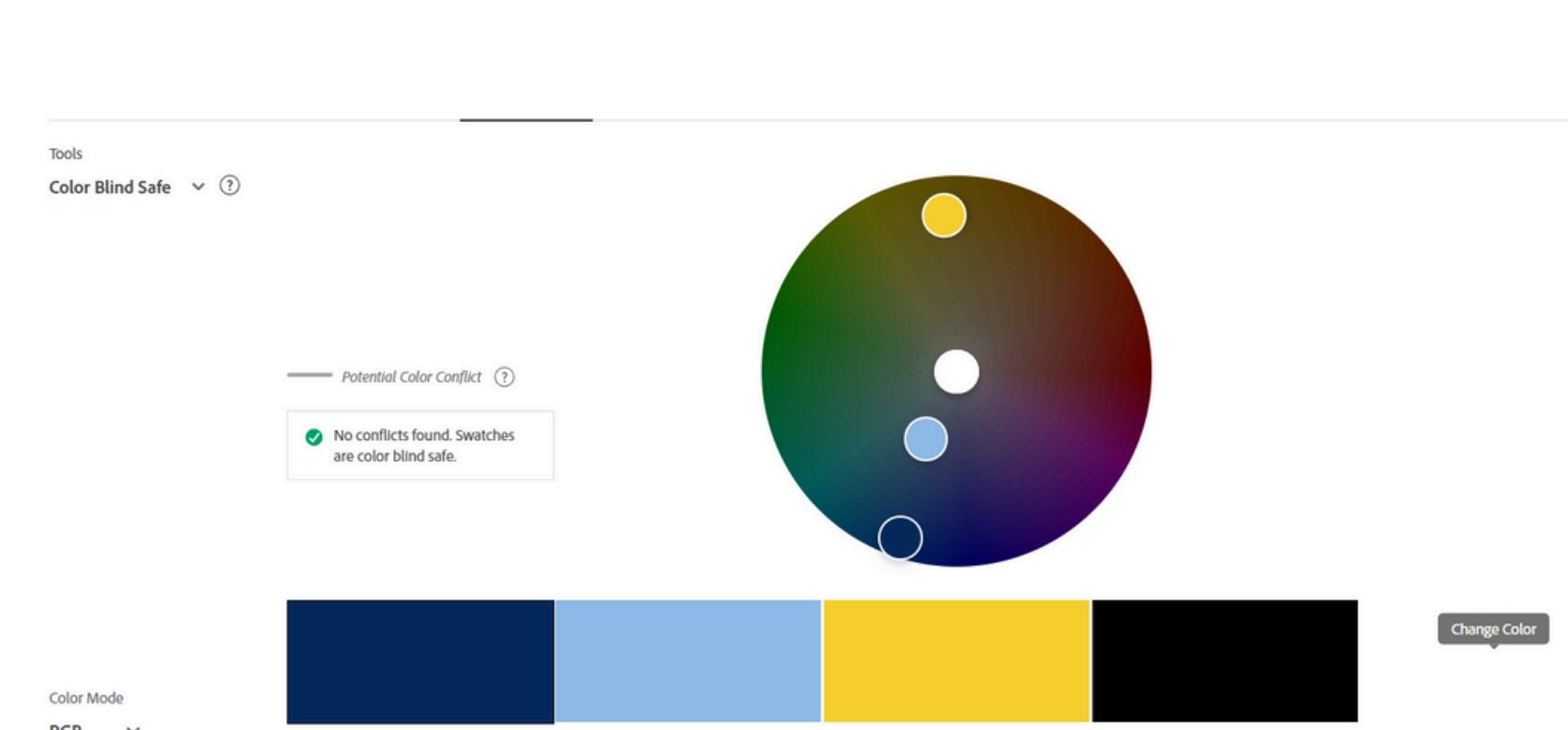
#092c5c
Cool Black

#8fbce6
Cyan-blue

#f5d130
Tampa Bay
Rays

represents: **trustworthiness, professionalism, and stability**

- Check color blind safe



Tools
Color Blind Safe ⓘ

Potential Color Conflict ⓘ
No conflicts found. Swatches are color blind safe.

Change Color

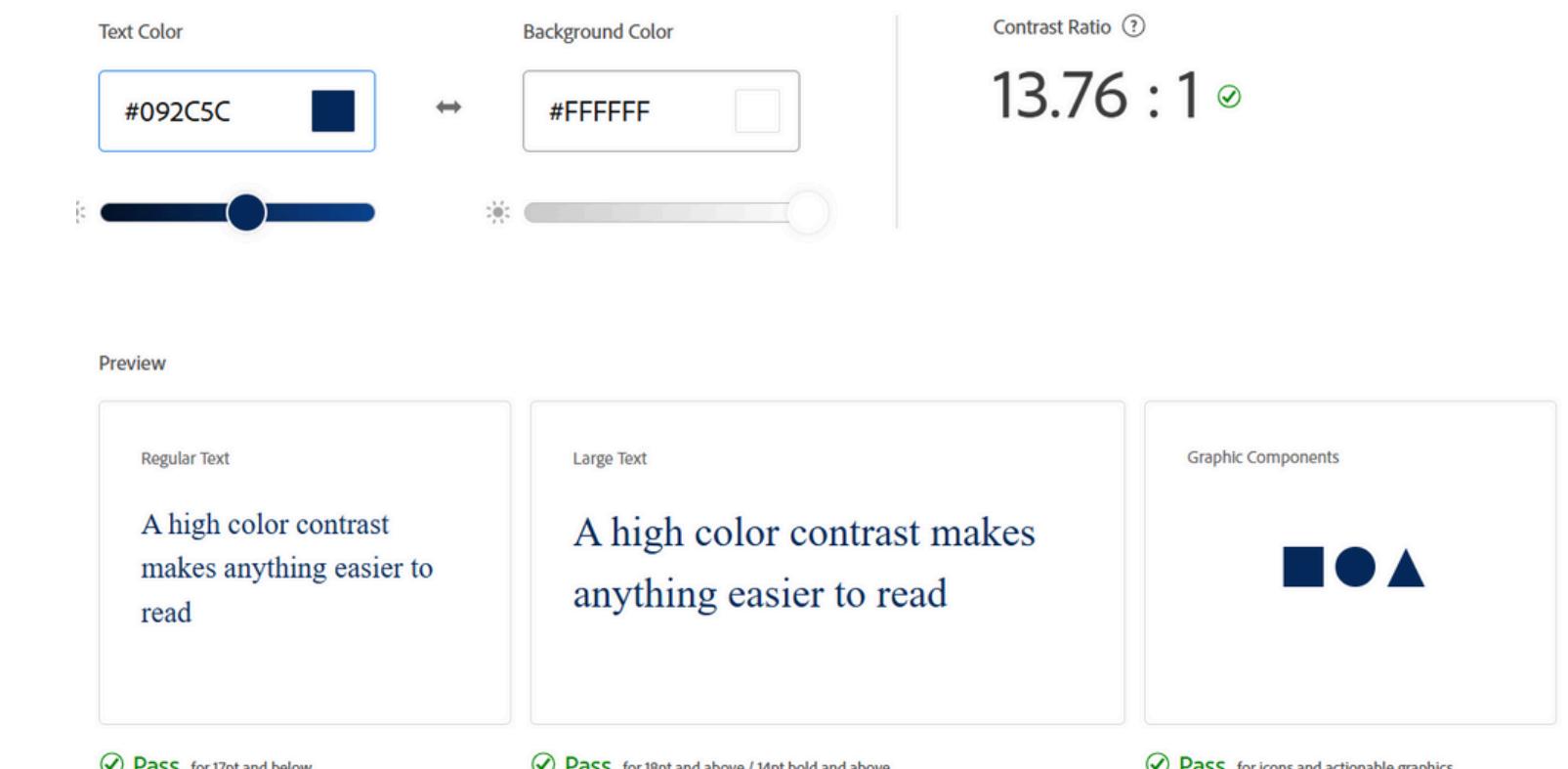
Color Mode
RGB ⓘ

Font

Didact Gothic
+
Inter

designed for **readability**, particularly in
educational contexts
being a simple, clean, and legible font
suitable for digital reading

- Check contrast



Text Color: #092c5c

Background Color: #FFFFFF

Contrast Ratio ⓘ 13.76 : 1 ✅

Preview

Regular Text: A high color contrast makes anything easier to read

Large Text: A high color contrast makes anything easier to read

Graphic Components: ✅ Pass for icons and actionable graphics

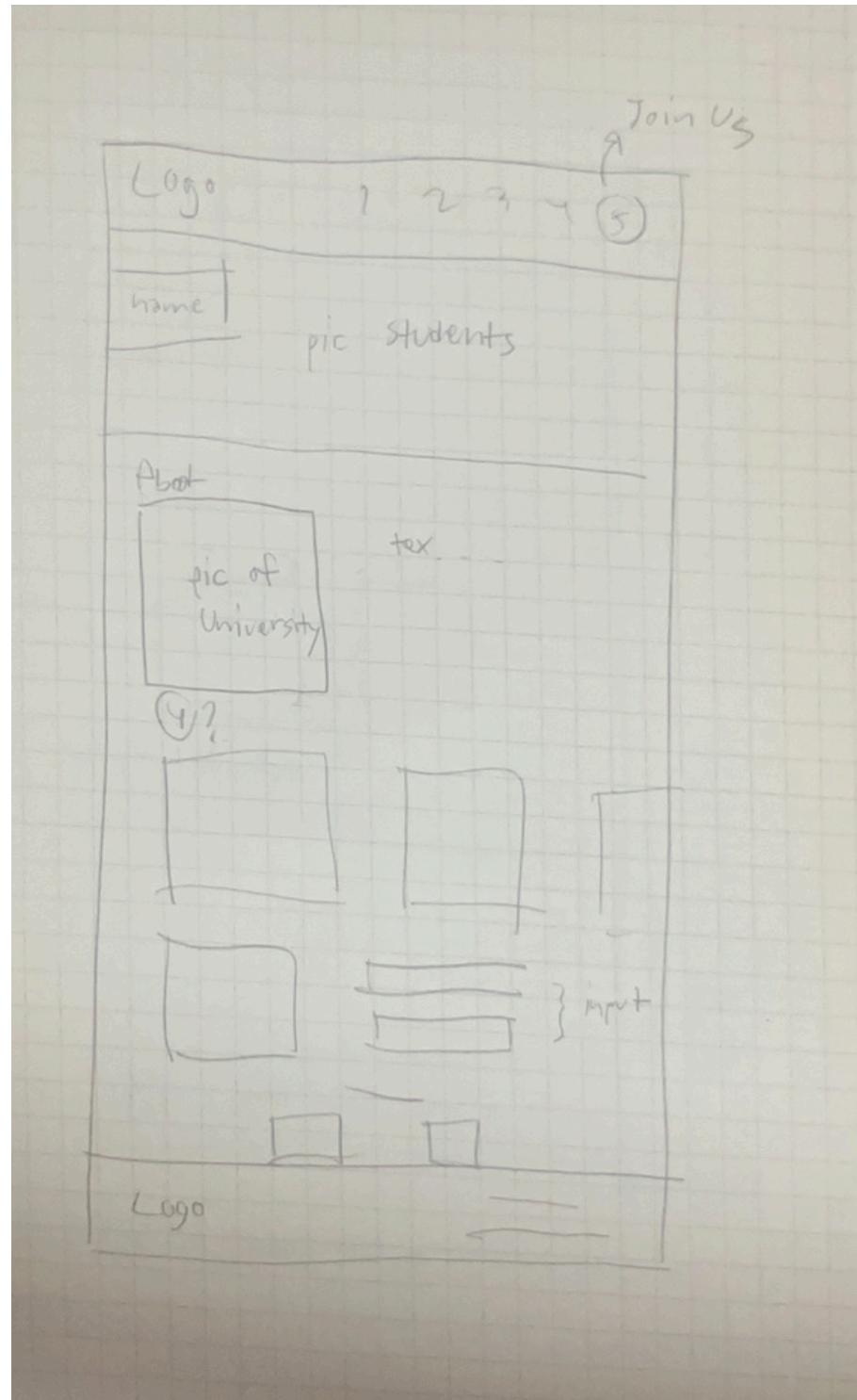
Pass for 18pt and above / 14pt bold and above

Pass for 17pt and below

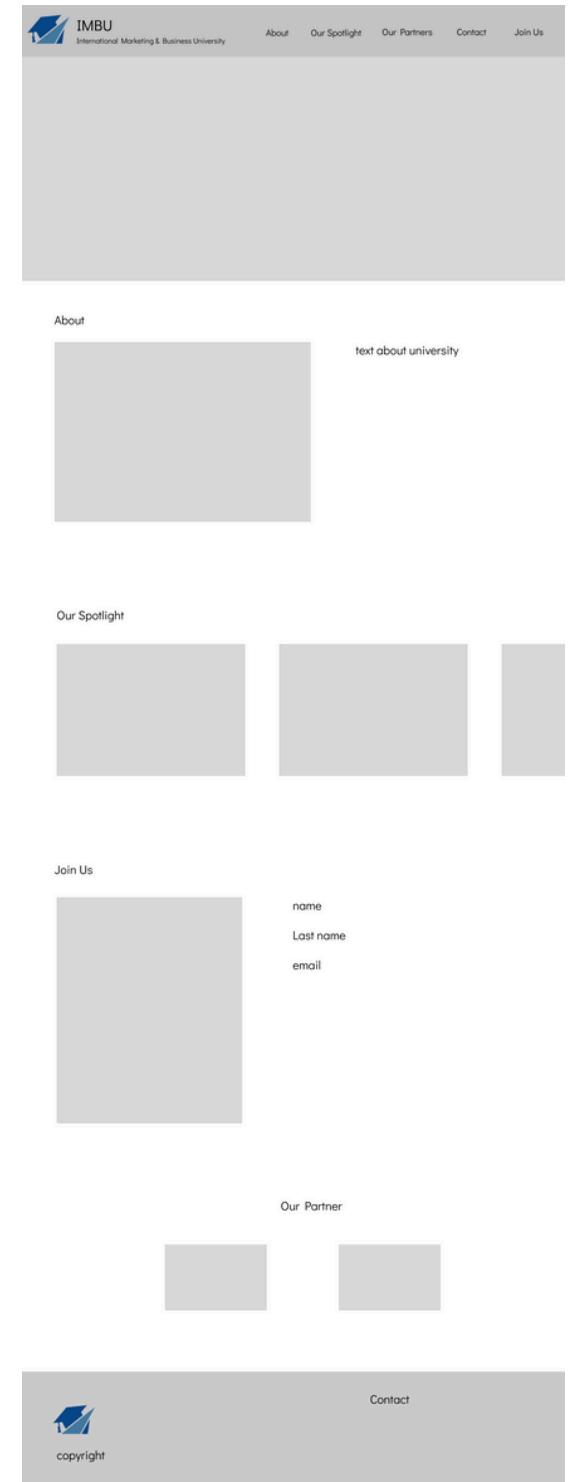
Design Mockup

Idea and wireframe

- Draft idea

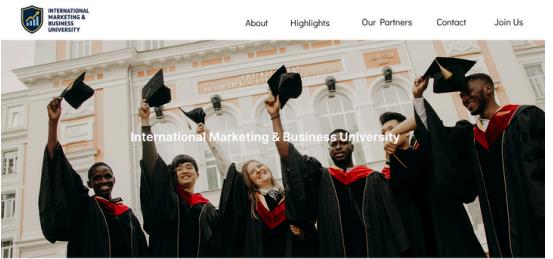


- Wireframe



Design Mockup

Design web IMBU with Figma



About Us



International Marketing & Business University

is a forward-thinking institution committed to providing exceptional education in the fields of marketing and business.

[Learn more about us](#)

A GLOBAL HUB FOR MARKETING & BUSINESS EXCELLENCE

International Marketing & Business University is a leading institution shaping future business leaders through world-class education, cutting-edge research, and real-world experience in global marketing and commerce.

INNOVATION-DRIVEN UNIVERSITY FOR FUTURE BUSINESS PROFESSIONALS

With a strong focus on interdisciplinary learning, IMBU empowers students to thrive in the evolving global market by combining strategic thinking, digital innovation, and sustainable business practices.

A DIVERSE, INCLUSIVE, AND IMPACTFUL LEARNING COMMUNITY

IMBU welcomes students from all backgrounds, fostering an inclusive environment that promotes cross-cultural collaboration, ethical leadership, and societal impact through business education.

Highlights



IMBU Team Wins Global Marketing Challenge 2025

Our talented business students took first place in the Global Marketing Challenge 2025, outperforming 200+ teams worldwide with their innovative digital strategy for a real-world client.

[Click for more detail](#)

Student Startup 'EcoBiz' Wins National Innovation Award

IMBU students developed EcoBiz, a green startup idea that won first prize at Thailand's National Innovation Pitching Competition. The project promotes sustainability and smart business practices.

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IMBU Marketing Student Earns Top Presenter Award

Kanokwan S., who was named Top Presenter at the ASEAN Youth Marketing Conference for her insights on Gen Z consumer behavior and creative storytelling.

[Click for more detail](#)

Join Us

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With real-world experience through industry partnerships



BrandSphere Asia

IMBU students partner with BrandSphere Asia, a regional integrated marketing agency. Students engage in client briefings, market research, and campaign planning.

Nuvanta

In a partnership with Nuvanta, students join a simulated business challenge involving new product development, pricing strategy, and cross-border logistics. Finalists present their strategies to the company's leadership panel.

PulseLaunch Ventures

IMBU students join PulseLaunch Ventures, a Southeast Asian startup incubator, giving students hands-on experience with tech startups. They work in cross-functional teams on growth marketing and user acquisition strategies.

Contact IMBU

International Marketing & Business University (IMBU)
Faculty of International Business & Marketing
88 Global Learning Avenue, Bangkok 10330, Thailand

+66 (0)2 123 4567
info@imbu.ac.th
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Planing

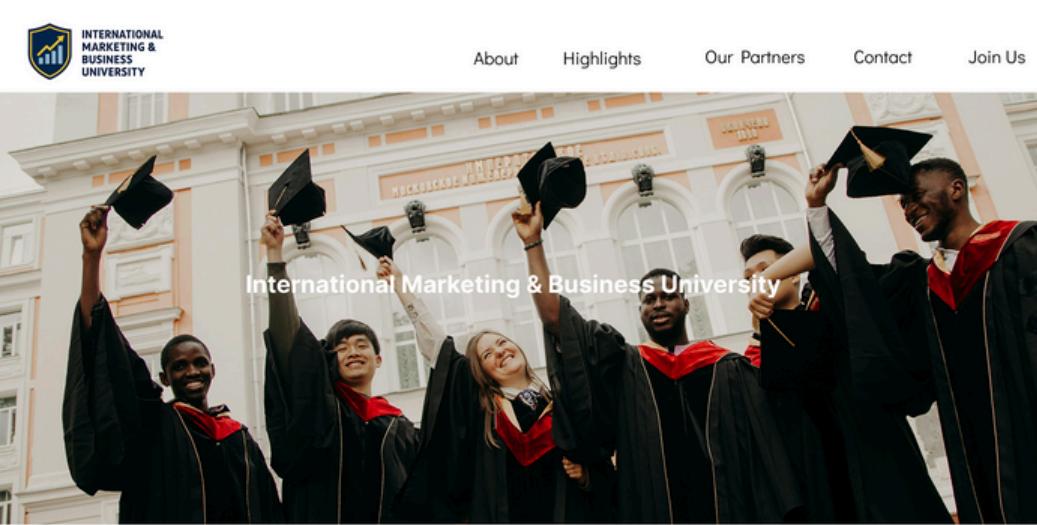
Design Mockup

Actual website

Highlights

Improvements

Reflections



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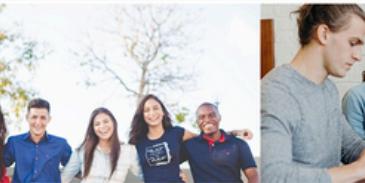
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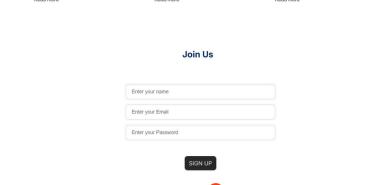
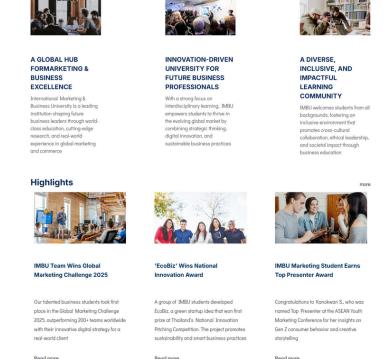
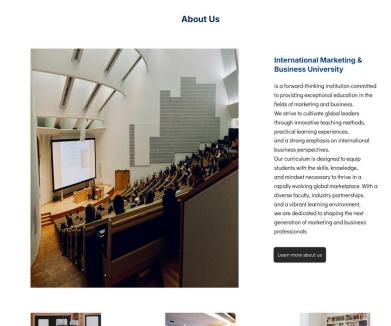
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Actual website

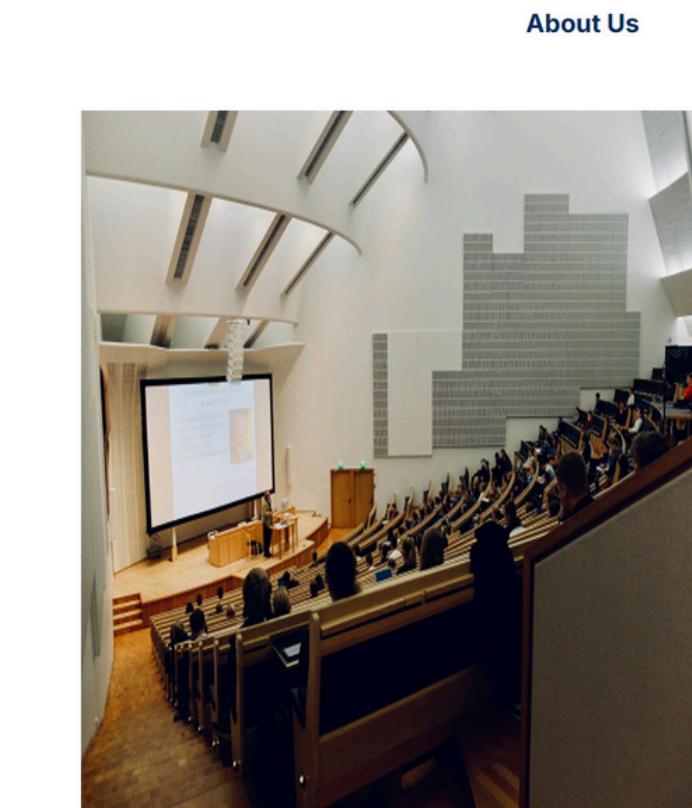
Design web IMBU with Figma



Contact IMBU

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About Highlights Partners Contact Join us



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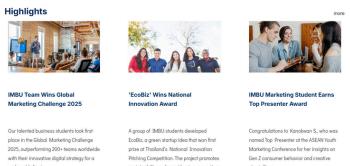
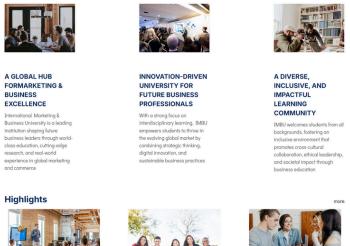
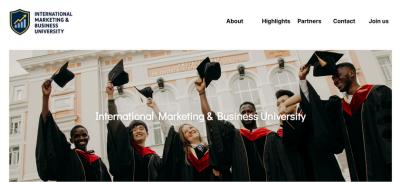
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[Read more](#)

Join Us

Actual website

Design web IMBU with Figma



Join Us

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or sign up with

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or sign up with

With real-world experience through industry partnerships



BrandSphere Asia

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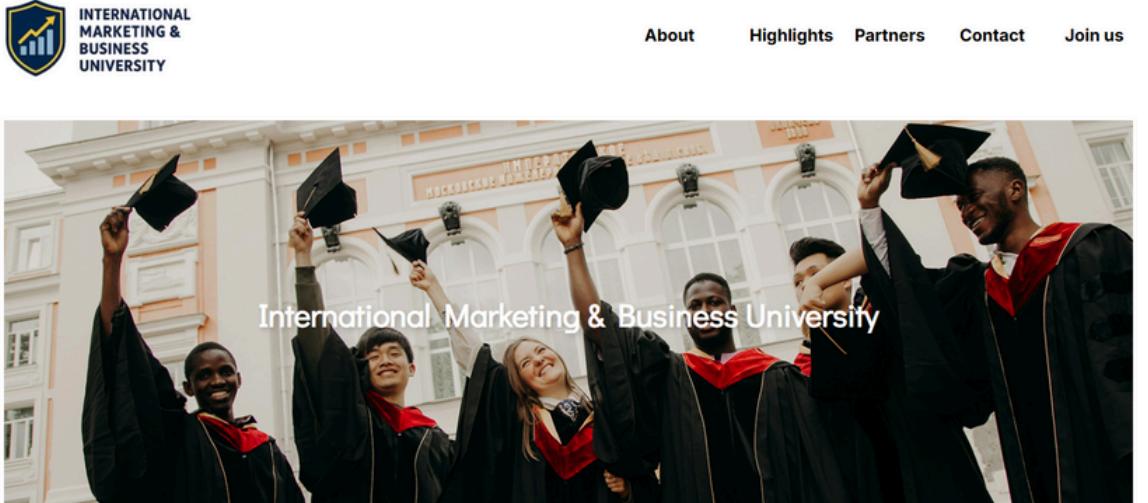
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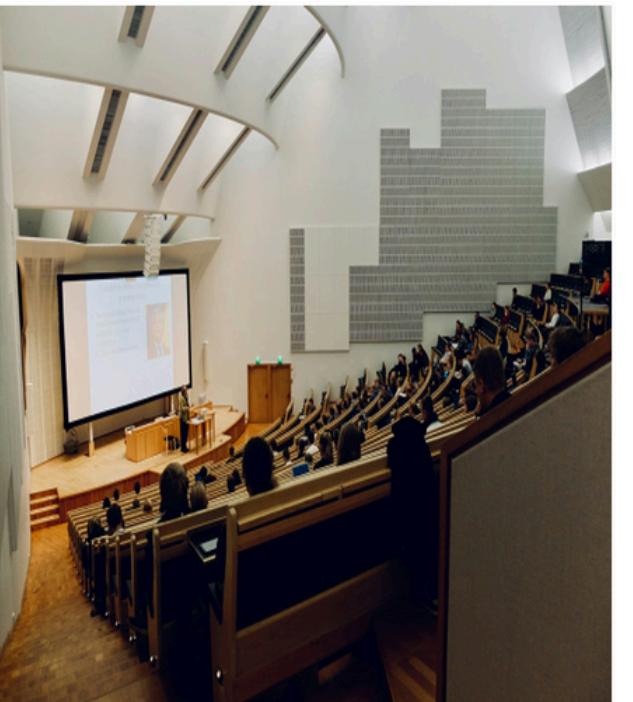
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Highlights

The site is neatly divided into sections



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[Learn more about us](#)

About Us

An introduction to IMBU
Helps visitors understand the university's identity and values

Highlights

A showcase of student achievements
Builds trust and excitement by showing real success stories

Join Us

A section for prospective students apply to the university

Includes forms or buttons to start the registration process easily

Partners

Logos and information about IMBU's corporate and educational partners

Shows credibility and real-world connections that benefit students

Contact

Contact details

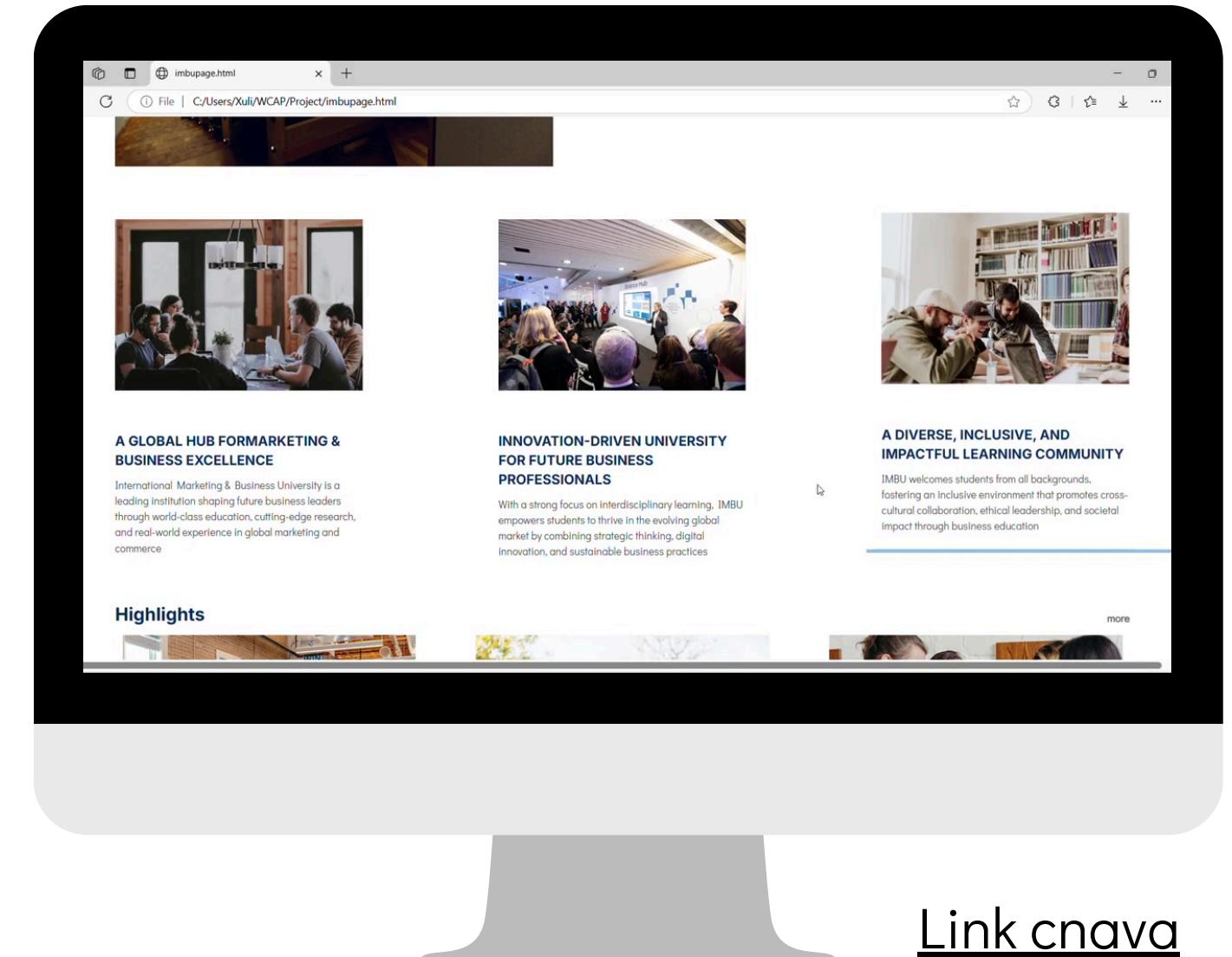
Makes it easy for users to reach out for more information or support

Highlights

About Us page



- clickable



[Link cnava](#)



- On mouse hover, the card smoothly lifts up and a soft blue bar appears below, adding a sense of interactivity



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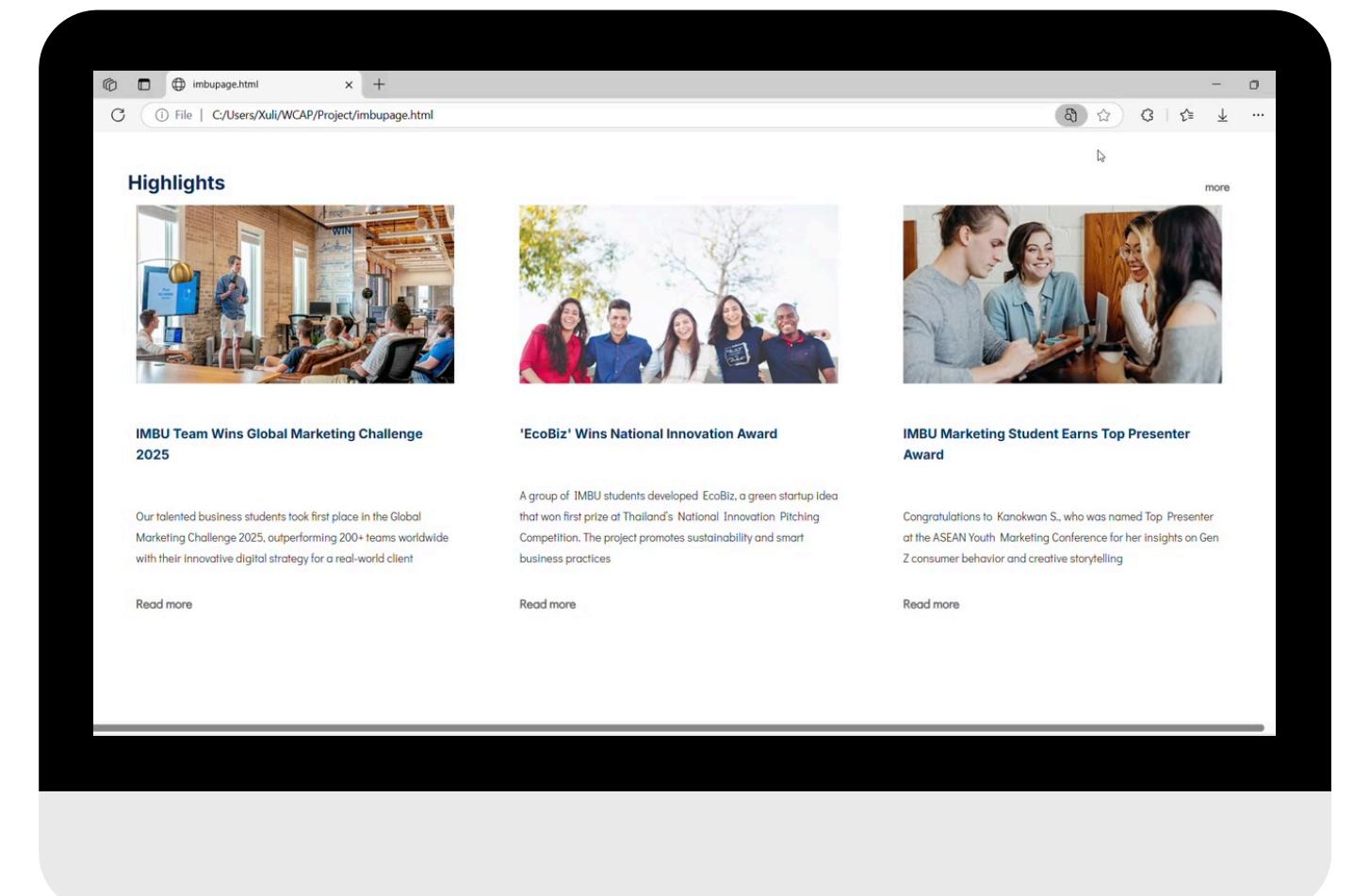
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- Each card contains an image, title, brief content, and optional "read more" link

[Link cnava](#)

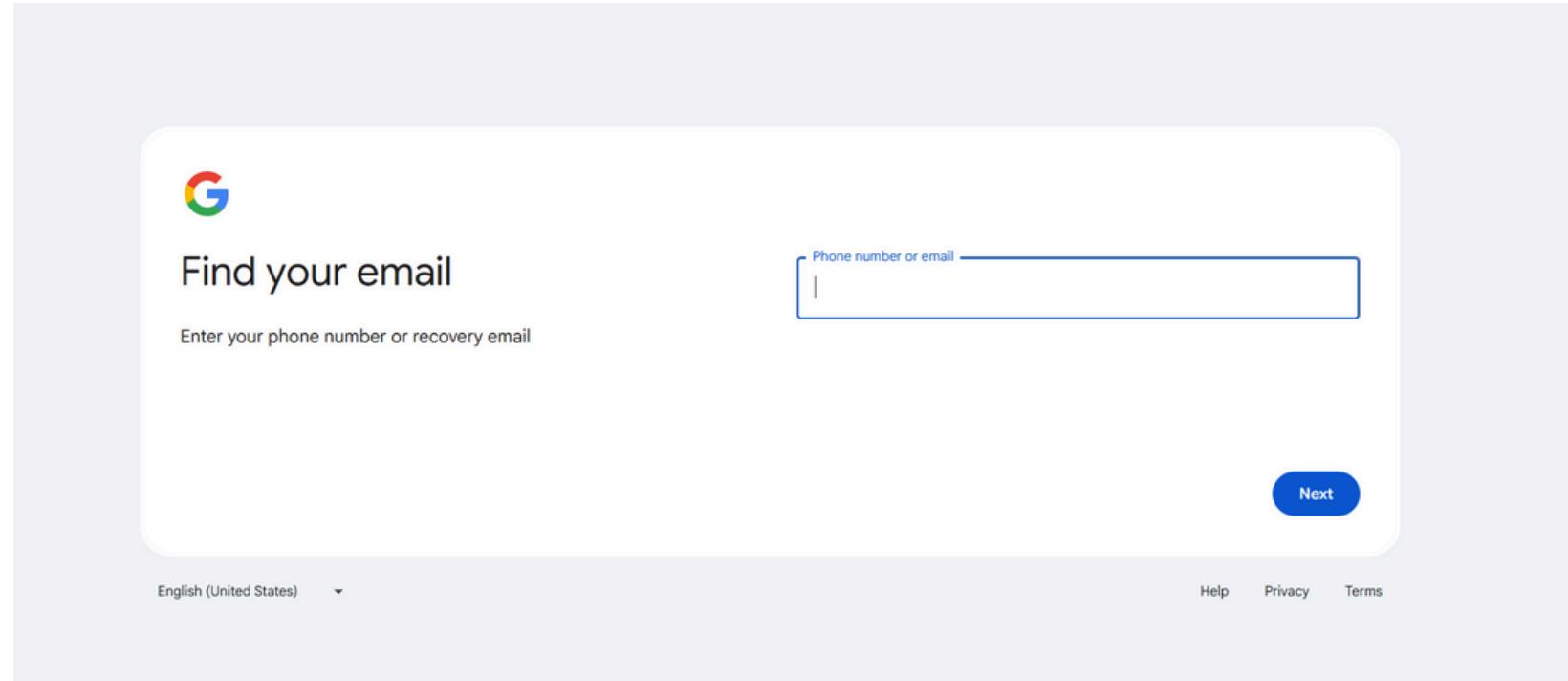
Highlights

Join Us page

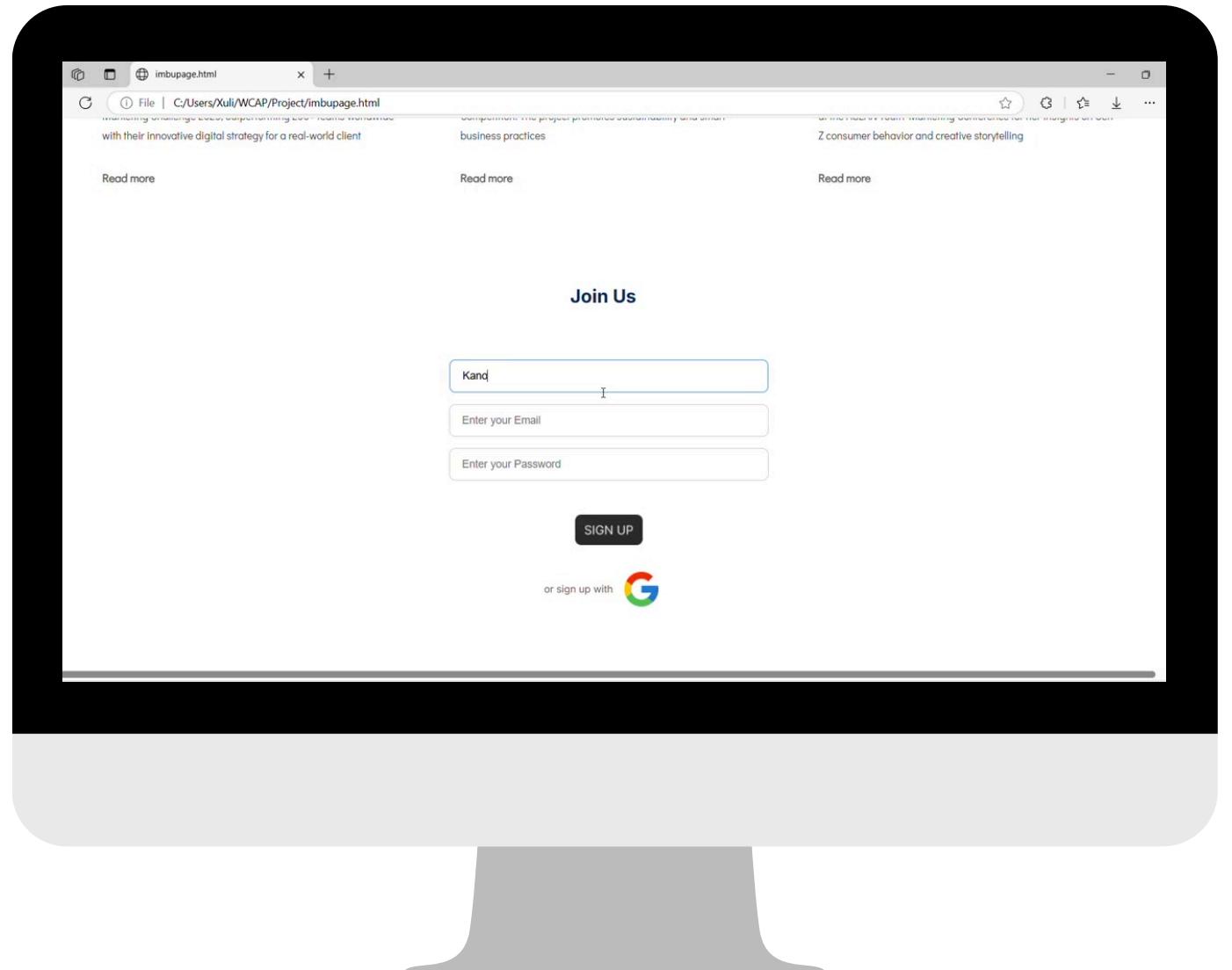
Join Us

SIGN UP

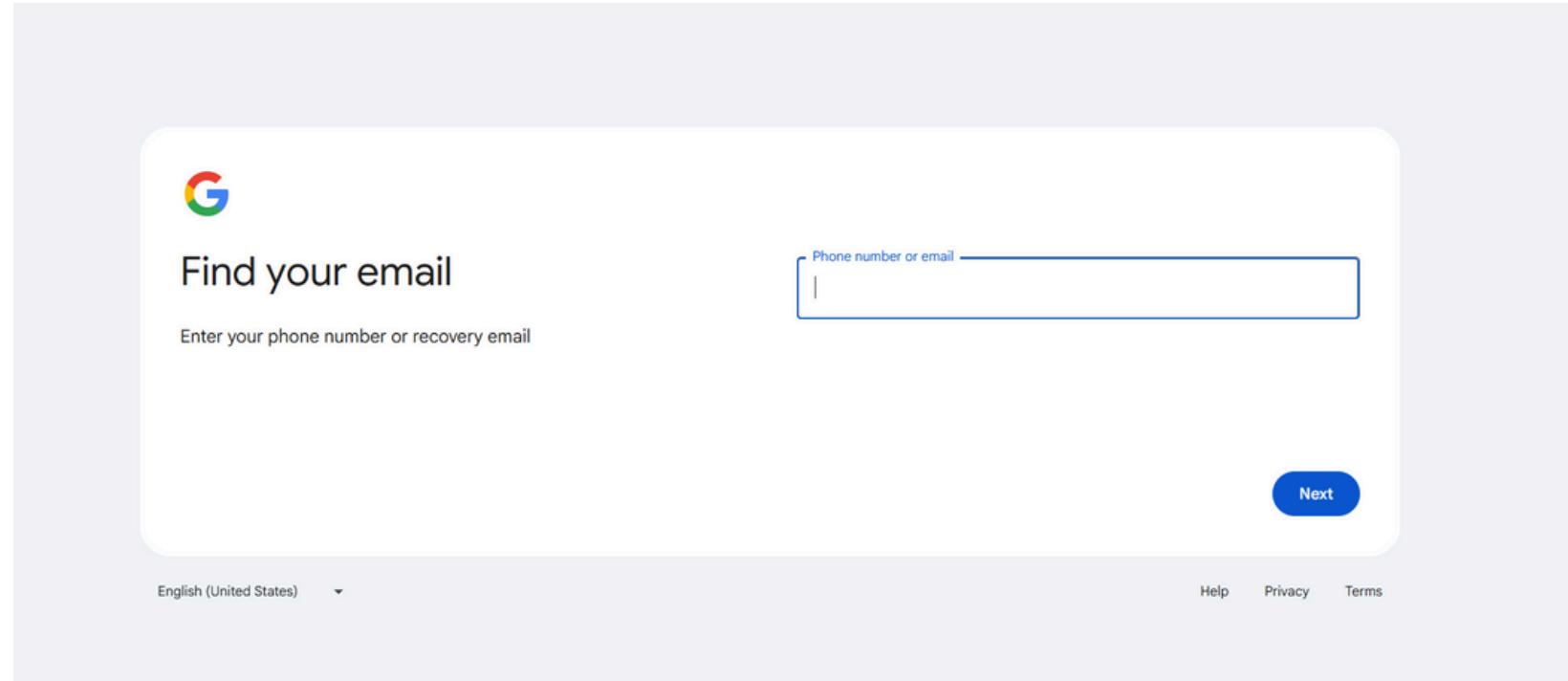
or sign up with 



- Input Fields



Link cnava



- Adds visual option for signing up via Google with a large button

Highlights

Partners page

With real-world experience through industry partnerships



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- Displays partner logos with a short description

Highlights

Contact page



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- Two columns: one for contact details, the other for links to other sections

Improvements

Features I would like to enhance if I had more time



- enhance the visual interactivity of the website by integrating a responsive image slider using **JavaScript** libraries such as **bxSlider**
- Responsive Design (Mobile & Tablet Support)
- develop additional subpages connected to the main homepage

Reflections

Final reflections on participating in the WCAP training

I am very pleased to have participated in the WCAP training this time.

I was very impressed that the teacher taught slowly and step by step, making it easy to understand.

In particular, I now feel more confident working with HTML and CSS, especially with layout and design techniques.

This experience has inspired me to keep learning and improving my web development skills in the future

Thank you very much for this valuable experience

