

Samir Acharya

Prof. John I. Harris III

ENGL 009-10

09/09/2024

Virginia State University Website Review

The Virginia State University (VSU) website, located at vsu.edu, serves as the main online platform for current and potential students, faculty, staff, alumni, and the public. Its primary goal is to offer information about the university's academic programs, admissions process, campus activities, and general updates. Additionally, it aims to promote the school's values, history, and mission to both internal members and those outside the institution.

The main audience for the website is prospective students and their families. This is made clear through the prominent placement of options such as "Apply Now," "Visit VSU," and "Request Information," which are targeted at people considering attending the university. Additionally, sections covering financial aid, student life, and academic programs are designed to help prospective students in their decision-making. Secondary audiences include current students, faculty, staff, and alumni, as seen through features like login portals, event information, and alumni donation opportunities.

The writing on the site is clear and easy to follow, with brief, well-organized content that makes navigating the site simple. The language used is professional yet approachable, ensuring that people without a background in higher education can still understand it. Information is laid out in

a logical and accessible manner, and users can quickly find what they need, especially with key resources easily available on the homepage.

Navigating the VSU website is straightforward due to its organized layout and user-friendly design. The top navigation bar is well-structured, with major categories like "Academics," "Admissions," and "Student Life" prominently displayed. Dropdown menus make it easy to explore more specific topics within these categories. A search bar at the top further aids in finding particular content quickly, and the site's responsive design ensures it functions well on different devices, including mobile phones and tablets.

Visually, the site is attractive, with a balanced use of blue and orange, the university's official colors, which help establish the brand's identity. The bold color scheme highlights important areas of the site without overwhelming the user. The use of high-quality images depicting campus life, student events, and faculty adds an engaging visual element, making the site more dynamic and appealing.

The overall layout and design are effective and appropriate for the website's purpose. The homepage features a large image slider that showcases major announcements, events, and highlights from the university. While it effectively grabs attention, its large size could be seen as a bit excessive. The rest of the page is well-organized, with sufficient white space to keep the design clean and uncluttered. The footer, however, feels somewhat plain and could benefit from visual enhancements like icons or images to make it more engaging.

In summary, the Virginia State University website successfully fulfills its purpose by providing clear and easy-to-navigate information for its target audience. Its user-friendly structure, along with a visually appealing and functional design, creates a strong digital presence. Some minor enhancements, such as updating the footer, could improve its overall look and usability further.