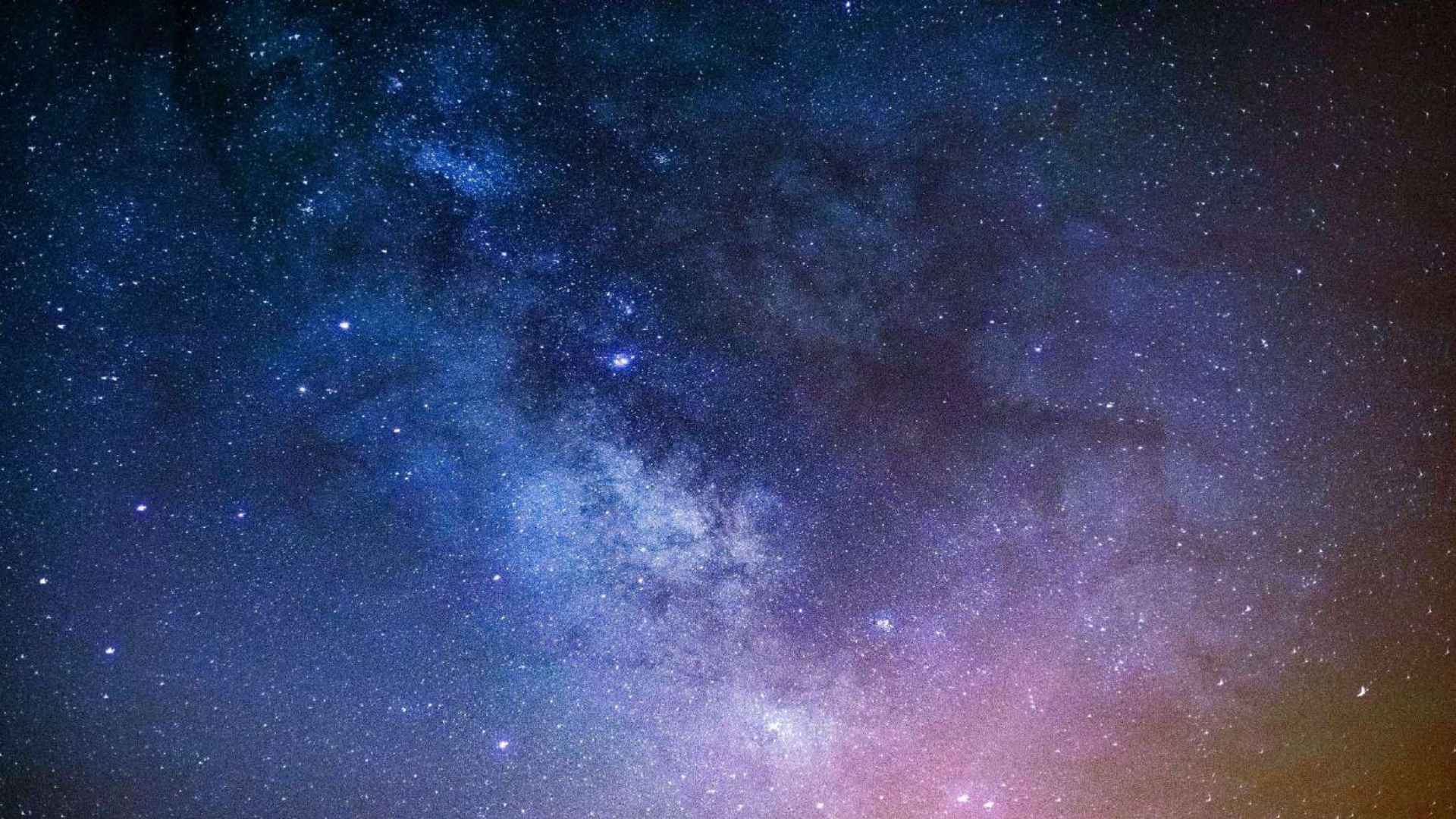


ARKANSAS SPACE GRANT CONSORTIUM

ODYSSEY DESIGNS



ODYESSY DESIGNS

Ryan Hitt-Team Leader

Cassandra Helmick-Content Developer/Designer

Madison Young-Content Developer/Designer

Ayat Alkhatib-Technical Developer/CMS

→ **CONCEPTUALIZATION**

→ **DEVELOPMENT**

→ **WEBSITE DEMO**



CONCEPTUALIZATION



DEVELOPMENT



WEBSITE DEMO

Planning The Re-Design

- Reviewed the original ASGC site to identify user challenges
- Defined Goals: Simplify navigation and improve readability.
- Outlined a clearer site map and structure.
- Focused on consistency and usability across all pages.

Conceptulization

- Replaced hamburger menu with traditional top navigation.
- Added drop-down menus for quick access to sections.
- Reduced large heavy images for easier reading.
- Unified typography and layout for a cleaner experience.

→ **CONCEPTUALIZATION**

→ **DEVELOPMENT**

→ **WEBSITE DEMO**

Development: Building The Site

- Built the site using WordPress.
- Started with a Genesis Pro child theme for structure.
- Added Elementor for drag-and-drop design control.
- Implemented scroll animations, parallax effects and collapsable sections.
- Focused on a clean, functional layout.

Challenges and Adaptation

- Genesis theme conflicted with Elementor on full-width layouts.
- Goal: full-width header across all pages.
- Adjusted containers and spacing to work around theme limits.
- Learned to adapt and problem-solve through collaboration.
- Final result: consistent, professional look across site.

→ **CONCEPTUALIZATION**

→ **DEVELOPMENT**

→ **WEBSITE DEMO**



CONCEPTUALIZATION



DEVELOPMENT



WEBSITE DEMO

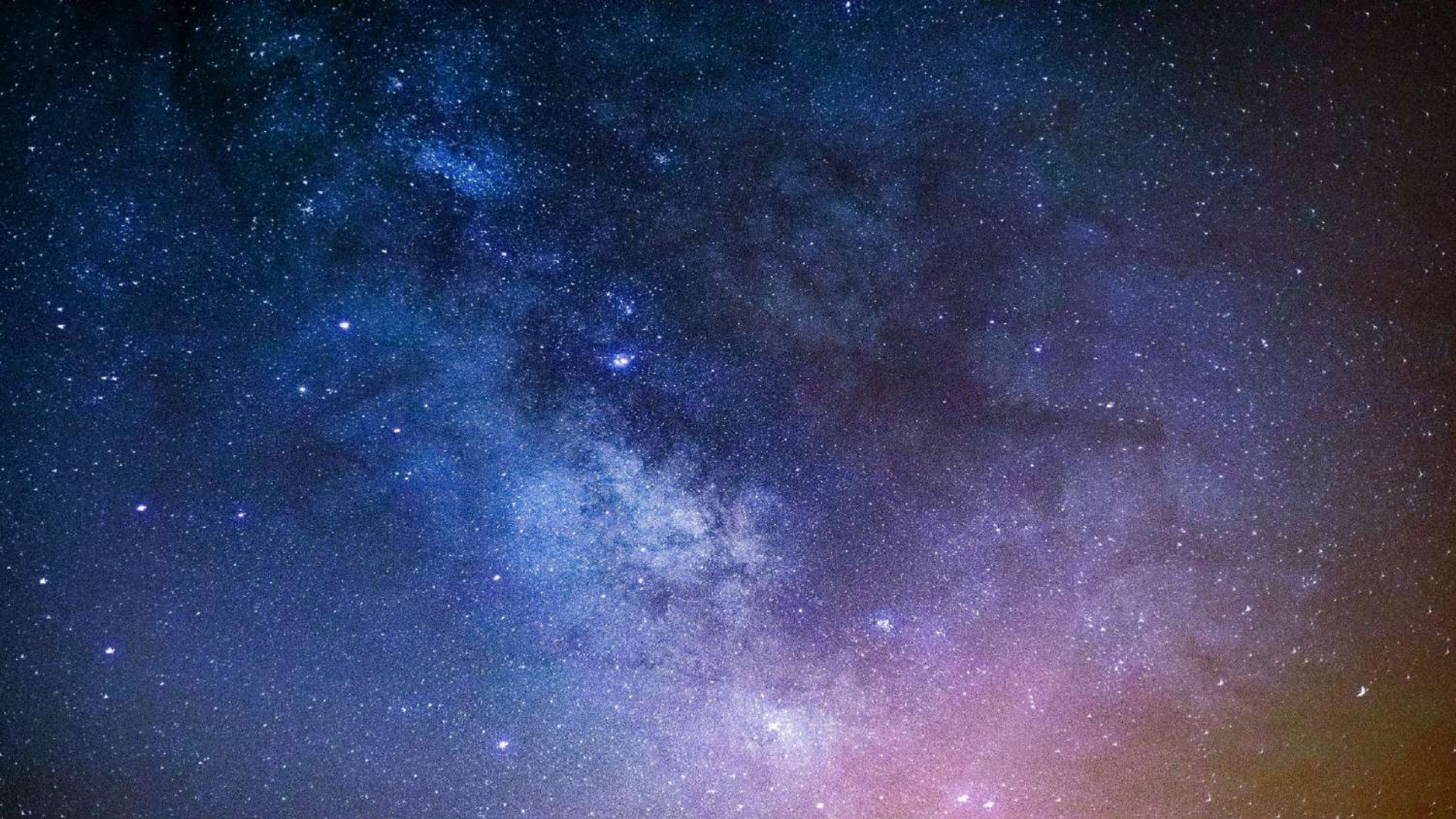
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Sarah Clements, Professionalism and
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Questions?