

STEM Coalition

Project Manager: Kennedy Fields

Design: Oscar Gomez

Development: Savannah Holloway

Design: Christian Sainz

Presenting...



(established in 1987)

The Arkansas Science, Technology, Engineering and Math (STEM) Coalition is a statewide partnership of leaders from the corporate, education, government and community sectors which plans, encourages, coordinates and advocates policies, strategies, and programs supportive of excellence in STEM teaching and learning in order to expand the economy of Arkansas and produce higher paying jobs.

Kennedy Fields (Project Manager)

Client Relations

Team Management

Documentation

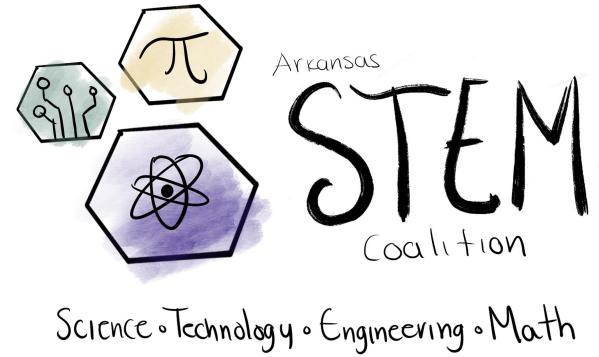
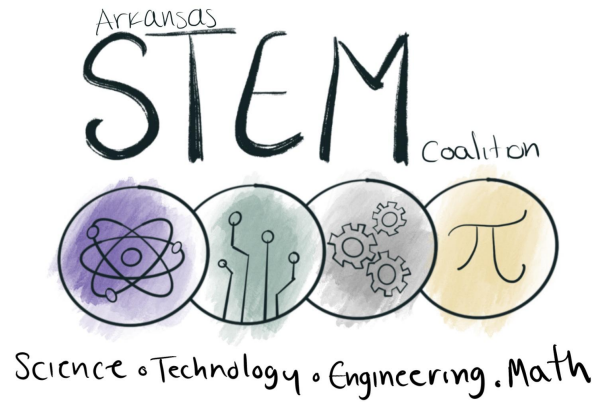
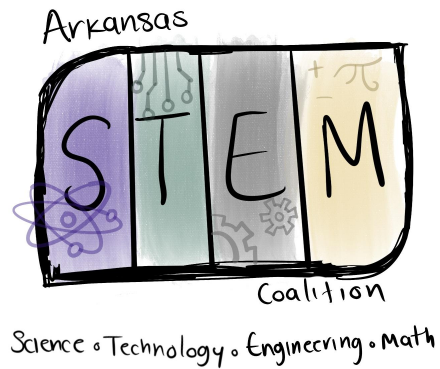
Challenges

Design

Main Challenges:

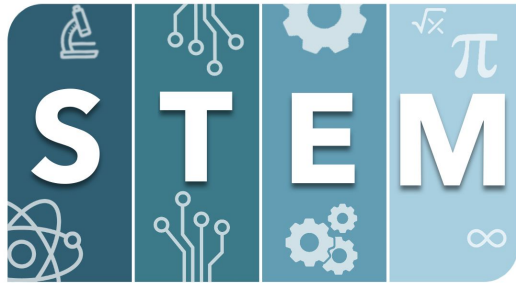
- Creating a new logo
 - A new simple design
 - Illustrate how the different parts of STEM interact
 - The colors from the logo had to have good contrast with the theme of the website
- Make sure it is readable
 - Our client specifically asked for the logo to display the words that form the acronym STEM
 - We had to ensure the logo could be read in all types of formats and sizes

Initial Sketches



Refined Sketches

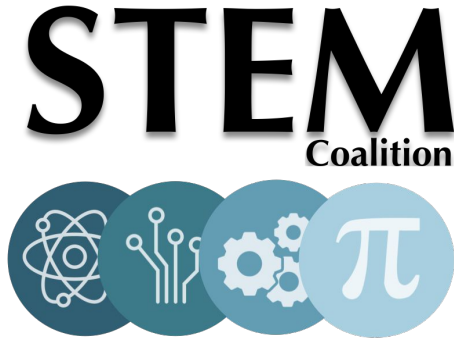
Arkansas



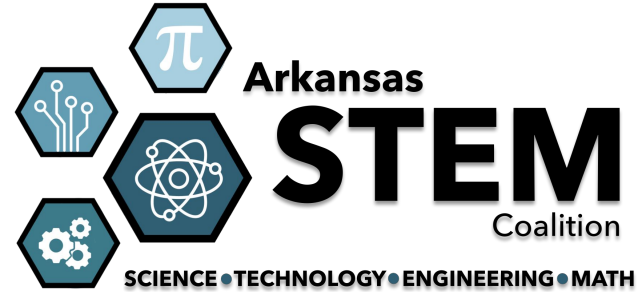
Coalition

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Arkansas



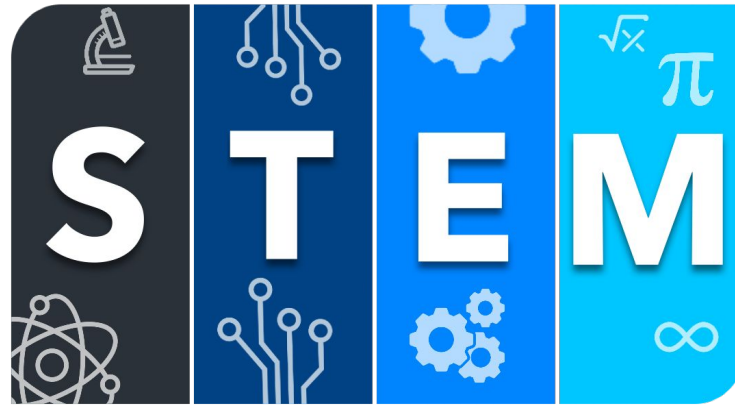
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Final Design

Arkansas



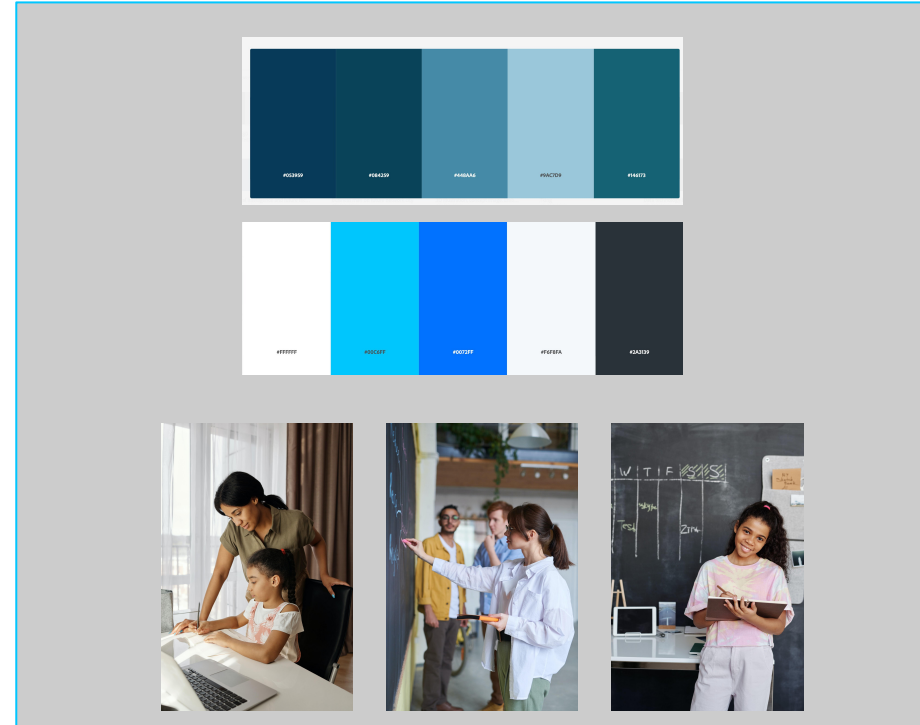
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Color, Imagery, and Theme

Challenges: Finding Color Schemes, Images, and Web Theme that would properly represent the STEM Coalition.

- Each team member collected images and dropped them into the shared drive. Client wanted to be sure we collected images that really showcased diversity.
- Oscar and I collected a variety of color schemes we found through Adobe Color.
- Voted on 3 schemes to present to client.
- Solved the color scheme and Theme challenge with same solution. (Better contrast in the color scheme with the Corporate Pro web theme colors.)



Wordpress Development

Main Challenges:

- High Level of Content
 - We could not import the content due to a possible virus on the original website.
 - **Original:** 47 Pages Total | **New:** 35 Pages Total
 - We populated [plugins](#), [columns](#), and [accordions](#) on individual pages.
- WordPress Learning Curve
 - Due to the large amount of content, every member of the team had to move over and format multiple pages.
 - Most of the team was not familiar with the new Gutenberg Block Editor on WordPress.
- Client Maintenance
 - We had to ensure that the client could easily maintain the website after the project. This entailed learning how to use and implementing many of their [current plugins](#).
 - When a current website [feature](#) could not be properly transferred, we had to find a suitable [alternative](#).

Questions
