



Tufts Public Journal

page // screen

Impetus

-the intended goal of this project was primarily to give the journal a “facelift” while also compiling information about it from disparate sources into one, cohesive site

Sources

- an old Tufts site which contained archives but no updated staff lists or working links (and a horrible design)
- a student-made Wordpress site that lacked some archival materials and could not be updated by the current journal presidents
- Tufts Tisch Library Archives
- an old gmail account used to send PDFs of the Journal to the publisher

The Aesthetic

- aimed at a bare-bones design, primarily black and white color scheme
- incorporate elements of the design of the latest issue of the Public Journal for continuity between print and web resources, and to establish a direction for the future aesthetic of the publication

Lessons Learned

- the “less is more” philosophy can give you pages for easy viewing, but also requires more precision than if your site has a multitude of elements
- mistakes become apparent quickly, absolute uniformity is key
- it's important to make sure that the site looks the same no matter what screen size is being used

Challenges

- fitting borders to elements with fixed page widths
- making design responsive to different window sizes, using positioning rather than just quantitative spacing
- sourcing materials from different places, both on the web and physically
- trying to accurately represent the aesthetic of a print publication

Changes // Updates

- include staff lists from previous years, although these are available in the linked PDFs
- include a page for online submissions that doesn't rely on working through the Facebook page

Client Response

Kara, acting president:

- liked: minimalist design, footer, encouragement to like Facebook page, visual display of archives rather than faceless links
- requested change of overly-busy borders

Tufts Archives:

- expressed interest in using site as archival source, encouraged future contact with Tufts web team to replace old Tufts site with this one