

CIAS Gives

ALUMNI DONATION PAGE



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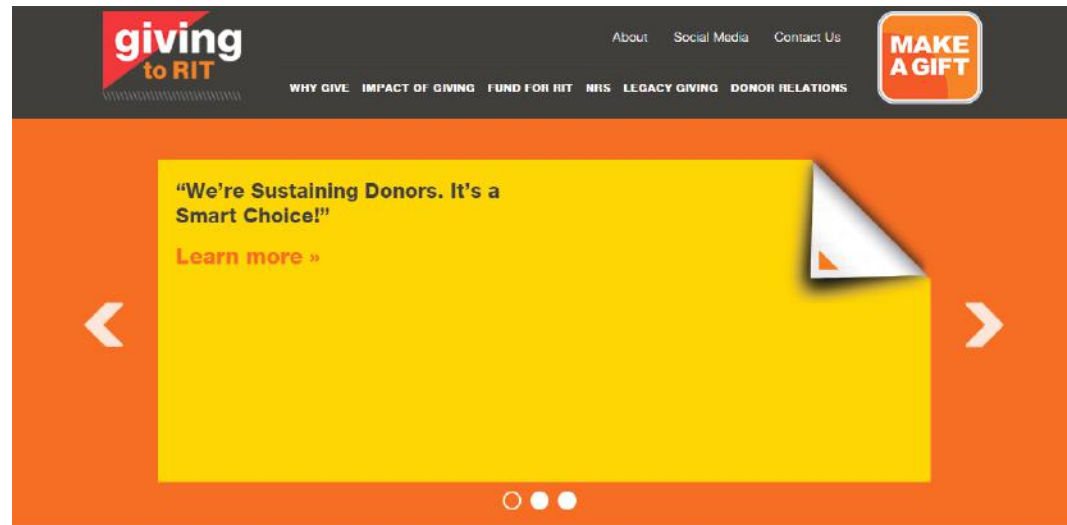
CIAS Gives

RESEARCH



“ Create a new alumni donation site for CIAS to attract more donations, encourage pride in CIAS, and increase involvement in Alumni relations ”

- ◆ Attract More Donations
- ◆ Encourage Pride in CIAS
- ◆ Increase Involvement of Alumni Relations



WAYS TO GIVE

It doesn't get any easier!

Outright Gifts

Do you want to make an immediate impact on the RIT campus, in a college or program of your choice? While it's the most often-used way to make an outright gift, such gifts can be funded in a variety of ways. [Learn more >](#)

MAKE YOUR GIFT



Gift Information

Gift Amount: \$.00

Designations *

- ☐ Area(s) of greatest need
☐ Other Designation
☐ Area(s) of your choice

If you selected "Other", please tell us where you would like us to designate this gift:

☐ I would like this gift to be anonymous.

Comments:

Gift Frequency

- ☒ **Single Payment**
Make your annual gift in a single payment today.
- ☐ **Multi-Payment**
Divide your gift into several payments.
- ☐ **Recurring**
Renew your gift on an ongoing basis.

This is an Honorary or Memorial Gift

Please use the icon to the right to expand the category for more information.

Legacy Giving

Please use the icon to the right to learn how to build your legacy at RIT.

Need help making a gift?
Contact Us
1.800.477.0370
[giving@rit.edu](#)

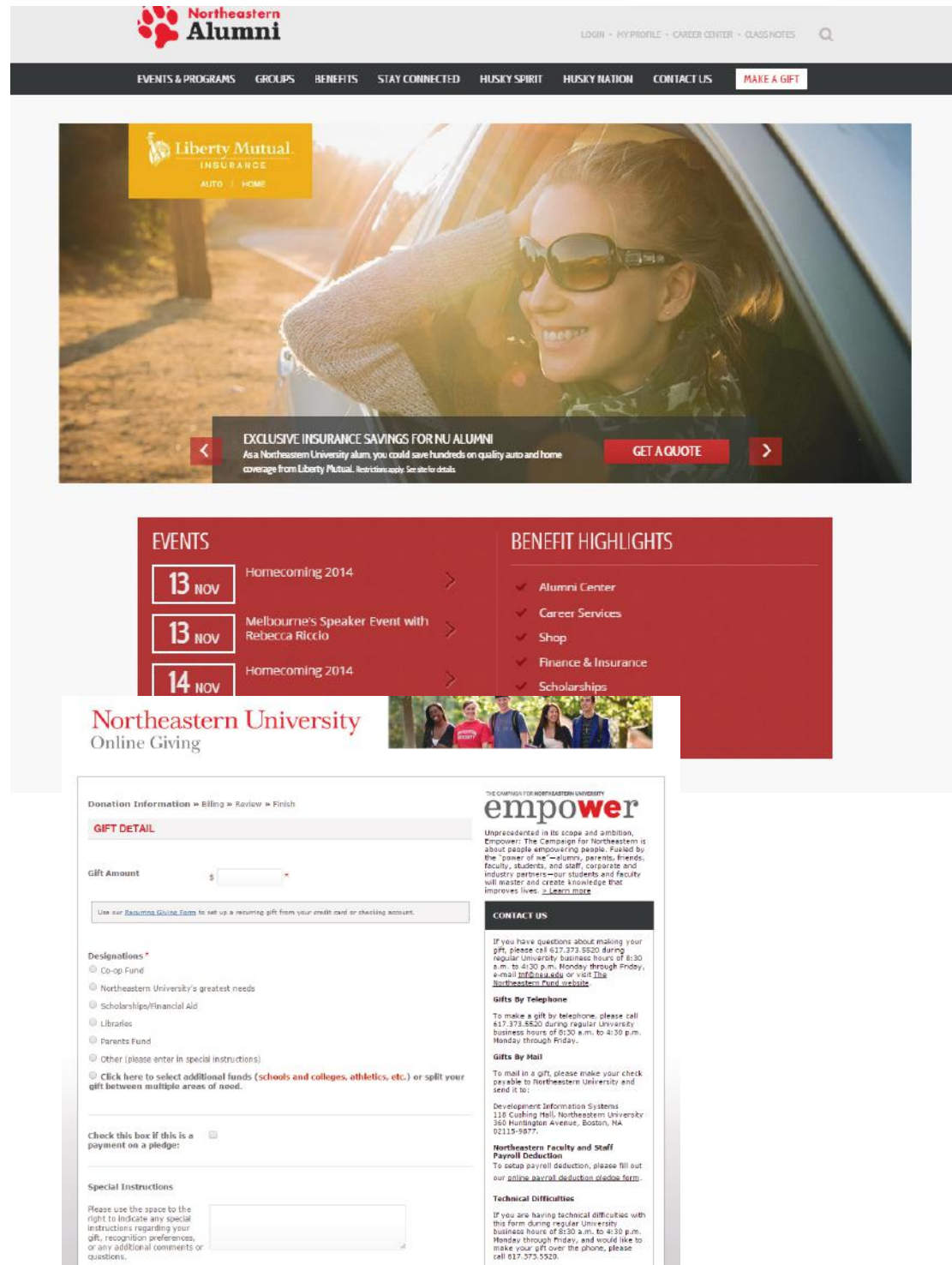
Ways to Give
[By Mail](#)
[Physical Deduction](#)
[Credit Card](#)
[Gift of New Vehicle](#)
[Name RIT in Your Will](#)
[Buy A Book](#)
[Honoring Gift](#)

About NRS
Members of the National Rochester Society make academic excellence and outstanding student experiences a reality. Learn how leadership-level gifts impact RIT.
[Learn more >](#)

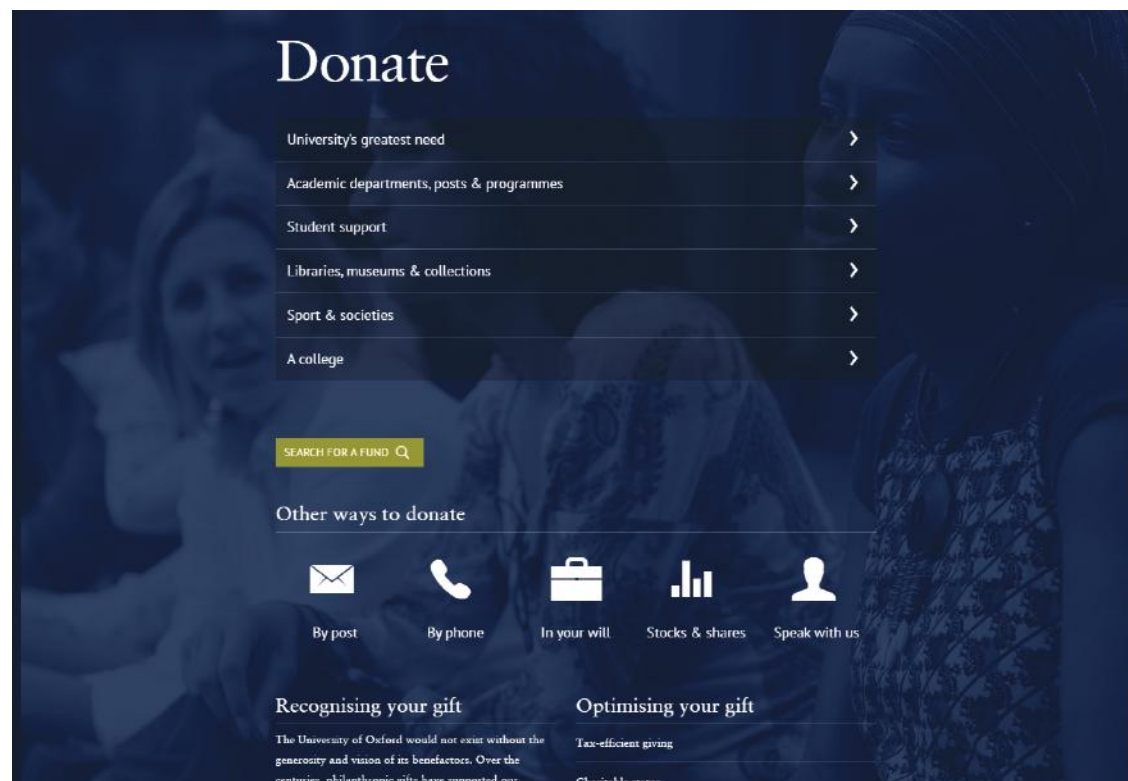
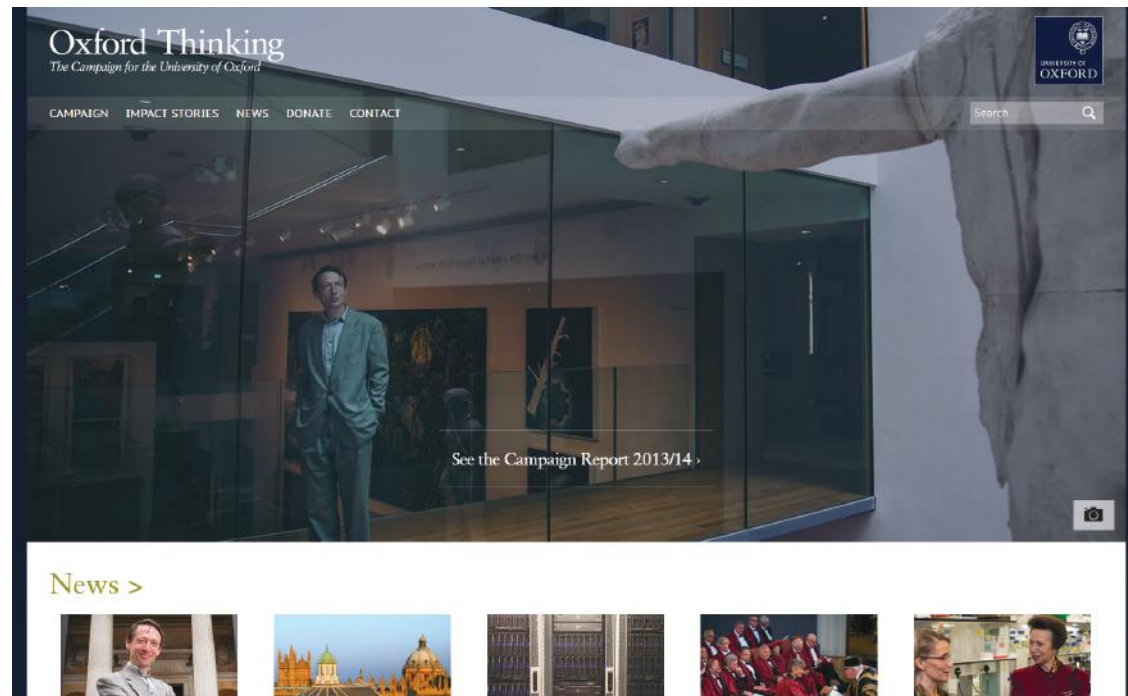
- ◆ Easy to find out how to donate, and why. Programs that you can donate to, or that will benefit are under “why donate.”
- ◆ Programs prioritized through which ones CIAS wishes to have donated to first.
- ◆ User flow is direct, without needing much instruction.
- ◆ Aspects that require more information appear as pop-ups that expand the choices, rather than expanding the page further.
- ◆ Main page features an animated slideshow that has a few small graphics, but nothing that can be interacted with.
- ◆ About, Social Media, and Contract has greater emphasis than information on donations.
- ◆ Vibrant orange surrounds this slideshow, despite the fact that it has no interaction nor clear purpose with poor graphics. Even with good photography and typography, it will be hard to draw attention away from the orange.
- ◆ Donation page is simple, clean, and works well for the speedy nature that people will use it for.



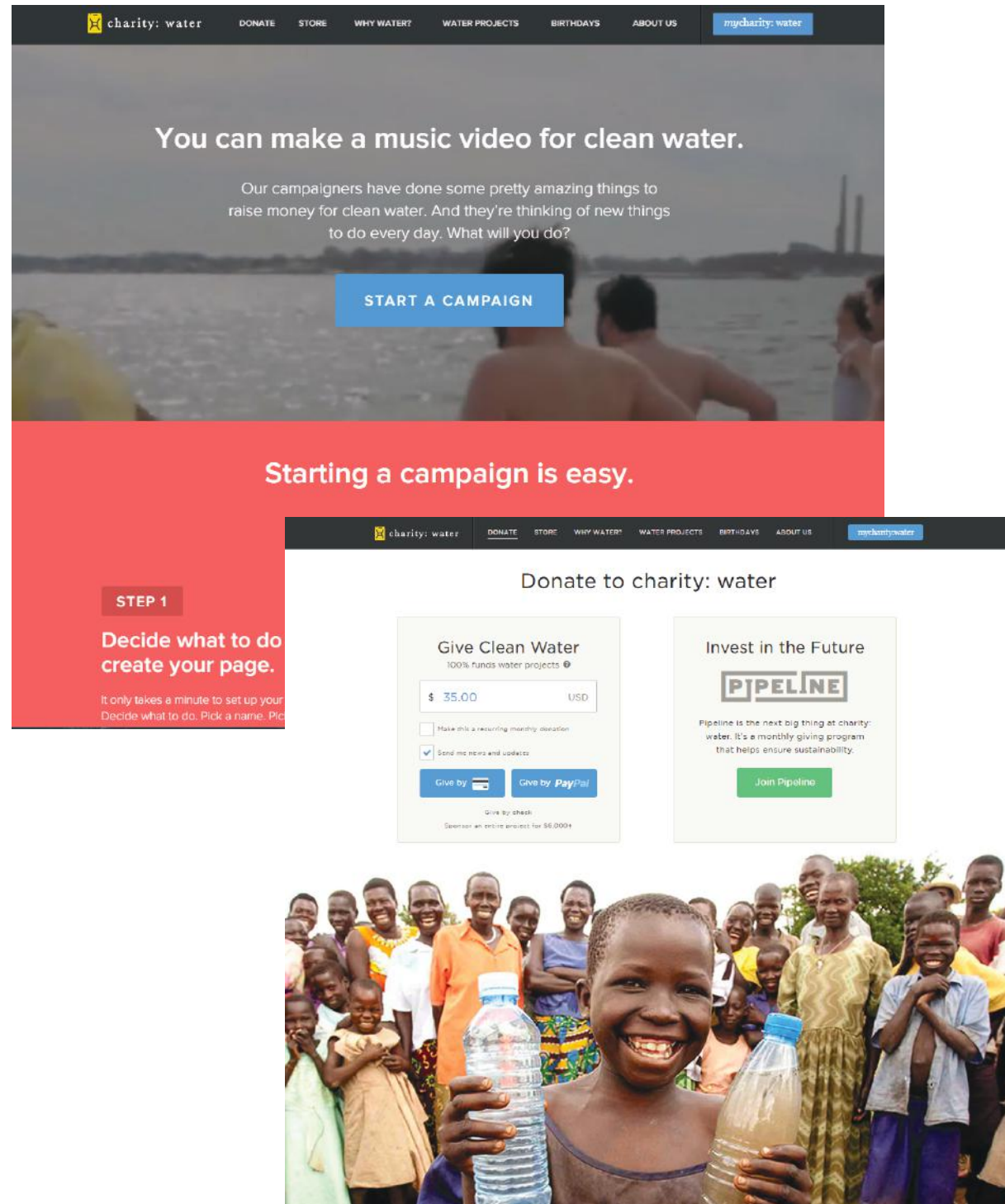
- ◆ Easy to navigate. Secondary Navigation prompts the user to choose which section of the school interests the donor.
- ◆ Various projects associated with that section are shown in a hexagon pattern, showing how much is needed for the project and the percentage completed. Direct donation link as well.
- ◆ Hierarchy good giving user visuals with testimony statements and trending projects for donations.
- ◆ Interesting to interact with through hover animations and click animations.
- ◆ "why give" page is also easy to interact with and attempts to be a sort of infographic.
- ◆ More appealing than RIT's through picture visuals, information graphics, and interactive aspects of the site. Colors are consistent, but overblown. Typography and spacing of the site is lacking, though, and brings down the design quality.



- ◆ Site is useable, but the main point appears to not be donations, but alumni involvement with the current student body.
- ◆ Donations page reached through “make a gift” button. No “why to donate” page featured on the site.
- ◆ Northeastern is more about staying connected and being active in the community rather than donations. Only hint of donations is a small button in the upper right.
- ◆ Donations page is simple, though unimpressive and unattractive.
- ◆ Verbage for navigation is the same as that used for the rest of the site, though is slightly confusing as to what is under each category.
- ◆ Visually appealing main page, though still generic. Polished in some areas of the site, but not all of them (difference between donations page and main page)
- ◆ Imagery of the main slideshow is better than many other donation sites.



- ◇ Site is highly useable and very easy to navigate. How to donate, current programs and pride in current accomplishments of alumni are all easy to find.
- ◇ Shows more pride in alumni accomplishments than other sites.
- ◇ Imagery is the main point of interest, and is of high quality. Information of each section is displayed as overlays.
- ◇ Main nav is overlaid, but not overshadowed when the user looks for it.
- ◇ Visual design is fully developed and more complete than other donation sites.
- ◇ Stimulates the user through great photographic work as well as clean typography, iconography, and heirarchy of design elements. Uses the schools colors in a non-obnoxious way.
- ◇ Typography and images follow the theme of the site which appears "dignified."



- ◇ Little clutter or interference. All about donating time and/or money, or starting a campaign.
- ◇ Wording direct and sincere.
- ◇ Pages longer, but broken up by sections with plenty of white-space. User absorbs one section of information at a time.
- ◇ Donation page is simple with a large image and provides a quick, easy system for which to donate.
- ◇ Hierarchy is through divisions. Donation page is simple.
- ◇ Visually, it is highly stunning and moving. Animated Gif's at the top slideshow are compelling and draw attention, as well as the rest of the photographic works on the site. Each of them is carefully worked into the design and does not clutter it.
- ◇ Colors, while not invoking thoughts of water, follow current design trends.
- ◇ Parallax with animating graphics as you scroll. follows current design trends this way as well.

CIAS Gives

TAXONOMY



Main Nav

Homepage

Student Needs

Why Donate?

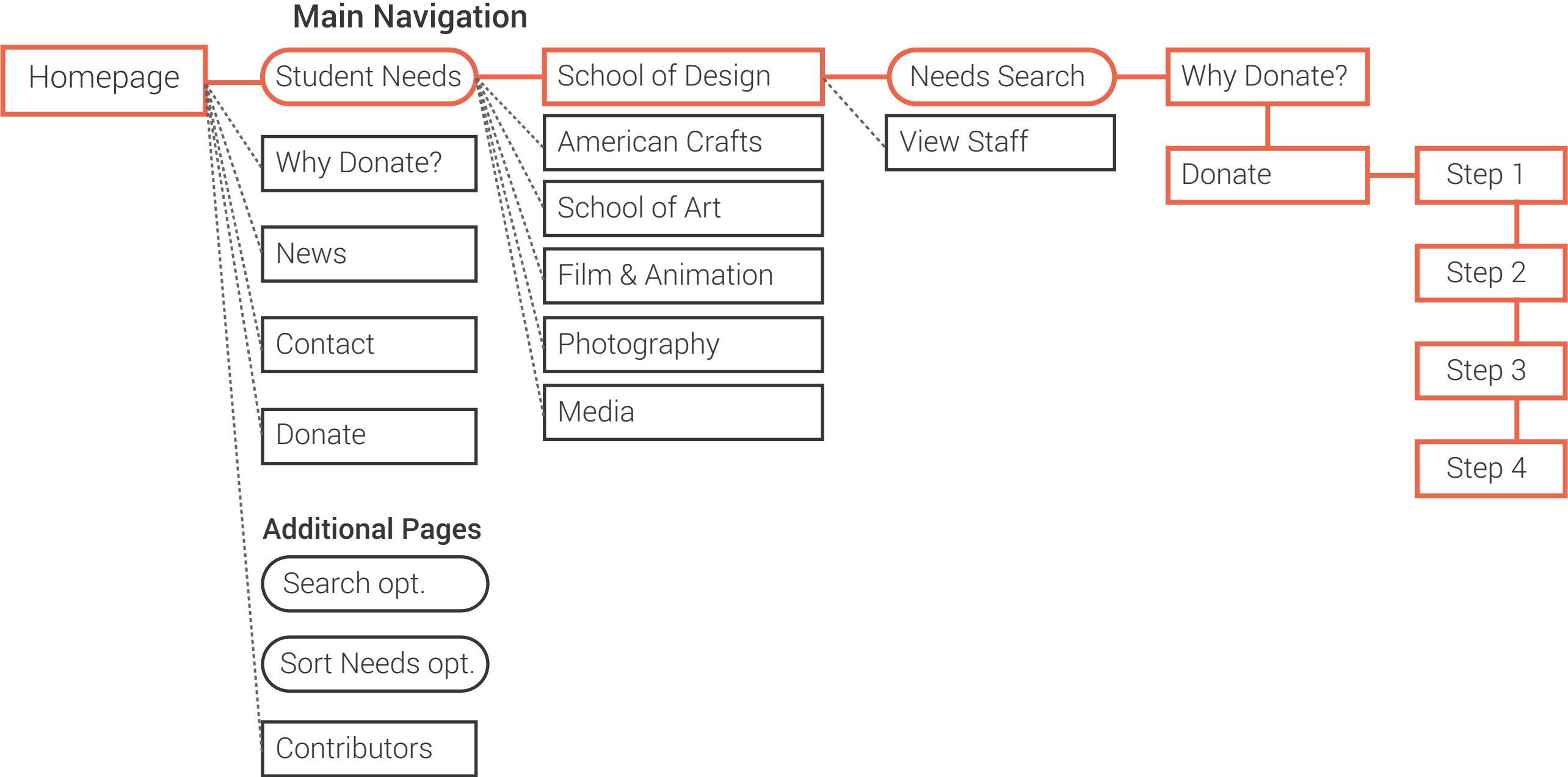
News

Contact

Donate

Nav drop-down (Options)

- School of Design
- School of American Crafts
- School of Film and Animation
- School of Photographic Arts & Sciences
- School of Media Sciences
- School of Arts



CIAS Gives

WIREFRAMES



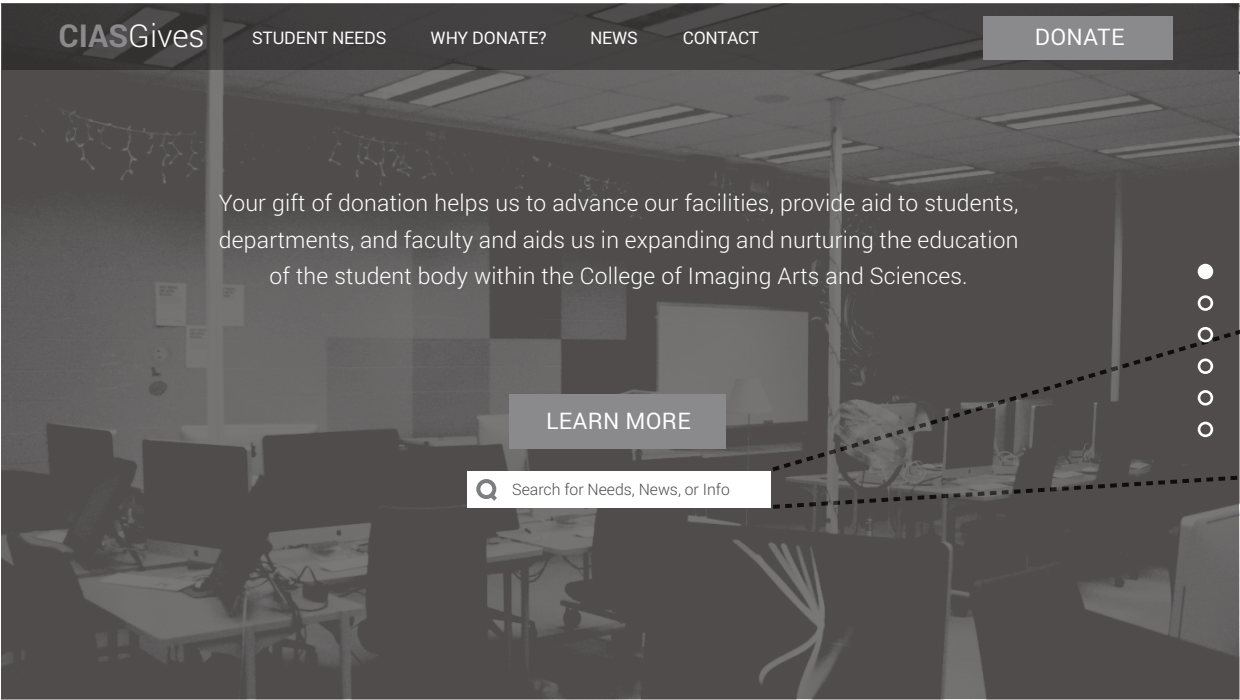


Fig. 1.1



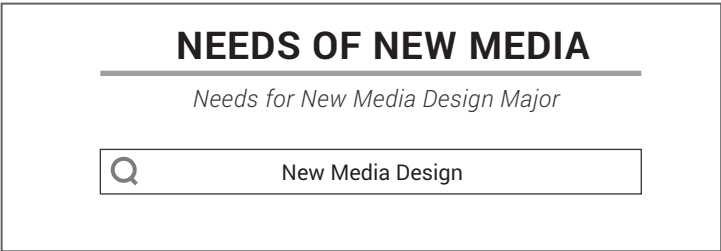
Hovering over one of the main pages in the primary nav will slightly **highlight** that option.

Fig. 1.2



Entering information within the “search” option will provide a **drop-down** with possible search options. **Highlights** character set that applies to those search options.

Fig. 1.3



Entering information within the “search” option will provide a **drop-down**, similar to Fig. 1.2. Selecting an option will change the **title**, and the available “needs” displayed below.

Fig. 1.4

Selecting the “View all” button will bring the user to the “Student Needs” page corresponding to the chosen field of interest.

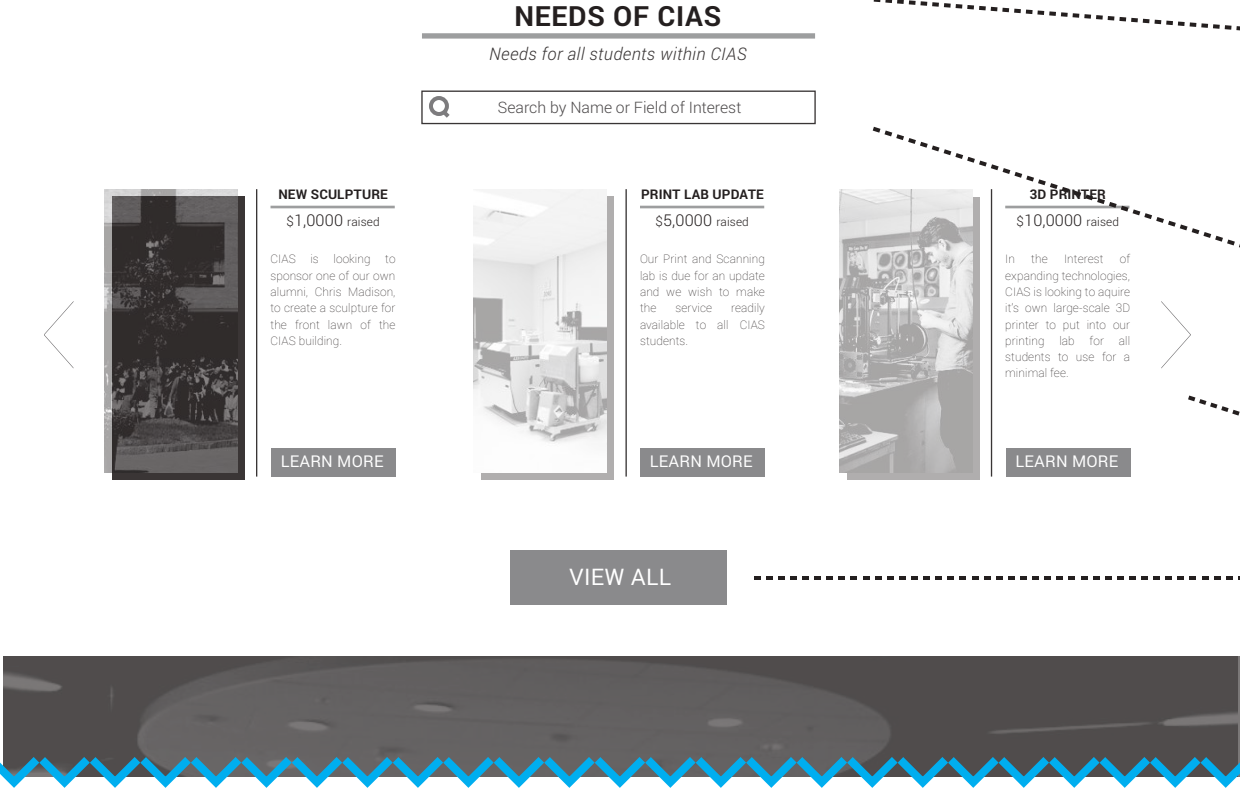




Fig. 1.5
Selecting the “Donate Today” button will bring the user to the **Donation page**

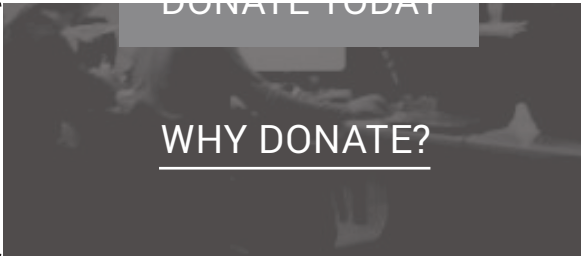


Fig. 1.6
Hovering on the “Why Donate?” link will **underline** in for the user to see tha t it is **clickable**, but lower in heirarchy to the “Donate Today”

STUDENT ACHIEVEMENTS
Current News about Student Achievements in CIAS

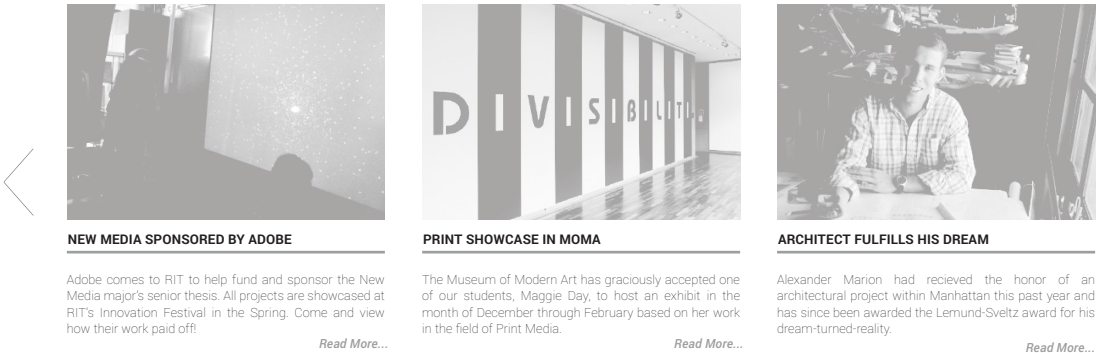


Fig. 1.7
Selecting any of the articles, through the **image** or the “**read more**” will bring the user to the **article** page in a **new tab** (so that they do not leave the current site).



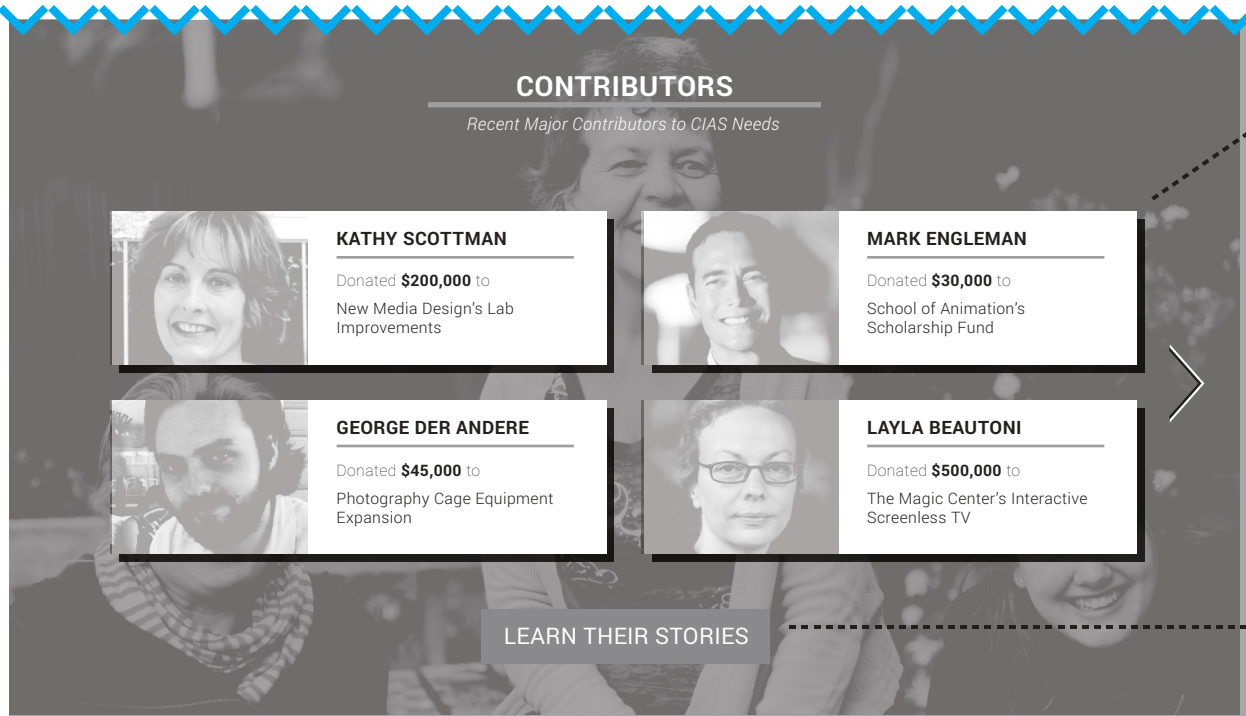




Fig. 1.8
Selecting the contributor will bring you to the **contributor page** with their story.

Fig. 1.9
Selecting "Learn their stories" will bring the user to the **Contributor's page**.


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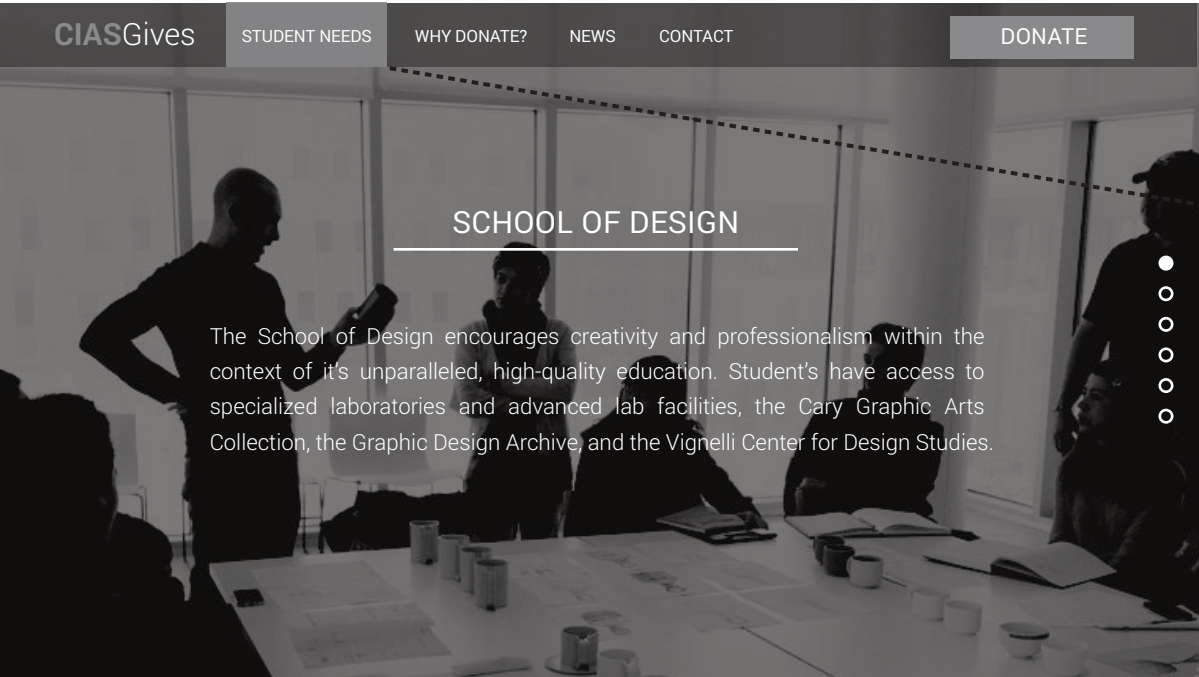


Fig. 2.1
Going to one of the main sections of the site (those listed in the **main nav**) will **highlight** that option, allowing the user to clearly understand where they are.

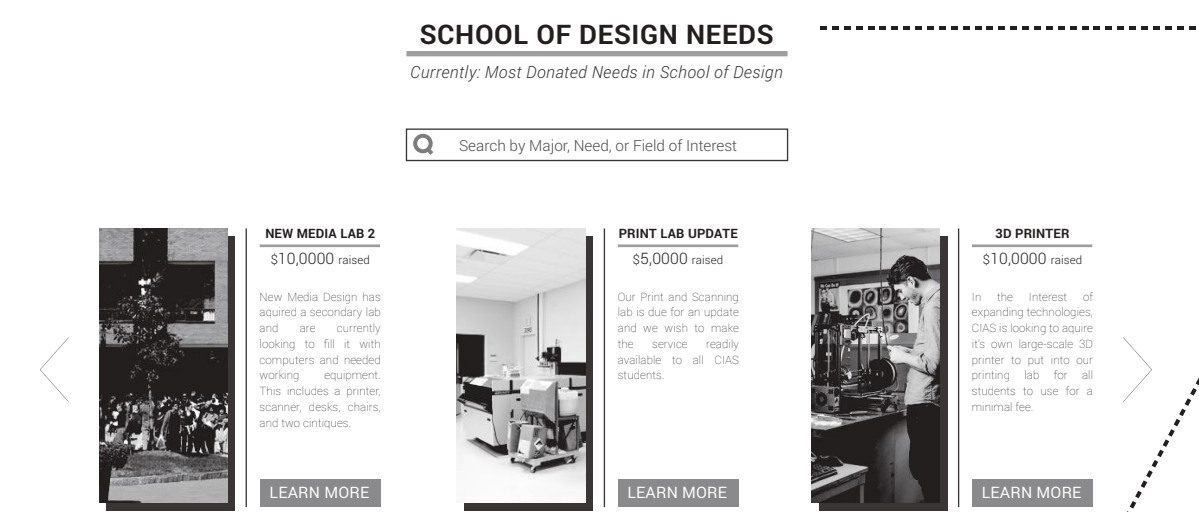


Fig. 2.2
Needs section operates the same as on the front page, seen in figures 1.2 - 1.3



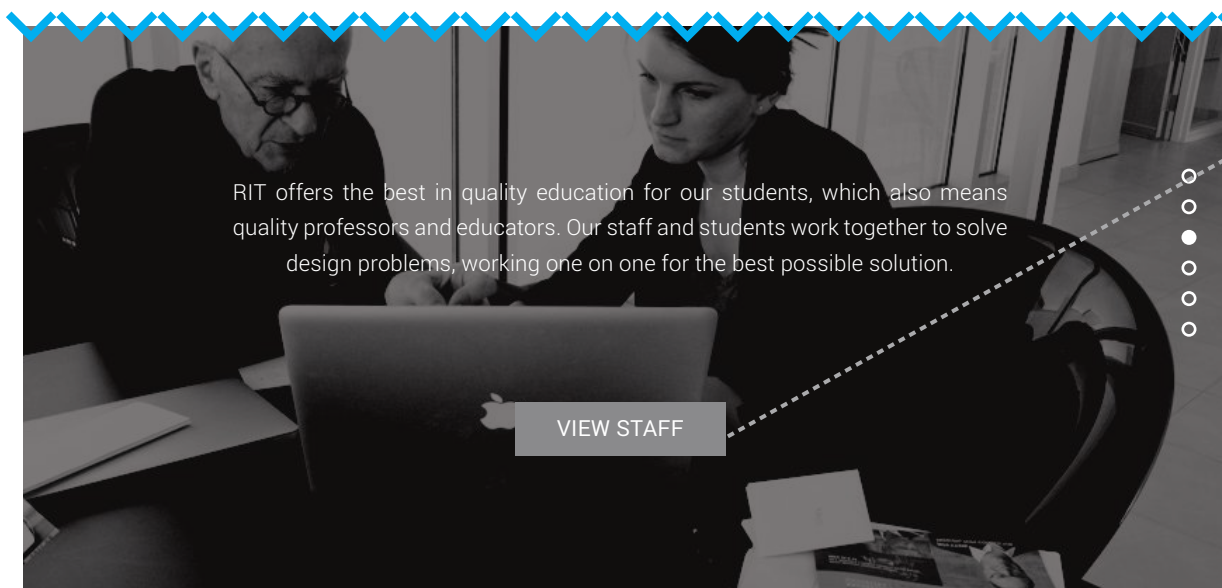


Fig. 2.3
Selecting the "View Staff" button will bring the user to the staff page at RIT's main website in another tab.

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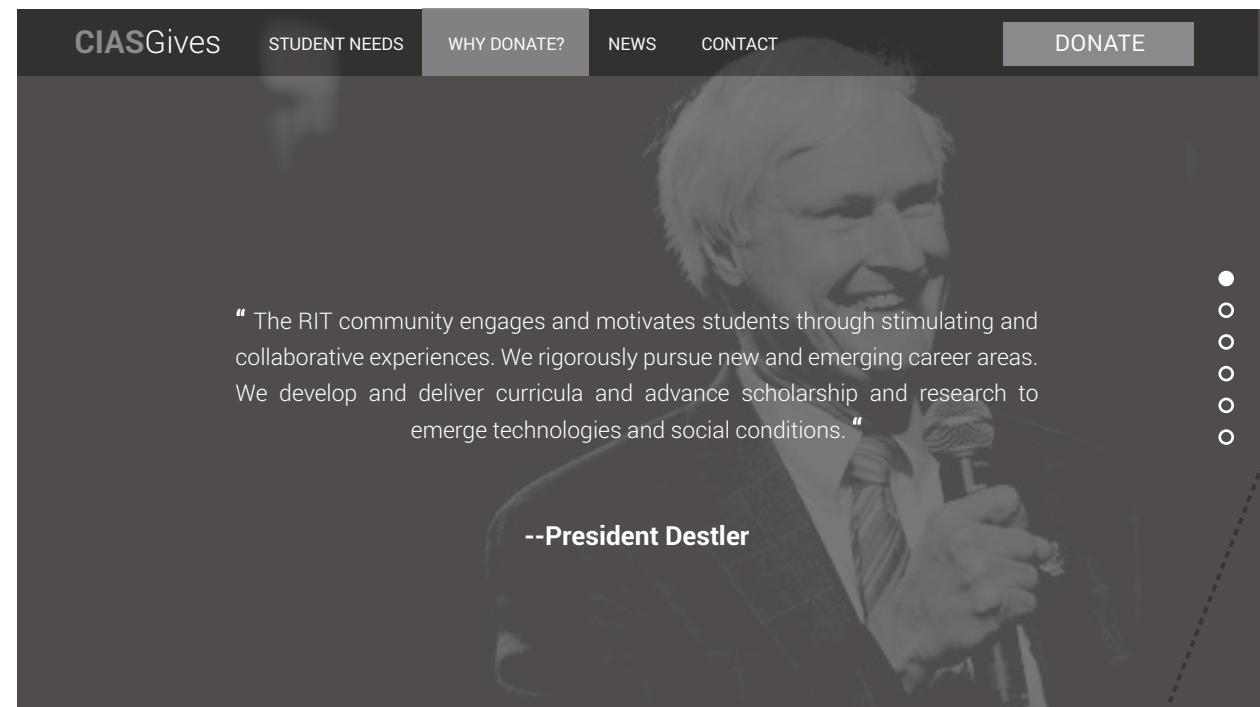


Fig. 3.1

The stats will quickly **add**, as that section of the page loads.

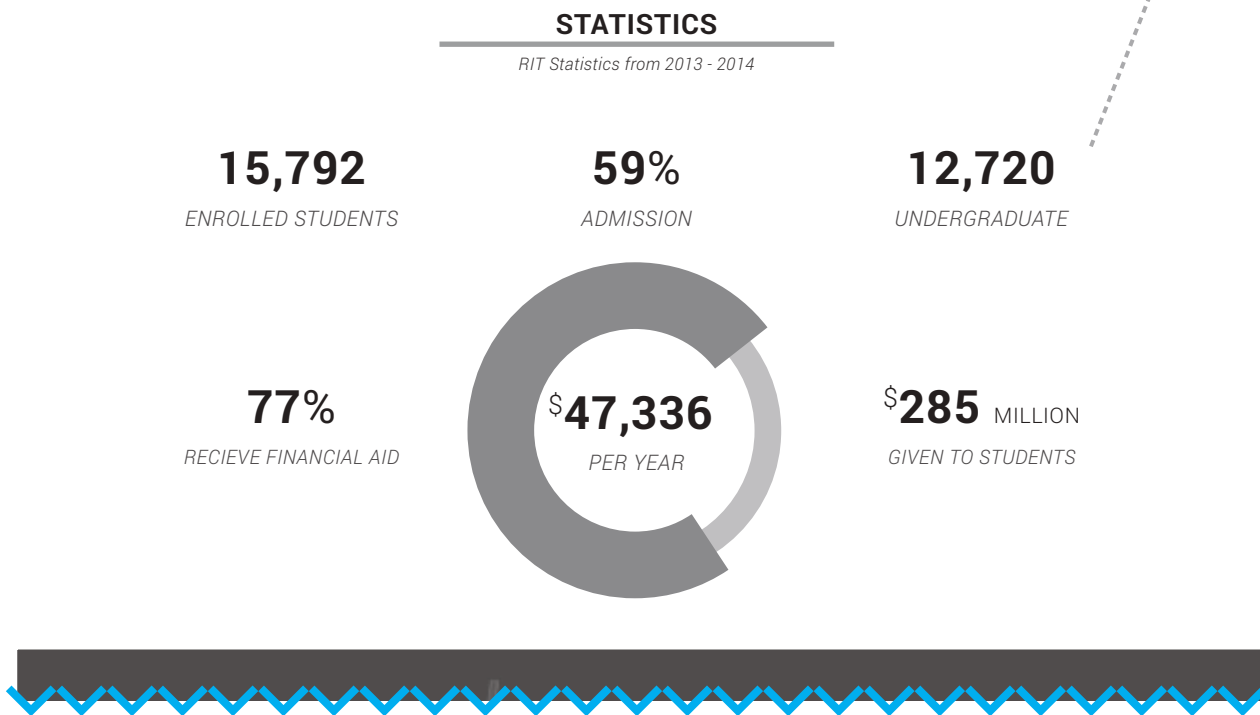
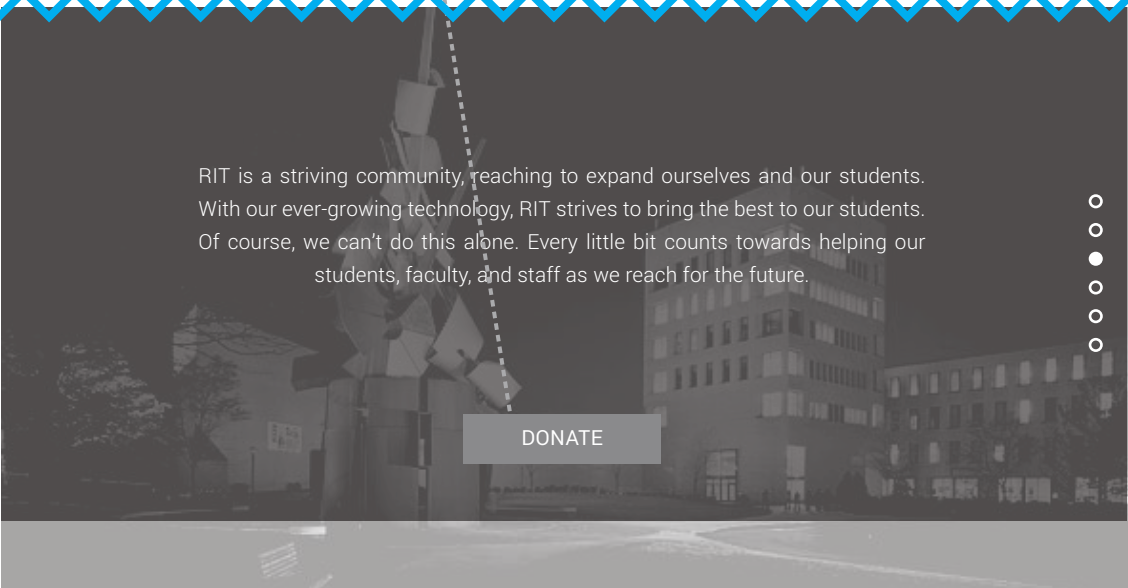


Fig. 3.2

Clicking the donate button will bring the user to the **donation** page.



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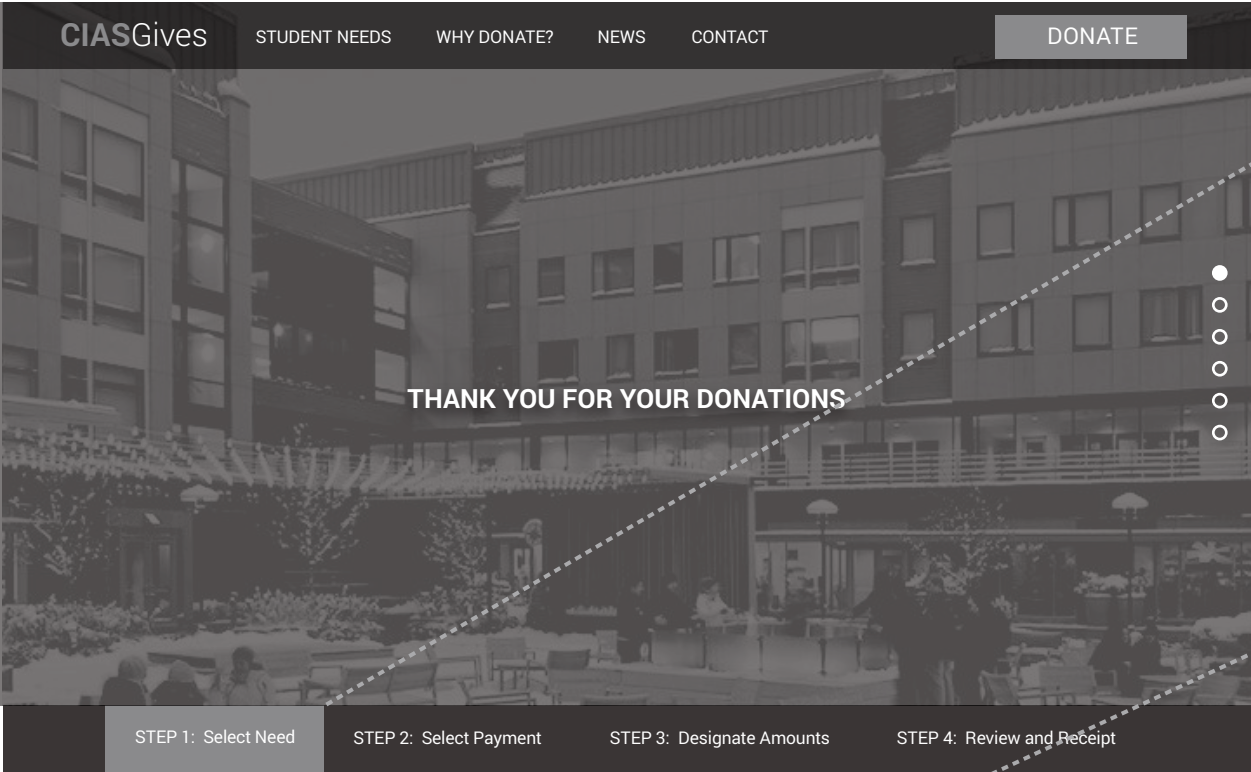


Fig. 4.1

The steps of the donation process are **highlighted** as the user fills them out. They can also be **selected** to go to the next step. They **remain highlighted** if the user has completed that step.

If the user has **already chosen** to donate to a “Need” from the “Student Needs” page, or the main page, this step will be **skipped** and the user will be **immediately brought to step 2** (page 21).

Fig. 4.2

The search and display of the various “needs” operates the same as on the **front page (fig. 1.3)**

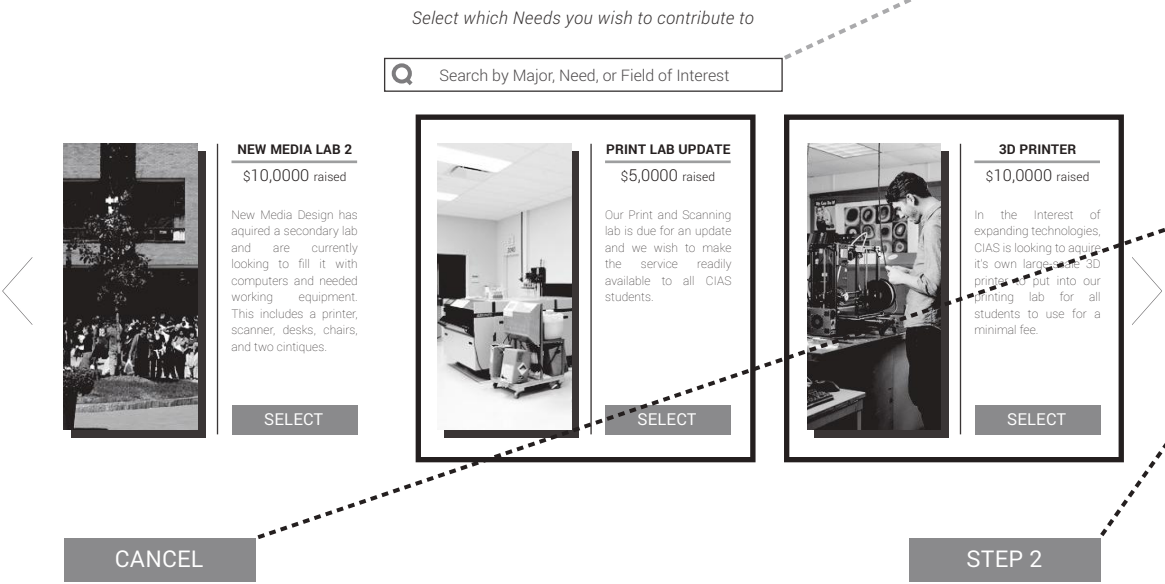


Fig. 4.3

The user can **move to step 2**, or **cancel** their donation from here, and be **returned to the front page**.

STEP 1: Select NeedSTEP 2: Select PaymentSTEP 3: Designate AmountsSTEP 4: Review and Receipt

DONATOR NAME

☐ DONATE ANONYMOUSLY

CARD HOLDER'S NAME

PRIMARY EMAIL

BILLING ADDRESS

CITY

STATE

COUNTRY

ZIP

DONATION METHOD

ONLINE

CHECK

CARD TYPE

CARD NUMBER

EXPIRATION DATE

DONATION AMOUNT

STEP 1

STEP 3

Fig. 4.4

Donation Method displays the options of "online" or "check" which can be changed by **clicking** on one or the other.

Fig. 4.5

All fields below the line are **required** if the user is donating online.

Fig. 4.6

CARD HOLDER'S NAME

Misty Day

PRIMARY EMAIL

**Please enter a correct email address*

Misty45

If the info is **incomplete or incorrect**, the user will receive a **red title** as well as a **notification** as to what is wrong with their form when they attempt to move on to step 3


STEP 1: Select Need

STEP 2: Select Payment

STEP 3: Designate Amounts

STEP 4: Review and Receipt


CHOSEN NEEDS



PRINT LAB UPDATE

\$5,0000 raised

Our Print and Scanning lab is due for an update and we wish to make the service readily available to all CIAS students.



3D PRINTER

\$10,0000 raised

In the Interest of expanding technologies, CIAS is looking to acquire it's own large-scale 3D printer to put into our printing lab for all students to use for a minimal fee.

3D PRINTER

Select Percent

\$1,000

PRINT LAB UPDATE

Select Percent

\$3,000

Would you also like to Donate to our Financial Aid Program?

Enter Amount, or Leave Blank

STEP 2

STEP 4

Fig. 4.7

The two programs that the user has chosen to donate to, **appear** here.

Fig. 4.8

The user can **select what percent** of their donation goes to which cause. The options within the **dropdown** are listed by the **10's**.

The number of dollars that is represented below is the **percent** taken from the donation total.

Fig. 4.9

The user is **prompted** at the bottom to donate to the financial aid program. They can **choose** to donate more, or leave that option blank.

CIAS Gives

INITIAL DESIGN WORK



STUDENT NEEDS

WHY DONATE?

NEWS

CONTACT

DONATE

Your gift of donation helps us to advance our facilities, provide aid to students, departments, and faculty and aids us in expanding and nurturing the education of the student body within the College of Imaging Arts and Sciences.

LEARN MORE

NEEDS OF CIAS

Needs for all students within CIAS

THE NEED TITLE

\$800000 raised

Short description of the need currently being fought for. It will also mention what school this goes to within CIAS. Perhaps mention who is overseeing this Need.

DONATE

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DONATE

MORE NEEDS

With 50 years of education and expansion behind us, we've come a long way and made many improvements. Despite this, there is always room for growth, and CIAS is always searching for new ways to be innovative and to inspire our students to do their best. By donating today, you can help us. No matter how small the donation, every little bit counts.

DONATE TODAY



STUDENT ACHIEVEMENTS

NEW MEDIA SPONSORED BY ADOBE

Adobe comes to RIT to help fund and sponsor the New Media major's senior thesis. All projects are showcased at RIT's Innovation Festival in the Spring. Come and view how their work paid off!

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Q Search for Needs, News, or Info

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Needs for all students within CIAS

Q Search by Name or Field of Interest



NEW SCULPTURE

\$1,0000 raised

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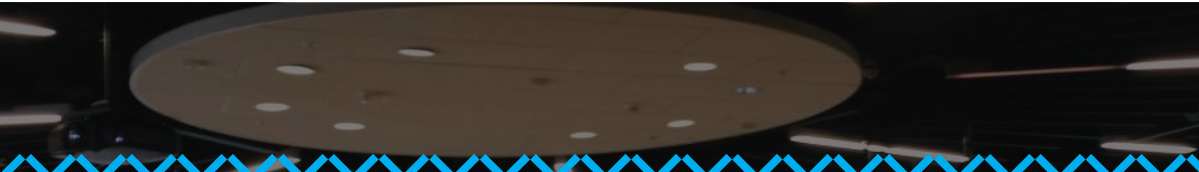
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VIEW ALL



HELP US ACHIEVE OUR GOAL

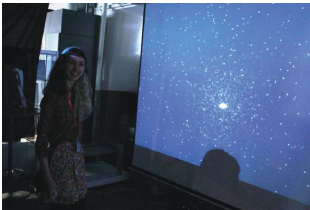
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PRINT SHOWCASE IN MOMA

The Museum of Modern Art has graciously accepted one of our students, Maggie Day, to host an exhibit in the month of December through February based on her work in the field of Print Media.


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ARCHITECT FULFILLS HIS DREAM

Alexander Marion had recieved the honor of an architectural project within Manhattan this past year and has since been awarded the Lemund-Sveltz award for his dream-turned-reality.


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PAINTER JON MICHAEL VISITS RIT

World-renowned painter, Jonathan Michael visits RIT. Jon was an alumni of class of 2003 as an Illustration and Paint Media major. He returns, now, to speak to the students about his achievements and students' future goals.

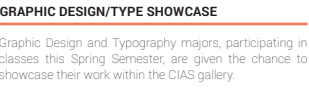
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AMERICAN CRAFTS SALE IN SAU

With the upcoming Holiday Season, the school of American Crafts sets up booths to sell collections and works of the student body.

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GRAPHIC DESIGN/TYPE SHOWCASE

Graphic Design and Typography majors, participating in classes this Spring Semester, are given the chance to showcase their work within the CIAS gallery.

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CONTRIBUTORS


Recent Major Contributors to CIAS Needs



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FINAL DESIGN COMPS



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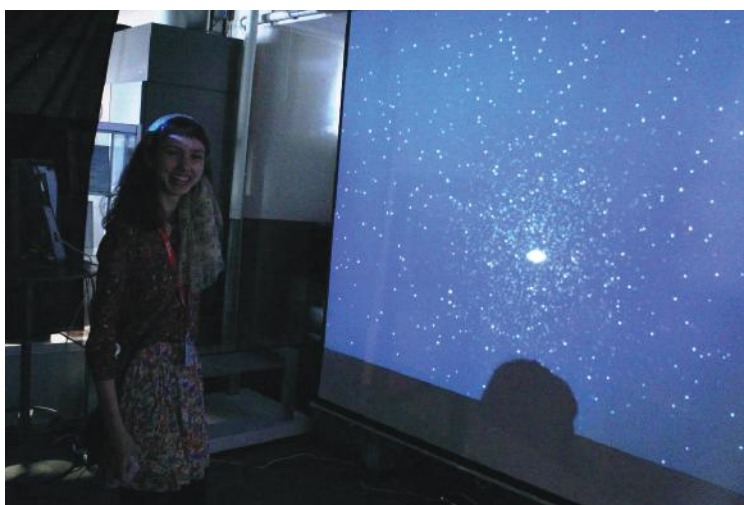
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LAYLA BEAUTONI

Donated **\$500,000** to The Magic Center's Interactive Screenless TV

LEARN THEIR STORIES

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SCHOOL OF DESIGN

The School of Design encourages creativity and professionalism within the context of it's unparalleled, high-quality education. Student's have access to specialized laboratories and advanced lab facilities, the Cary Graphic Arts Collection, the Graphic Design Archive, and the Vignelli Center for Design Studies.

SCHOOL OF DESIGN NEEDS

Currently: Most Donated Needs in School of Design

Q

Search by Major, Need, or Field of Interest

NEW MEDIA LAB 2

\$10,000 raised

New Media Design has aquired a secondary lab and are currently looking to fill it with computers and needed working equipment. This includes a printer, scanner, desks, chairs, and two cintiques.

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\$10,000 raised

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LEARN MORE

RIT offers the best in quality education for our students, which also means quality professors and educators. Our staff and students work together to solve design problems, working one on one for the best possible solution.

VIEW STAFF

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(585) 555 - 5555

“ The RIT community engages and motivates students through stimulating and collaborative experiences. We rigorously pursue new and emerging career areas. We develop and deliver curricula and advance scholarship and research to emerge technologies and social conditions. “

--President Destler

STATISTICS

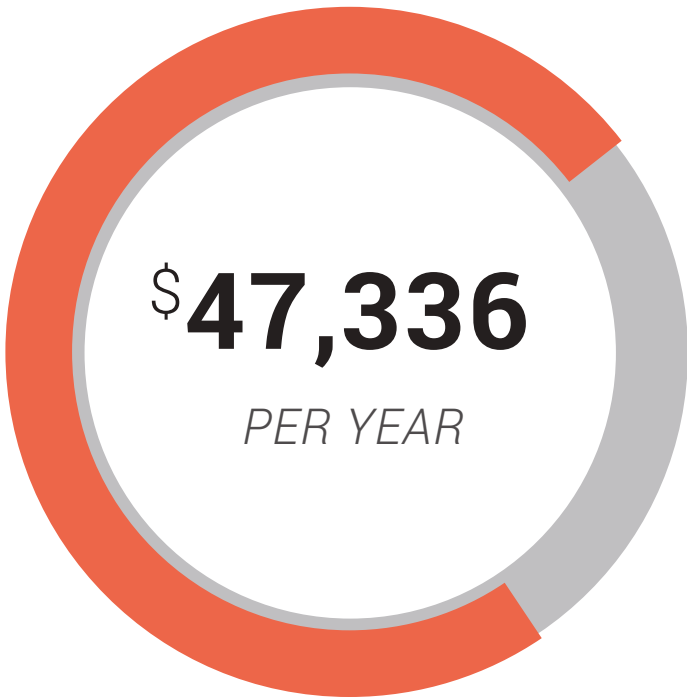
RIT Statistics from 2013 - 2014

15,792
ENROLLED STUDENTS

59%
ADMISSION

12,720
UNDERGRADUATE

77%
RECIEVE FINANCIAL AID



\$285 MILLION
GIVEN TO STUDENTS

RIT is a striving community, reaching to expand ourselves and our students. With our ever-growing technology, RIT strives to bring the best to our students. Of course, we can't do this alone. Every little bit counts towards helping our students, faculty, and staff as we reach for the future.

DONATE

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THANK YOU FOR YOUR DONATIONS


STEP 1: Select Need

STEP 2: Select Payment

STEP 3: Designate Amounts

STEP 4: Review and Receipt

Select which Needs you wish to contribute to

 Search by Major, Need, or Field of Interest



NEW MEDIA LAB 2
\$10,0000 raised

New Media Design has aquired a secondary lab and are currently looking to fill it with computers and needed working equipment. This includes a printer, scanner, desks, chairs, and two cintiques.

SELECT



PRINT LAB UPDATE
\$5,0000 raised

Our Print and Scanning lab is due for an update and we wish to make the service readily available to all CIAS students.

SELECT



3D PRINTER
\$10,0000 raised

In the Interest of expanding technologies, CIAS is looking to aquire it's own large-scale 3D printer to put into our printing lab for all students to use for a minimal fee.

SELECT

CANCEL

STEP 2

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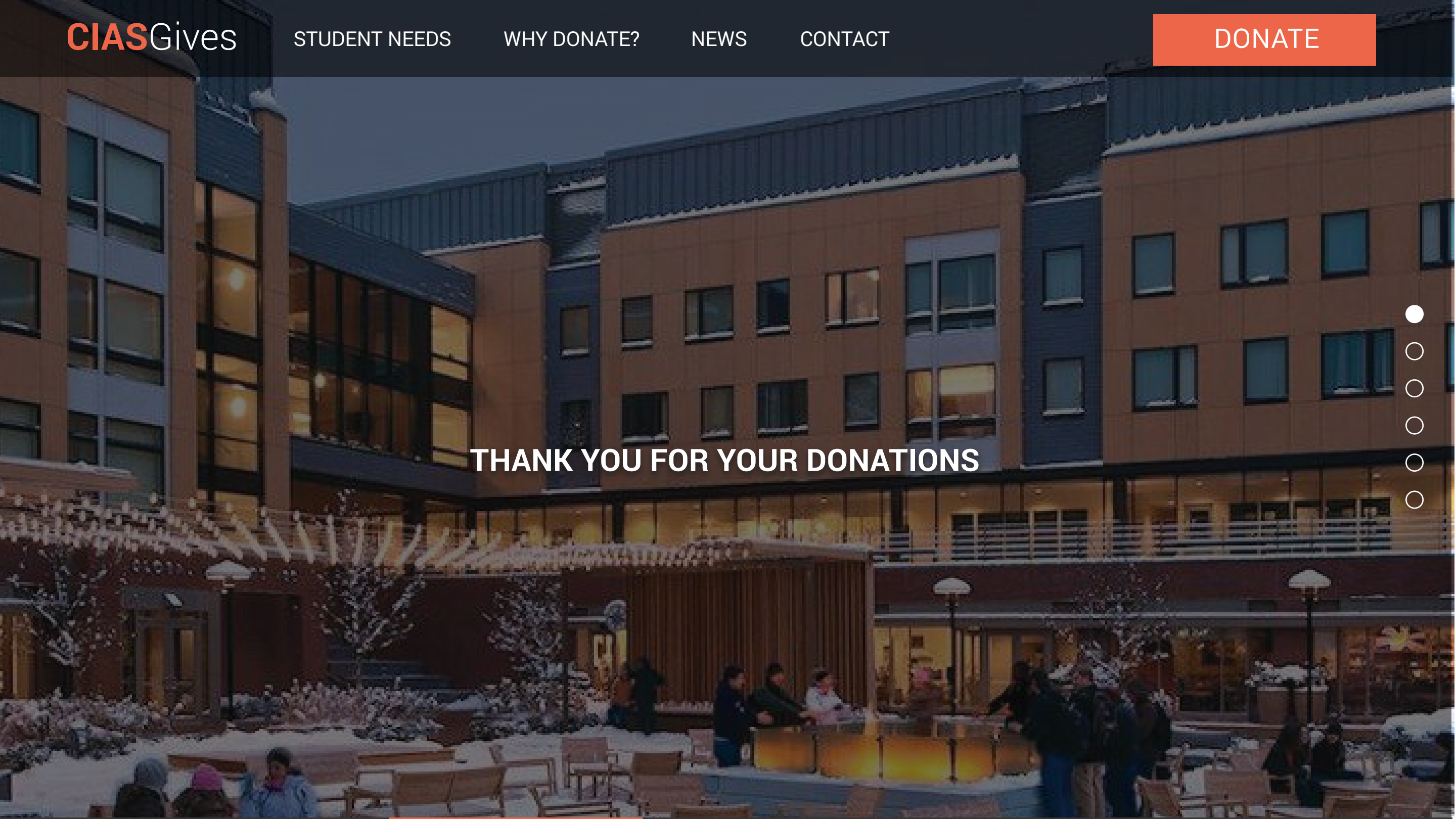


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DONATOR NAME

☐ DONATE ANONYMOUSLY

DONATION METHOD

CHECK

CARD HOLDER'S NAME

PRIMARY EMAIL

BILLING ADDRESS

CITY

STATE

COUNTRY

ZIP

CARD TYPE

CARD NUMBER

EXPIRATION DATE

DONATION AMOUNT

STEP 1

STEP 3



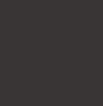
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STEP 1: Select Need

STEP 2: Select Payment

STEP 3: Designate Amounts

STEP 4: Review and Receipt

CHOSEN NEEDS



PRINT LAB UPDATE

\$5,0000 raised

Our Print and Scanning lab is due for an update and we wish to make the service readily available to all CIAS students.



3D PRINTER

\$10,0000 raised

In the Interest of expanding technologies, CIAS is looking to aquire it's own large-scale 3D printer to put into our printing lab for all students to use for a minimal fee.

3D PRINTER

Select Percent

\$1,000

PRINT LAB UPDATE

Select Percent

\$3,000

Would you also like to Donate to our Financial Aid Program?

Enter Amount, or Leave Blank

STEP 2

STEP 4



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