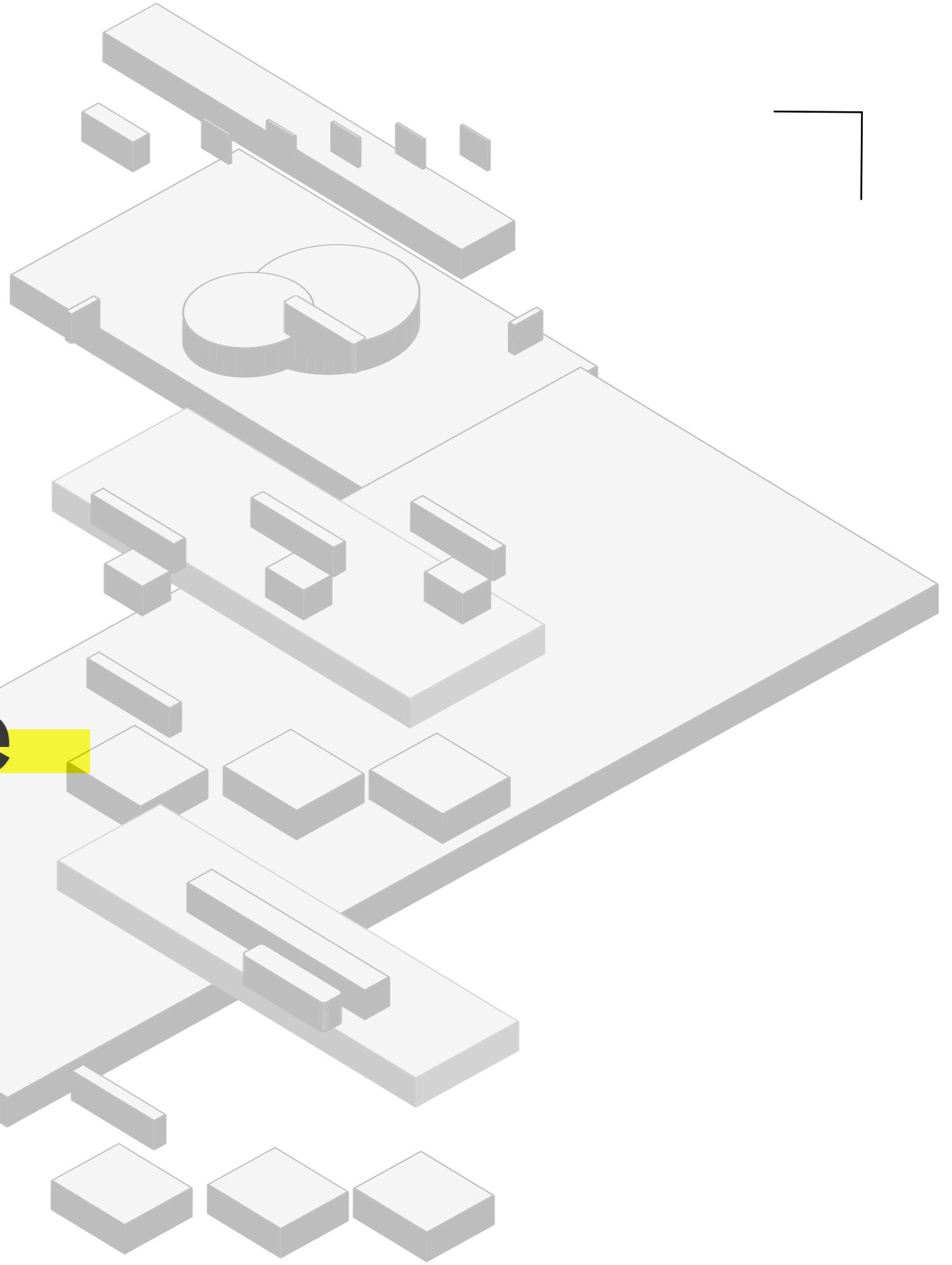


Redesigning the Yale Website



Original Interface

Home Page

Courses Page

Admissions Page

Financial Aid Page

Gallery Page

Yale Graduate Arts Website <https://www.art.yale.edu>

Brief Description

The Yale website is an educational institutional site catered to recruit prospective students. The website is limited to the Graduate arts program. The site is chaotically an open source platform lending itself to user manipulation.

The Problem

As depicted on the left, the Yale website is unpleasant to navigate, read and distracting for users to engage with. The website lacks affordances for use. Visual and text hierarchies are largely put to the test. From page to page no matter the content the organization and compositional layout put users off with its complete lack of design principles. Ultimately it is difficult for users to find the right information quickly or efficiently.

Comparing Interfaces

Original Interface

The original interface features a cluttered layout with a blue 'Main Task bar' on the left containing links like Home, About This Site, Admissions, etc. A large yellow banner at the top says 'STAND BY'. Below it is a green box with text about website upgrades. A yellow box for the 'YALE ARTS EVENTS CALENDAR' is also present. A red box on the left contains a message about the website being a wiki. A large image of a dog is in the background. On the right, there's a circular image of people in an art gallery.

Redesigned Interface

The redesigned interface has a dark header with navigation links. It features a large circular image of people in an art gallery with the text 'Masters Of Fine Arts Degree' overlaid. Below the image are statistics: Graduate Students 2019/2020 (292), Student/Faculty Ratio 2019/2020 (9:1), and McArthur Genius Grants 2019/2020 (10).

The admission page has a purple 'Main Task bar' on the left. A large yellow banner at the top says 'YALE SCHOOL OF ART ADMISSION'. Below it is a green box for 'REGISTRATION for the 2019 ADMISSION OPEN HOUSE IS NOW LIVE'. A blue box for 'ADMISSION OPEN HOUSE' follows. A pink box for 'REGISTER HERE' is on the right. A yellow box for 'Open House will be live-streamed and may be attended virtually on November 14th. Click here to register for the broadcast.' is at the bottom. A blue box for 'Editor details' is at the bottom right.

The redesigned admission page has a white header with navigation links. It features a sidebar with 'Deadlines' (Early Decision Application Nov 1, Early Decision Financial Aid Nov 1, Regular Decision Application Jan 10, Regular Decision Financial Aid Mar 10) and 'Applications' (The Fall 2020 Application for M.F.A. programs at the Yale School of Art is now live. Applications must be complete considered for admission.). The main content includes sections for 'Yale School of Art Admissions' (Fall 2020 Admission Notices), 'Admission Open House' (Open House will be live-streamed and may be attended virtually on November 14th, Noon-4pm Doors at 11:30am), 'Entrance requirements' (The School of Art requires for admission a high degree of capability and commitment. Applications must hold a bachelor's degree from an accredited college or university or a diploma from a secondary school equivalent to those required for college courses and most particularly in light of the differences among educational structures and opportunities in the international art world today, the admissions committee may waive these prerequisites if other proofs of preparation and accomplishment are deemed sufficient equivalents by the committee. In either case, admission to the School of Art is on a highly selective and competitive basis.), and 'Application Materials' (Nonrefundable application fee of \$100. Please follow payment instructions at [APPLY HERE](#)).

Design Decisions

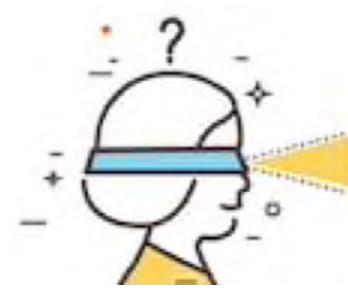
Original interface

The following design carries a chaotic explosion of color and typefaces. Many of the design elements as shown above feel arbitrary and lack intentional structural design. There are too many texts fields that are simply too long and illegible for users to navigate and find relevant information. The texts lack striking headers to organize information efficiently. Hyperlinks are placed in random locations making users question their clickability.

Redesign Interface

The redesigned rendition employs a limited color scheme to balance the chaos from the original interface. Clear text hierarchies have been employed with header texts in differing point sizes. On the admission redesign page, column structures have been created to divide prominent information. Information like applications and deadlines have been taken from lengthy texts in the orginal design and have been given higher visual hierarchy on the page for the sake of user efficiency.

Explanation



Intuitive Design

Original Interface

- Significant effort is placed on the user navigating the architecture of the site.
- There is a massive clash revolving around visual Hierarchy, the user doesn't know what to look at first
- Distracting animated backgrounds make the interface difficult to maneuver.
- The main task bar makes it difficult to decipher its importance as its placement effects its visual hierarchy on the screen; along with its small hard to read text to illustrate each of the main pages on the site
- Its difficult to tell which links are clickable

Redesigned Interface

- Information is structured into clear visual hierarchies based on immediate user needs
- Users are no longer nauseated by cringe animated patterns or GIFs of animals that pose as a distraction from the content of the site.
- Information is clearly defined by text hierarchies
- The taskbar was shifted from the left hand side to the top of the page to easily navigate users to the most important links on the site.
- Links also appear more clickable and carry far greater visual hierarchy.
- Important information is isolated in differing column structures instead of hidden in lengthy paragraphs



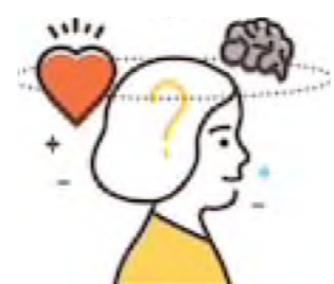
Ease of Learning

Original Interface

- Small text fields limit readability
- The lack of a strong grid system limits user navigation
- The page layout is very disorganized and chaotic

Redesigned Interface

- Careful consideration for the layout of the page informs users what to look at first
- A grid structure was set in place to organize information from the most immediate needs of the user from page to page. Periphery information is found toward the end of the page.
- Introduction of header text to summarize paragraph text
- Large text fields have been condensed to be more legible



Memorability

Original Interface

- All of the links, structure and texts on the site lack any semblance of consistency, this in turn effects the memorability of the site
- The site is an open source platform so users are welcomed to manipulate the site as often as desired, this may seem to be a whimsical idea but it drastically disrupts memorability. This will affect future users from remembering where certain information lies.

Redesigned Interface

- Consistency on the new rendition becomes a key element to tie many of the pages together
- A limited color palette as well as similar structural layouts from page to page helps users remember where important or periphery information lies.



Efficiency of use

Original Interface

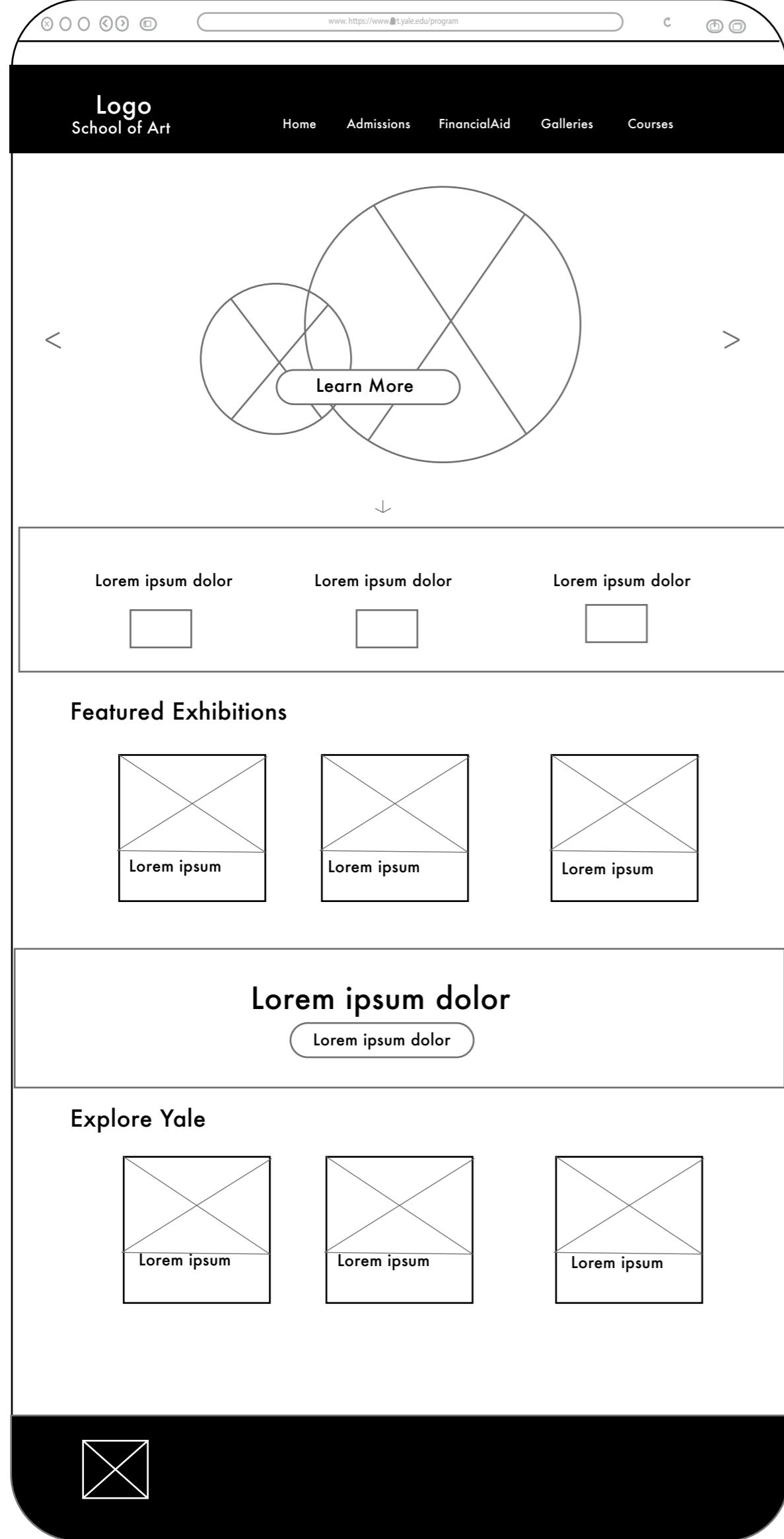
- Information feels randomly ordered and unintentionally placed
- There are a million hyperlinks in chaotic placements creating confusion as to what may be clickable or just underlined text.
- Links carry the aesthetics of pop up ads
- It is difficult to find intended links for a desired page.
- Lack of type hierarchy/Text headers decreases any chance for users to find information quickly
- Massive paragraphs hide important information like applications and deadline dates.
- Long running sentence structures exhausts users making text illegible.

Redesigned Interface

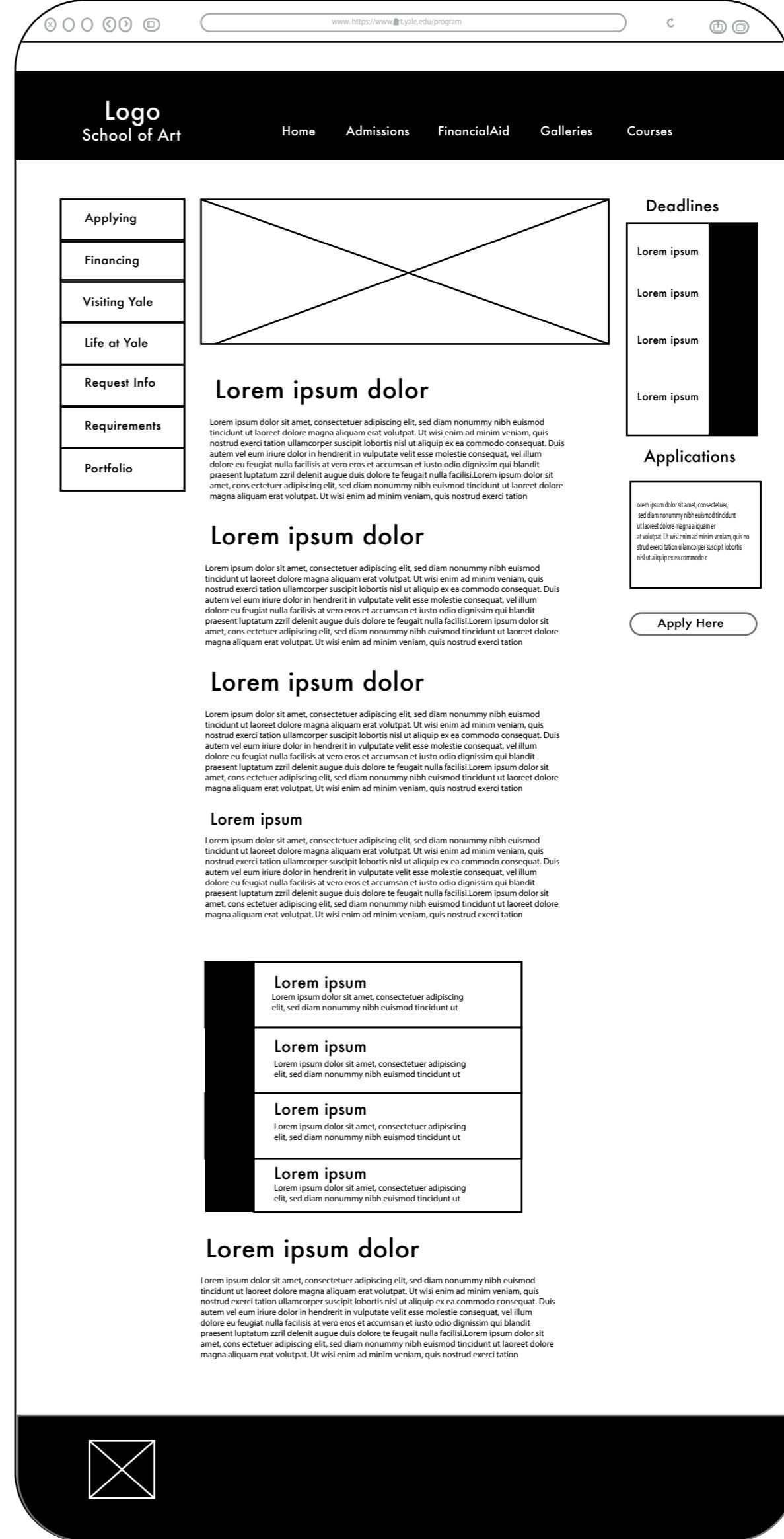
- Information is clearly labeled followed with increased type hierarchies helping users find information quickly
- A clear defined Visual hierarchy helps users navigate the interface in a carefully designed structure
- Text size has increased
- Lengthy paragraphs of text have been eradicated
- The task bar is more visually accessible, now users can effortlessly select important pages on the site
- Hyperlinks have been localized into buttons and appear to be more clickable

Low Fidelity Redesign

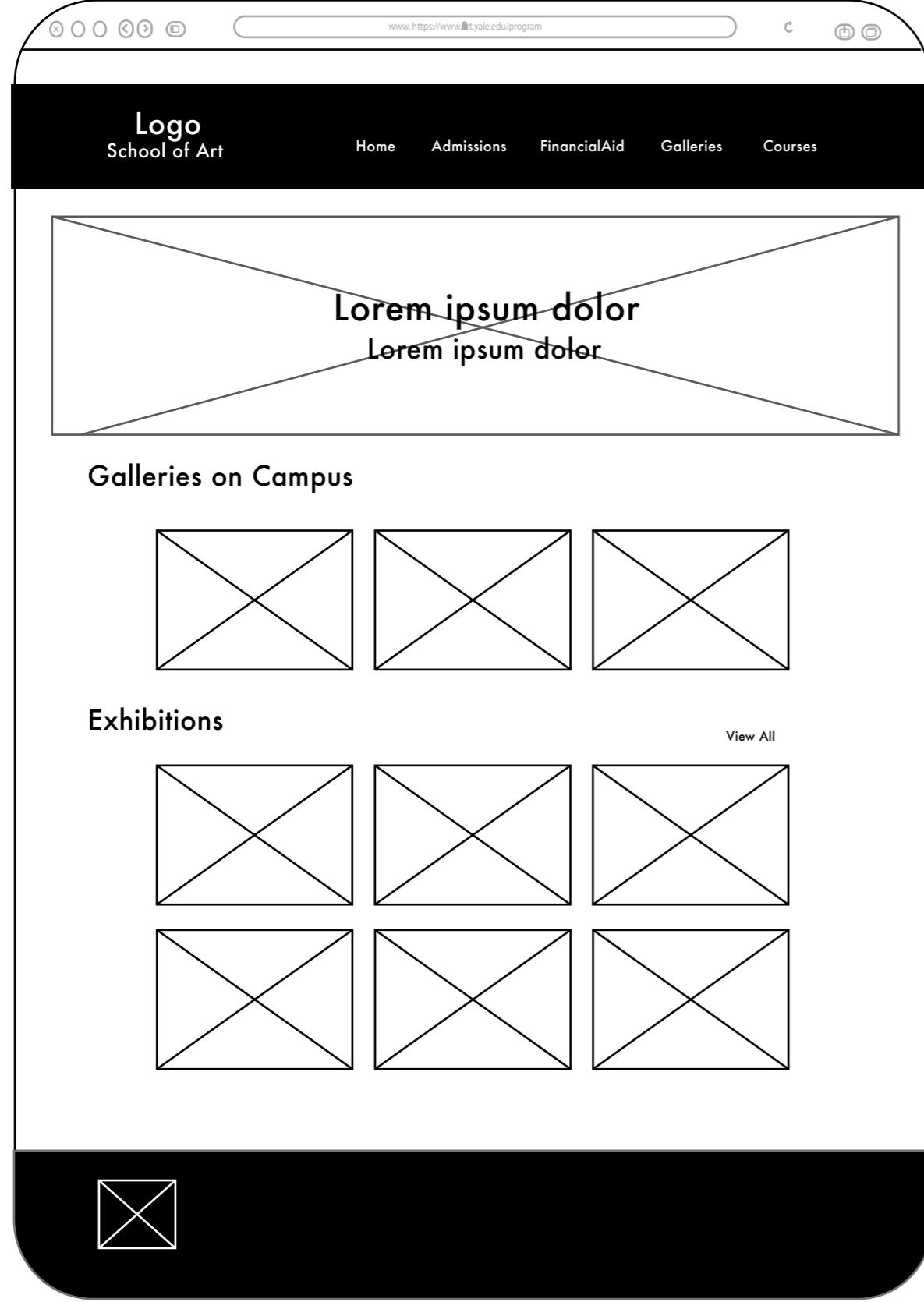
Home Page



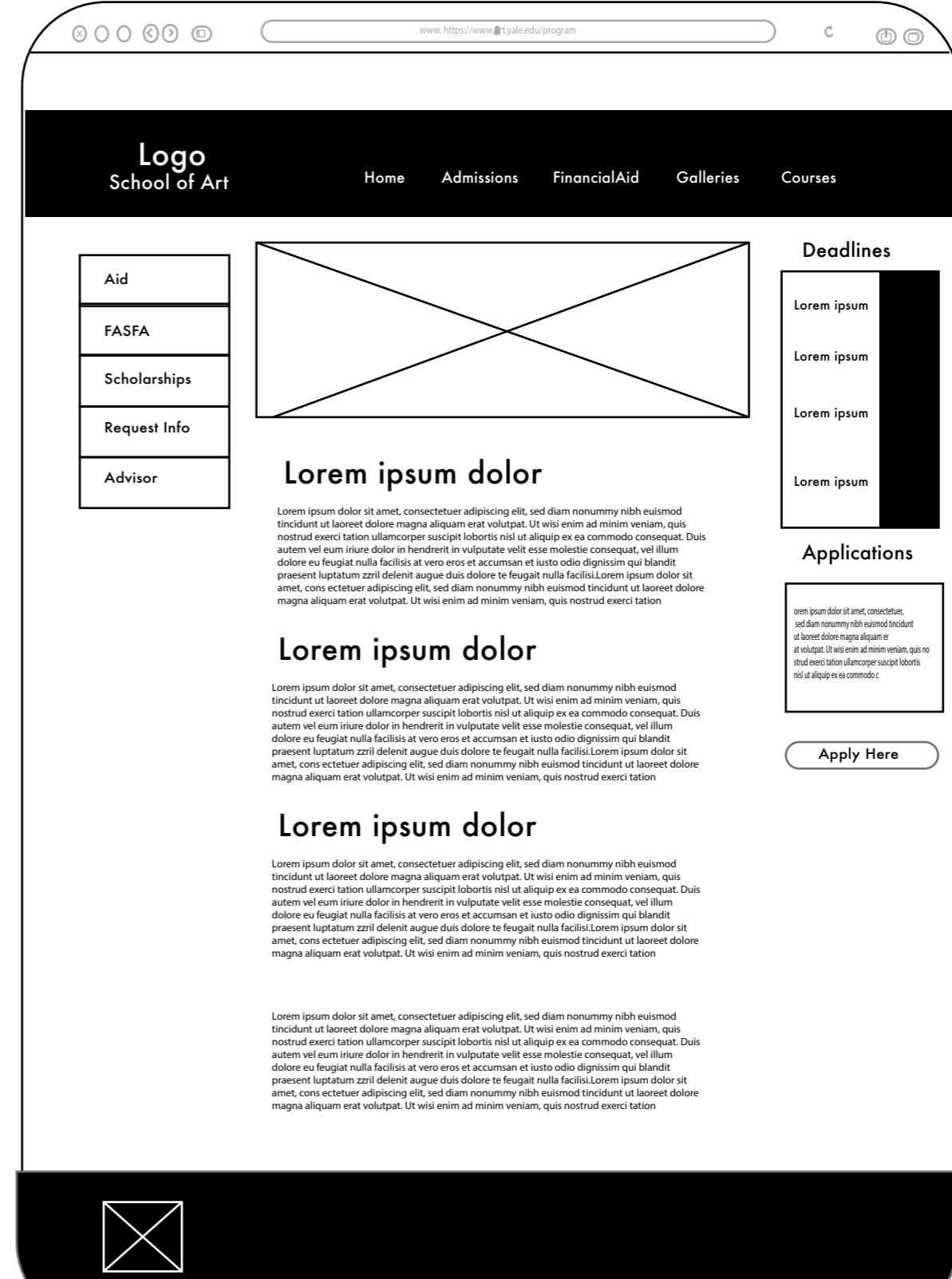
Admissions Page



Gallery



Financial Aid Page



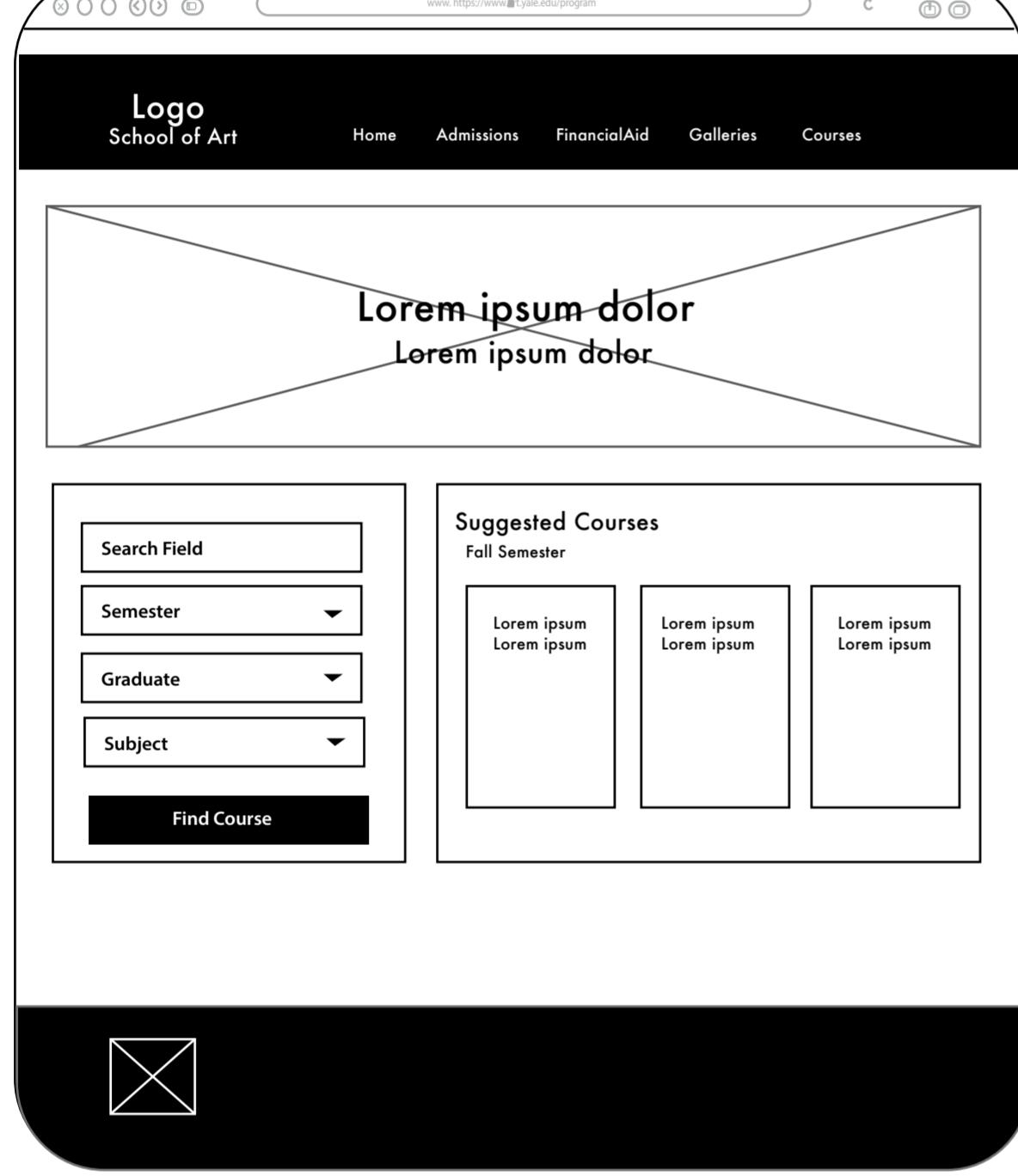
Low Fidelity Redesign



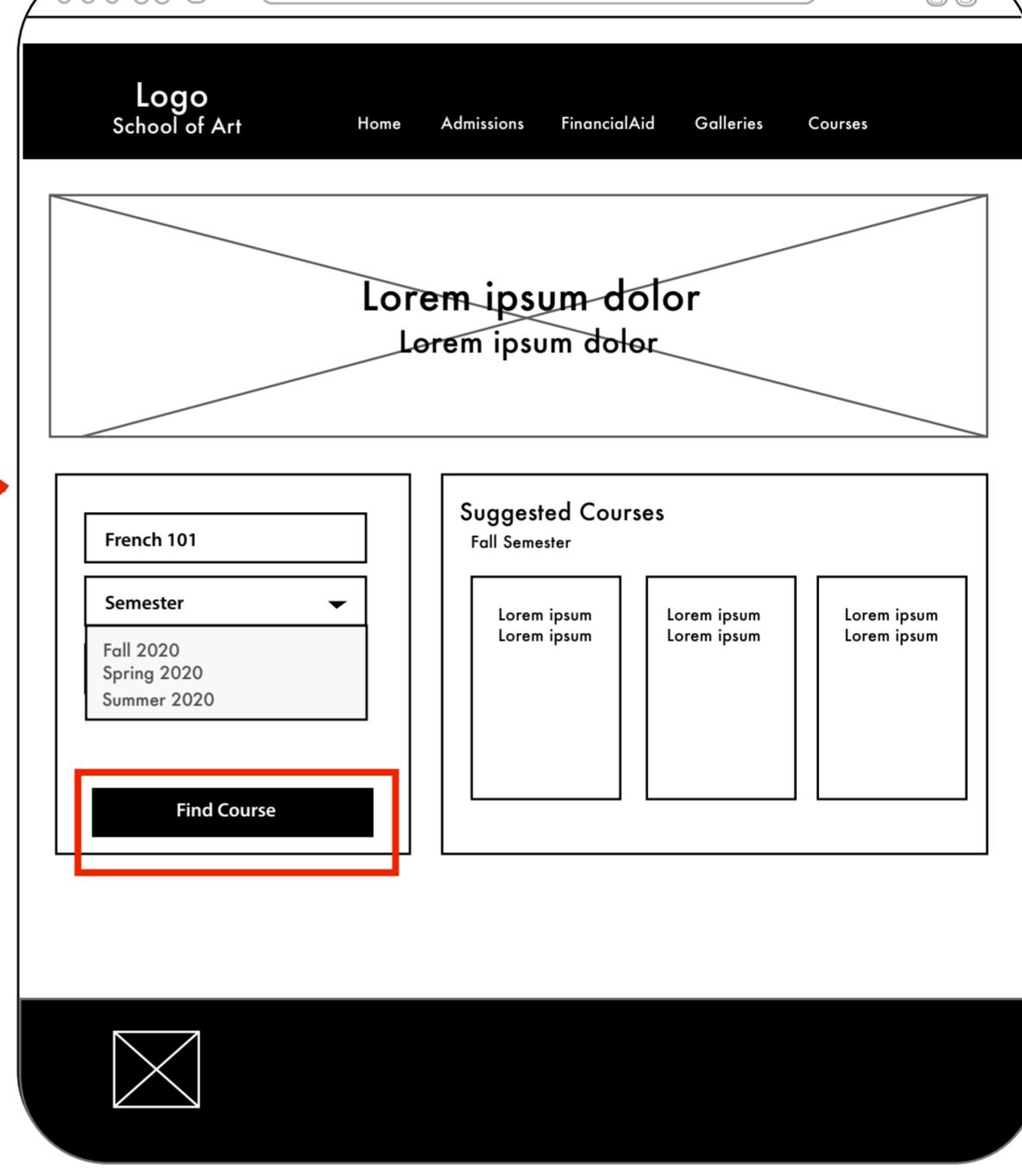
Original Course Interface

The original courses interface overwhelms users with long lists making it difficult to quickly find a desired course. The redesign will have users conveniently engage with a search bar that will make finding courses easier and faster.

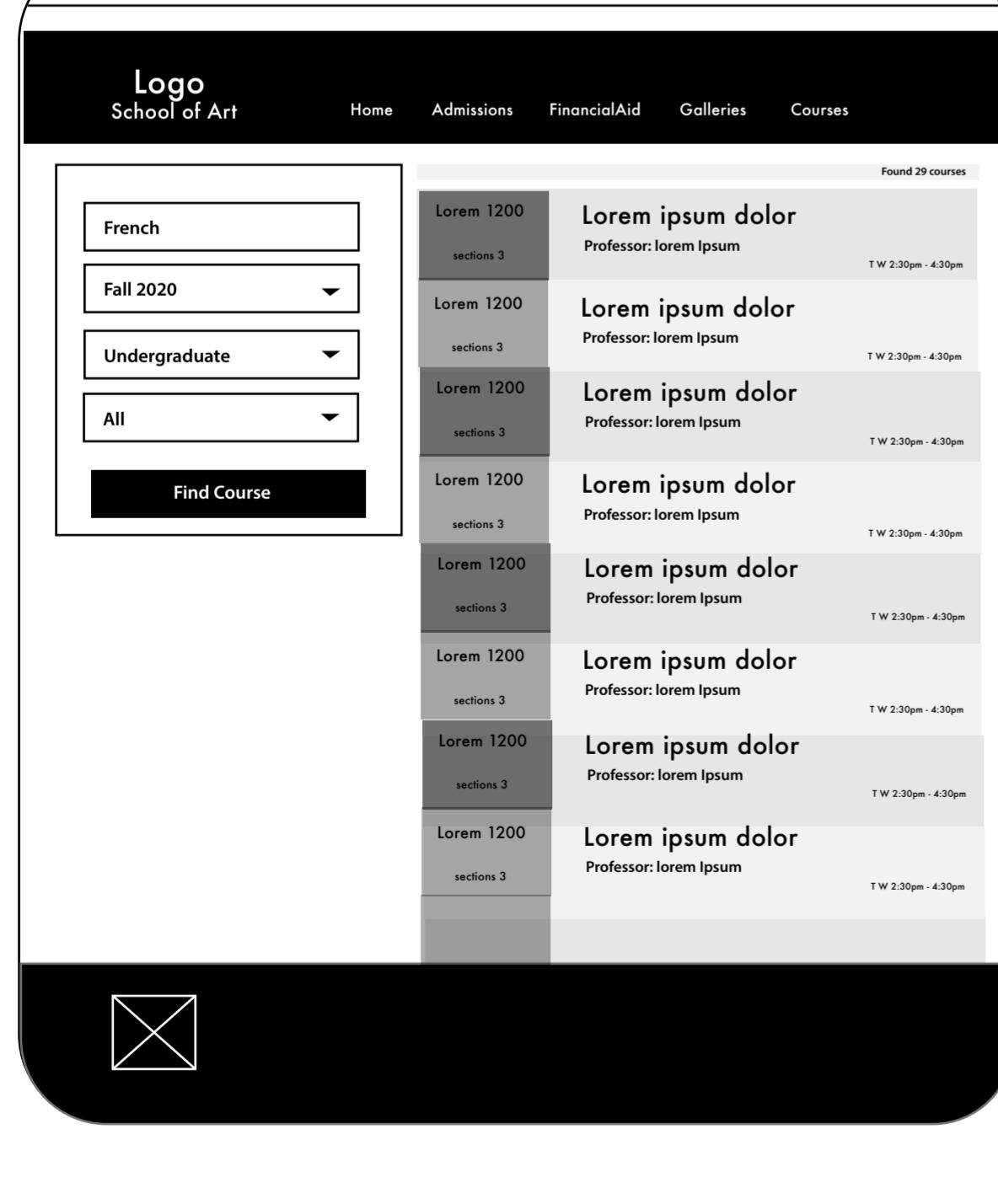
Courses Page



Courses Page selecting semester drop down



Course list Page



Usability Principles

Intuitive design

All of the pages have been structurally designed to be as informationally legible as possible. The main task bar with major page links has been shifted to the top of the website.

Efficiency

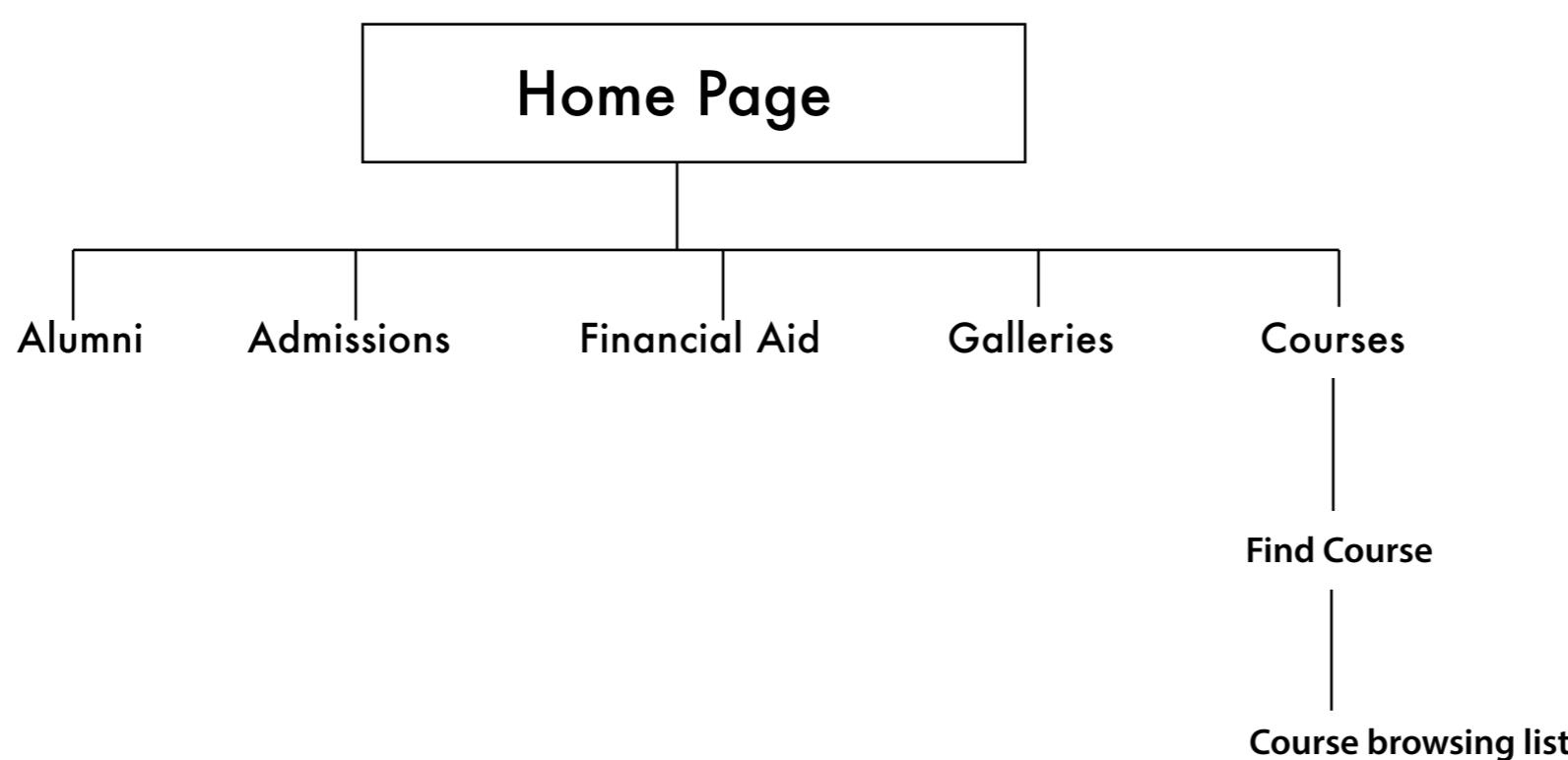
- The website has been simplified and carries a cleaner more minimalistic design.
- Text hierarchies have been increased with the implementation of header texts and contrasting point sizes
- A search bar has been implemented to make searching for classes easier on the courses page

Wireframing

Layout Sketch for Redesign



Navigation Chart



High Fidelity Redesign

The image shows the homepage of the Yale School of Art website. At the top left is the Yale School of Art logo. The top navigation bar includes links for Home, Alumni, Admissions, Financial Aid, Courses, News & Events, Galleries, and a search icon. Below the navigation is a large, circular collage of various artworks and scenes from the school's facilities. Overlaid on this collage is the text "Masters Of Fine Arts Degree." in a bold, white, sans-serif font. A black callout box contains the text "Learn about our Program." In the bottom right corner of the collage, there is a small circular inset showing students in a studio setting. The bottom section of the page features three large, bold numbers: 292, 9:1, and 10, each corresponding to a statistic listed above it. The background has a subtle, dark, wavy pattern.

The image is a screenshot of the Yale School of Art website. At the top, there's a navigation bar with links for Home, Alumni, Admissions, Financial Aid, Courses, News & Events, and Galleries. Below the navigation is a large circular collage of various scenes from the school, including students in a classroom, a painting session, and a group portrait. Overlaid on this collage is the text "Masters of Fine Arts Degree". A call-to-action button "Learn about our Program" is positioned in the center of the collage. Below the collage, there are three data points: "Graduate Students 2019/2020" (292), "Student/Faculty Ratio 2019/2020" (9:1), and "McArthur Genius Grants 2019/2020" (10). The background features a dark, abstract graphic design. The main content area is divided into sections: "Featured Exhibitions" with cards for David Reinfurt, Jessica Stockholder, and Kerry James Marshall; a large image for "Designs of the year" with a person working at a table; and "Explore Yale" sections for the Art Events Calendar, Visiting Artist Lectures, and Distinguished Fellows.

Yale
School of Art

[Home](#) [Alumni](#) [Admissions](#) [Financial Aid](#) [Courses](#) [News & Events](#)

[Galleries](#)

- [Applying](#)
- [Financing](#)
- [Yale Life](#)
- [Visiting Yale](#)
- [Request Information](#)
- [Requirements](#)
- [Portfolio Reviews](#)

Deadlines

Early
Decision
Application

Nov 1

Early
Decision
Financial Aid

Nov 1

Regular
Decision
Application

Jan 10

Regular
Decision
Financial Aid

Mar 10

Yale School of Art Admissions

Fall 2020 Admission Notices

Students are admitted to Yale's MFA for the Fall semester of each year only. Applicants are notified of the admission committee's decisions on preliminary selections in early February, and final decisions in early March. No information about decisions will be given over the phone. To apply for more than one area of concentration, separate applications, fees, and supporting documentation must be submitted. The work submitted should be representative of the applicant's experience in that particular field. Applicants should be advised that applying to more than one program does not increase chances of selection.

Admission Open House

Open House will be live-streamed and may be attended virtually on November 14th, Noon-4pm Doors at 11:30am. The Yale School of Art offers an Open House annually for interested applicants.

REGISTER HERE. Only pre-registered prospective students may attend (sorry, we cannot accommodate guests/companions) and event details will be sent to the email address used to register. Note that the School of Art will NOT conduct individual interviews or provide portfolio feedback at Open House. Attendees should not bring examples of their work to this event.

Capacity is limited and only prospective applicants should register to attend as we will likely not have room for guests.

Pre-registered attendees will receive confirmation email communications with event details and travel information to New Haven.

Applications

The Fall 2020 Application for M.F.A. programs at the Yale School of Art is now live. Applications must be complete considered for admission.

[APPLY HERE](#)

Entrance requirements

The School of Art requires for admission a high degree of capability and commitment. Applicants must hold a bachelor's degree from an accredited college or university or a diploma from a four-year accredited professional art school. In exceptional cases and most particularly in light of the differences among educational structures and opportunities in the international art world today, the admissions committee may waive these prerequisites if other proofs of preparation and accomplishment are deemed sufficient equivalents by the committee. In either case, admission to the School of Art is on a highly selective and competitive basis.

Application Materials

Nonrefundable application fee of \$100. Please follow payment instructions at

Yale
School of Art

[Home](#)

[Alumni](#)

[Admissions](#)

[Financial Aid](#)

[Courses](#)

[News & Events](#)

[Galleries](#)

P

Applying
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Yale School of Art Admissions

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Admission Open House

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REGISTER HERE. Only pre-registered prospective students may attend (Sorry, we cannot accommodate guests/compatriots) and event details will be sent to the email address used to register. Note that the School of Art WILL NOT conduct individual interviews or provide portfolio feedback at Open House. Attendees should not bring examples of their work to this event. Capacity is limited and only prospective applicants should register to attend as we will likely not have room for guests.

Pre-registered attendees will receive confirmation email communications with event details and travel information to New Haven.

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Application Materials

Non-refundable application fee of \$200. Please follow payment instructions at <https://www.yale.edu/admissions/>. Forms of payment include credit card and checking account. Yale School of Art, in our commitment to equity and access, practices "need-blind admission"; meaning that candidates' financial need or ability is never disclosed to the admissions committee during review of MFA applications. For this reason, and because the processing and careful review of each individual application demands great time and human resources, we regret that the School does not waive the application fee under any circumstances.

The following materials are required for consideration of your application for admission. Here's Your Checklist!

1	A one-page statement <small>A statement that addresses influences, interests, current work directions, for the history (see below), and any other information you would like to share with the admissions committee at this time. Statements should be limited to one page or no more than 500 words. Applicants to the Painting/Printmaking program should make reference to these statements to the "Presentation Note" in the portfolio for it to be critical for the other programs.</small>
2	References from three persons practicing <small>References from three persons practicing or teaching in the field in which application is made. References from family members or friends are not accepted. The admissions committee reviews applications shortly after the deadlines. While it is not necessary to wait for responses before applying, it is important to keep in mind that late references or incomplete documentation may delay the review. Applicants can always view the receipt status of reference requests on the application status page.</small>
3	Transcripts of academic record for the bachelor's degree <small>Transcripts of academic record for the bachelor's degree and/or professional art schools. Transcripts from foreign universities must be evaluated by an independent agency. Official transcripts will ONLY be required for applicants invited to interview. If invited to interview, official transcripts should be mailed to: Yale School of Art Admissions, POB 12855, New Haven, CT 06520. Please plan to bring the transcript or translation of transcript to the interview. Self-addressed envelopes are required.</small>
4	Portfolio of work. <small>Applicants will be asked to upload a portfolio on outlined by the stated deadline will NOT be considered. The portfolio should represent images of your best work, including your original ideas and concepts. You may upload up to 10 images. Each image should be a high resolution scan of a painting, drawing, or print. Each image should be accompanied by a brief caption. All images should be the last twelve months, and all should be from within the last three years. Chronological order is not important. Please note that the Yale School of Art uses a software system called "Yale Portfolio" that can recognize if one image from this portfolio has been designated as "representative". This submission is simply the default image for the cover page of each application file. As such, it is important that you carefully selected the piece you most strongly represents due to its connection to your work.</small> <small>Please note that Yale Portfolio only accepts images in JPEG format. If you have saved your images in a file other than JPEG, please convert them to JPEG format before you upload them. You can do this by saving your image as a JPEG file. This will ensure that they are accurately represented.</small>

Application Status

Due to the high volume of incoming applications and processing currently underway, our office is unable to provide application status checks or confirm the receipt of items by phone or by email.

Admission Decision Notification: First-round admission decisions, which include interview invitations as well as denials, will be sent in early February.

Deadlines

Early Decision Application	Nov 1
Early Decision Financial Aid	Nov 1
Regular Decision Application	Jan 10
Regular Decision Financial Aid	Mar 10

Applications

The Fall 2020 Application for MFA programs at the Yale School of Art is now open. Competitive Applications must be complete considered for admission.

[APPLY HERE](#)

Visual Design Decisions

layout

The following design employs a structured grid system to clearly organize the information on the site in the most accessible and visually satisfying manner. The structure orders information from the most pressing to the less significant.

The aesthetic of the website is minimal in nature to create more order between image and text hierarchies. In this design images

Color

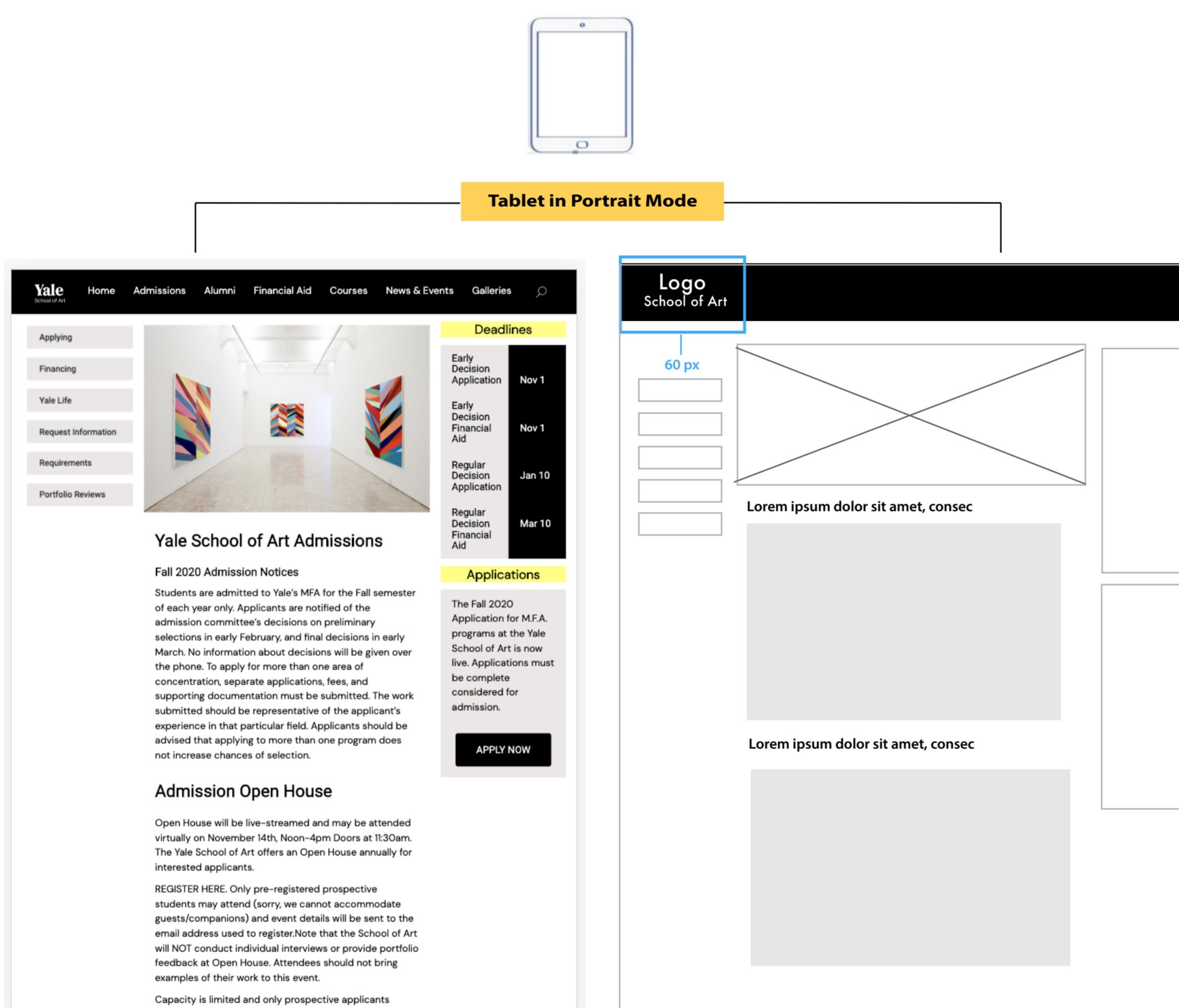
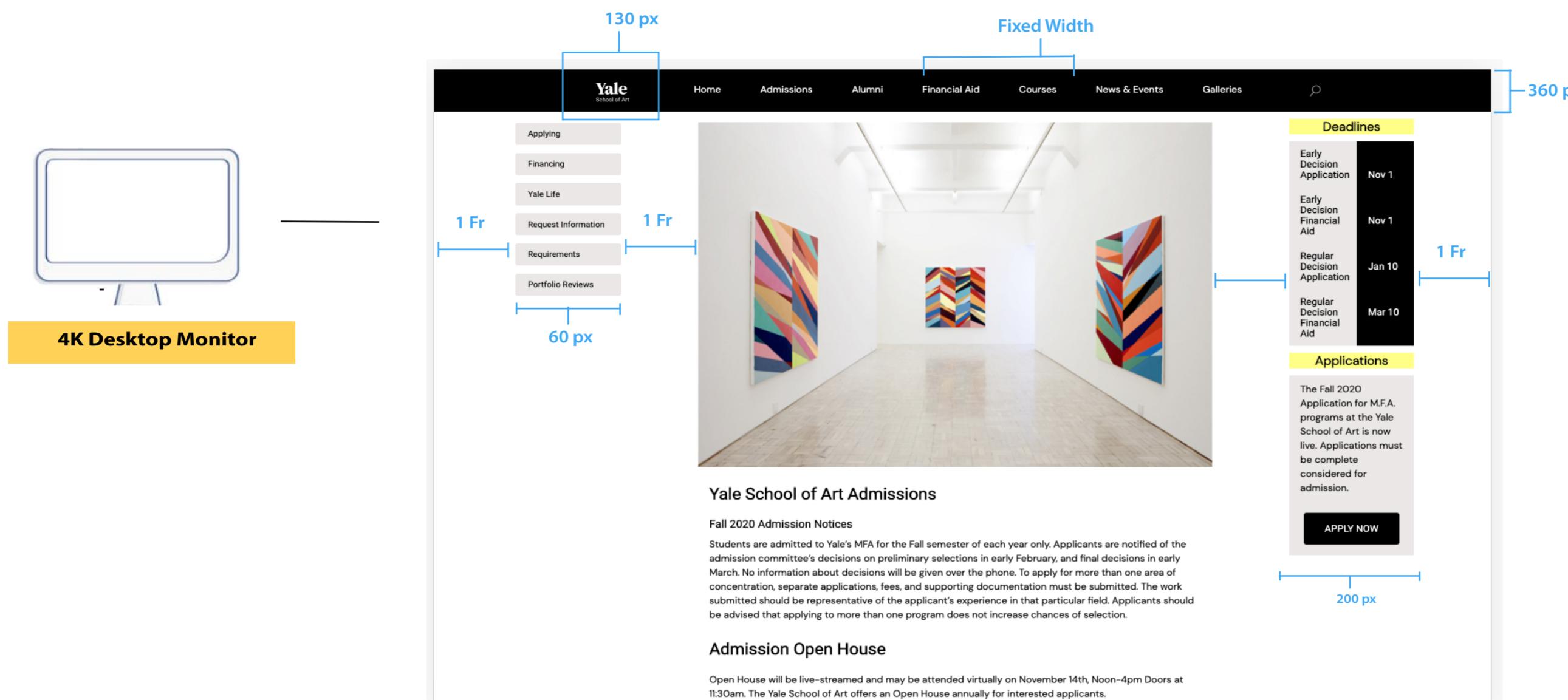
A limited color scheme has been selected to create visual consistency from page to page. Yellow, white, black and grey have been selected to create a sleek, clean and visually-captivating screen. psychologically yellow has been known to provoke attention to users. Black and white screens create compelling contrasts, the heavy handed contrast is leveled into harmony with the use of grey.

Prototype Link

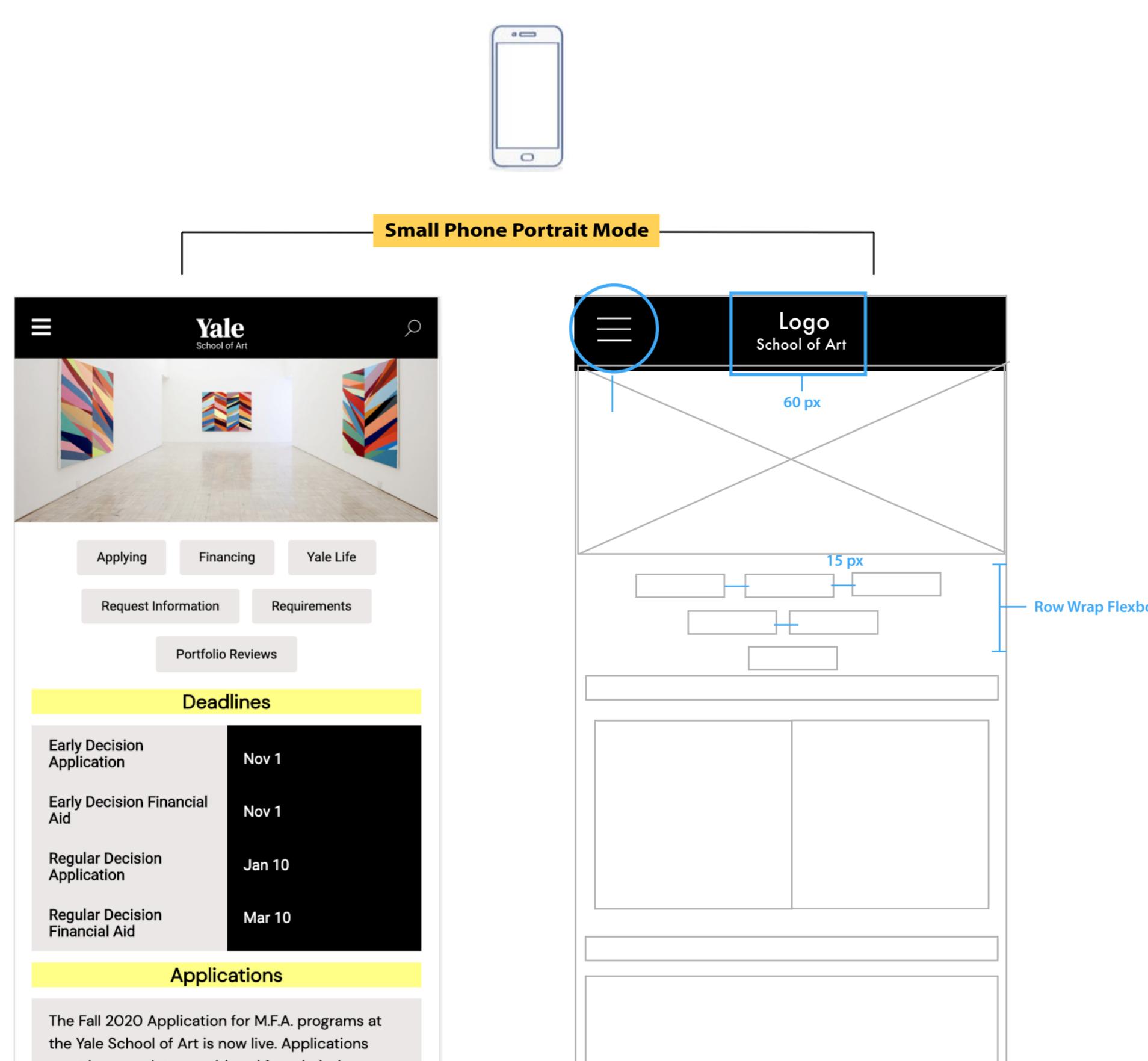
<https://www.figma.com/file/pCERoxWbtOG17y8M6cO7kM/Yale-Redesign?node-id=0%3A1>

Responsive Redesign

Testing the design on different screen sizes



1. The header is displayed using a CSS grid, and the menu items are represented as a row-oriented flexbox. Distance between header menu items stays fixed.
2. The body of the page is displayed using another CSS grid. The banner image stays centered at the top of the screen in the middle column of the grid.
3. The side columns remain at a fixed width of 60px on the left and 200px on the right. Each of these side columns is bordered by a 1fr column to keep the columns centered.
4. The buttons on the left-hand side have a fixed position in relation to the header, so they slide down as the user scrolls.



- Once the width of the screen transitions to below 730px, the display shifts to accommodate the narrower screen.
2. The menu items on the header disappear and become a hamburger menu
 3. In the iPhone display, the "Deadlines" and "Applications" items on the right-hand side shift into the center column.
 4. The side menu on the left-hand side also shifts into the center column.
 5. The buttons are displayed as a column-oriented flexbox. The space between the buttons is a constant (15px). The buttons wrap to the bottom as the display narrows.