

# Davinci Redesign Research Report

Yuen Wah Loh  
Information Architecture I

## Group Findings

### Introduction

The Massachusetts College of Art and Design as many as 800 colleges in the United States are using an academic web platform software called Webadvisor ( Nicknamed DaVinci for MassArt). This software is powered by the private company Datatel, inc. Among many of the problems this platform faces, there are two very important issues we found during our research. The first is related to technical issues such as site crashing due to high traffic and the second and most important is that the software is extremely hard to use, non-user friendly and a poorly design interface that seems very outdated. Although the company constantly offers software updates the site does not provide the advertised solutions but rather creates problems and frustrations to students. This report presents the results of a extensive research conducted as a group but also individually by Sebastian Yepes, Sarah Lagrasta and Elizabeth Pattyn Graphic Design all junior students at the Massachusetts College of Art and Design.

### Summary

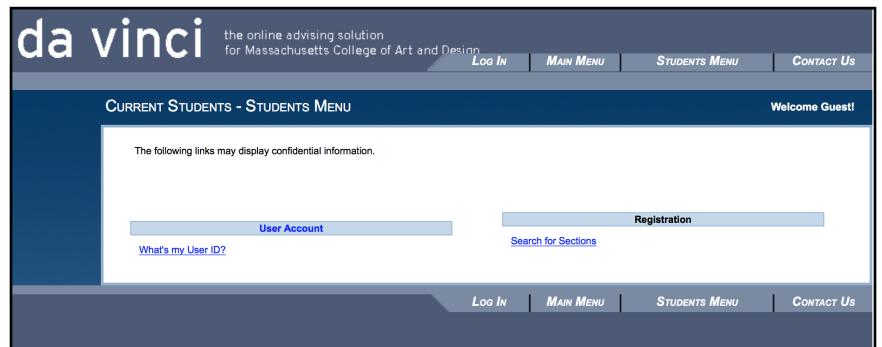
In November, 2016 the program evaluation page section at MassArt's Acamic web Platform DaVinci ([davinci.massart.edu/](http://davinci.massart.edu/) a web platform) was tested by two individuals. Each team member interviewed two users, subject number one is an individual who has never used the MassArt's DaVinci site before. Subject number two is a Mass Art undergraduate student who is familiar with the site. The following research is based in the IDEO research methodology divided by four categories; Learn, Look, Ask and try. They are indented to provide diverse tools to the approach the issue in question; how to design a better, practical and user friendly site for the MassArt's Acamic web Platform DaVinci? The first part of this research focuses in the group discoveries. The second part focuses in the individual user oriented conducted research.

The audience that the MassArt's DaVinci platform targets are students, faculty and employees. This research focuses on the aspects concerning to students interactions to the program evaluation page. As a group we analyzed the overall DaVinci platform based in the following IDEO principles Learn Error Analysis, Ask survey to students, Look analysis.

The process of interaction with the DaVinci platform was documented from login-in to login-out. As a part of a research group we went through the whole user testing of the site in order to discover potential errors related with the software and user experience. Here are the most important errors we find within the platform:

#### Error/ Problem #1: Log In Process

This error is related to the initial login to the site. There are two login options. If one click the login categories (students, faculty, and employee), the user is offered a fake logging screen that leads to nowhere.



## Error/ Problem #2: Information Hierarchy of Menu

The visual hierarchy of the students menu is unclear and confusing. Also, the navigation of the menu is only available on the menu page. If one wants to navigate to a certain page, one must return to the students menu in order to access other pages.

The following links may display confidential information.

- User Account**
  - I'm New to WebAdvisor
  - What's my User ID?
  - What's my password
  - Change Password
  - Address Verification
- Communication**
  - E-mail My Advisor(s)
- Registration**
  - Search for Sections
  - Register for Sections
  - Do I have any Active Restrictions?
- Academic Planning**
- Program Evaluation**
- Academic Profile**
  - Transcript
  - Program Evaluation
  - My Class Schedule
  - My profile
- Financial Information**
  - View My 1098-T Forms

Log Out | MAIN MENU | STUDENTS MENU | CONTACT US

## Error/ Problem #3: Registration Process

1) The search sections require one to enter at least 3 fields in order to search for the designated courses. However, if there is no available course under that search result, it does not tell you which field is the error.

No classes meeting the search criteria have been found.

Please enter at least 3 fields in Search for Sections

Term: Spring 2017

Starting On/After Date: Ending By Date:

Subjects	Course Levels	Course Number	Section

2) The search result page with the available courses and their information have very complicated and tight visual hierarchy that is very difficult for the user to read the information.

Section Selection Results											Welcome Yuen Wahl	
CURRENT STUDENTS												
*Please be advised: BFA students can only register for "DAY" school courses online. BFA students must wait until the Add/Drop period to register for "CE" (Continuing Education) courses. The course type is indicated in the PURPOSE column below.*												
Term	Status	Section Name and Title	Location	Meeting Information	Faculty	Available/Capacity/ Waitlist	Credits	Purpose	Academic Level			
Spring 2017	Closed	20PA-100-01 (33429) Introduction to Painting	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 08:00AM - 01:00PM, Kennedy, Room S10	Chippendale	0 / 18 / 0	3.00	1 Day	Ug			
Spring 2017	Open	20PA-100-02 (33799) Introduction to Painting	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 08:00AM - 01:00PM, Kennedy, Room S10	N. McCarthy	18 / 18 / 0	3.00	3 CE	Ug			
Spring 2017	Waitlisted	20PA-100-03 (33430) Sophomore Drawing	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 08:00AM - 01:00PM, Kennedy, Room 409	E. Mooney	0 / 16 / 1	3.00	1 Day	Ug			
Spring 2017	Waitlisted	20PA-216-01 (33435) Digital Drawing	Main Campus	01/16/2017-05/26/2017 Unannounced/Held Wednesday 03:30PM - 08:30PM, Kennedy, Room 409 (more..)	A. Fish	0 / 18 / 6	3.00	1 Day	Ug			
Spring 2017	Open	20PA-219-01 (33436) Advanced Painting	Main Campus	01/19/2017-05/09/2017 Hybrid Studio Critique Thursday 08:00AM - 01:00PM, Kennedy, Room S10	C. Keho	12 / 18 / 0	3.00	1 Day	Ug			
Spring 2017	Open	20PA-228-01 (33437) Color for Painting	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday	S. Diamond	1 / 18 / 0	3.00	1 Day	Ug			
Spring 2017	Open	20PA-250-01 (33438) 100 Drawings	Main Campus	01/23/2017-05/15/2017 Hybrid Studio Critique Monday 08:00AM - 01:00PM, Kennedy, Room S10	Kayiga	8 / 18 / 0	3.00	1 Day	Ug			
Spring 2017	Closed	20PA-264-01 (33439) Collage Assemblage	Main Campus	01/19/2017-05/11/2017 Hybrid Studio Critique Thursday 08:00AM - 01:00PM, Kennedy, Room 409	Dunn	0 / 18 / 0	3.00	1 Day	Ug			
Spring 2017	Closed	20PM-100-01 (33440) Imaginative Drawing	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 01:30PM - 06:30PM, Kennedy, Room 408	Lewis	0 / 18 / 0	3.00	1 Day	Ug			
Spring 2017	Closed	20PM-100-01 (33454) Intro. to Printmaking	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 08:00AM - 01:00PM, East Building, Room E201	J. Thompson	-1 / 15 / 0	3.00	1 Day	Ug			
Spring 2017	Open	20PM-100-02 (33954) Intro. to Printmaking	Main Campus	01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 06:30PM - 10:00PM, East Building, Room E201	C. Coelho	14 / 15 / 0	3.00	3 CE	Ug			

## Error/ Problem #4: Program Evaluation Page

1) Program summary does not offer an organized way to track your progress. The information displayed for Institutional credits versus overall credits conflicting to each other causing confusion.

Program Summary: (In Progress)					
	Required	Current Earned	Current Remaining	Anticipated Additional	Anticipated Remaining
Institutional Credits:	60.00	54.00	6.00	30.00	0.00
Institutional GPA:			Met		
Overall Credits:	120.00	63.00	57.00	30.00	27.00
Overall GPA:			Met		
(*) Anticipates completion of in-progress and registered courses					

2) All the information are listed in a long list so if one is looking at one specific section, one must navigate all the way down, there is no fast and direct navigation to it.

Program Requirements:						
1: Foundation Year Requirements (Complete)						
Credits Earned: 27						Complete all 3 subrequirements:
A: STUDIO FOUNDATION (Complete)						
Take 4 required studios						
Credits Earned: 12						
SFDN-181 Drawing Studio I (Complete)						
Course	Title	Needed	Term	Grade	Credits	Notes
1. SFDN-181	Studio for Drawing		14/FA	P	3	

3) Confusing wording and abbreviations. Pending completion vs. In progress. The wording of the status is unclear. Does in progress stands for currently in progress for the course? If so, is it the same as pending completion? The language is unclear here.

5: Studio Elective Requirements/Graphic Design (In progress)						
Credits Earned: 12						
Complete all 3 subrequirements:						
A: Electives (Complete)						
In addition to required electives, there are professional electives you should take to gain competency in your major. Please see your department.						
B: JUNIOR YEAR (Pending completion of unfinished activity)						
TAKE 3 STUDIO ELECTIVES						
Credits Earned: 9						
Course	Title	Needed	Term	Grade	Credits	Notes
1. MPPH-206	Intro Digital Photo/Non-Major		15/FA	P	3	
2. CCGD-304	Web Design I		16/FA		3	*IP
3. CCGD-398	Internship: Graphic Design		16/FA		3	*IP
C: SENIOR YEAR (In progress)						
TAKE 3 STUDIO ELECTIVES						
Course	Title	Needed	Term	Grade	Credits	Notes
1. CCGD-414	Advertising Design		17/SP		3	*PR
2.		6 credits needed				

## User Research

The individual analysis of an user is a fundamental part of this research. How does person feels when interacting with the DaVinci platform? User experience is conformed for diverse factors, some that are controllable by designers and developers and some that are environmental or just user preference. These factors include usability, accessibility, performance, design/aesthetics, utility, ergonomics, and overall human interaction.

### Group Testing

#### 1) Ask: Word-Concept Association

Group member 1 described associate the experience with strained, "zip-zay-gy", "unsorganized" and Group member 2 associate it with stressful, overcomplicated, unnecessary, and basic.

#### 2) Learn: Activity Analysis

Group Member 1: "I Know how to use all the things, control and filter in the layout, (but) I focus way too hard to find where things are even though I know how to use it, all the classes are organized by code which is confusing."

Group Member 2: "Being stressful because of all these bar and sections (I have) to fil information in, if you don't put in the right thing you can't move forward, it didn't highlight which part is the problem."

#### 3) Look: Behavioral Mapping

Group Member 1 has to get a lot more focus than usual and double check on the information a lot more to make sure the action was correct. Group Member 2 began to space out a little once he started to be confused with the web page, turn unfocused, and started to believe that he is wasting time.

#### 4) Try: Be Your Customer

Both Group Member 1 and Group member 2 was given a specific instruction to search for classes on the course search page. One was able to look for the classes she was told after staying really focused while the other couldn't find the information after a few tryouts.

## Individual User Testing

### Dora Wang

Tested User 1: Dora Wang is a junior Illustration student in MassArt. She is usually a very patient person with good tolerance and her computer skills are good.

#### 1) Ask: Word-Concept Association - "Frustrated and Annoyed"

#### 2) Learn: Activity Analysis

"Reading the list for classes is giving me a headache because the words are too tight together, it is very hard to ready them unless i look very closely to the screen."

#### 3) Look: Behavioral Mapping - Have to stay calm to not get angry

#### 4) Try: Be Your Customer

"Looking for classes but I was too confused with the information given even though i am very familiar with the website."

### John K.

User 2: John is a video production assistant at a community interactive center in Brookline. He is a very humorous person. He had never used a web advisor or web interface to register classes or look for academic information before when he was in college.

#### 1) Ask: Word-Concept Association - "Angry and Painful"

#### 2) Learn: Activity Analysis

"I am supposed to try to look for classes on this website but I am clueless without having someone instructing me."

#### 3) Look: Behavioral Mapping - Turn impatient by constantly tapping his fingers on the table and swear out loud for a bit

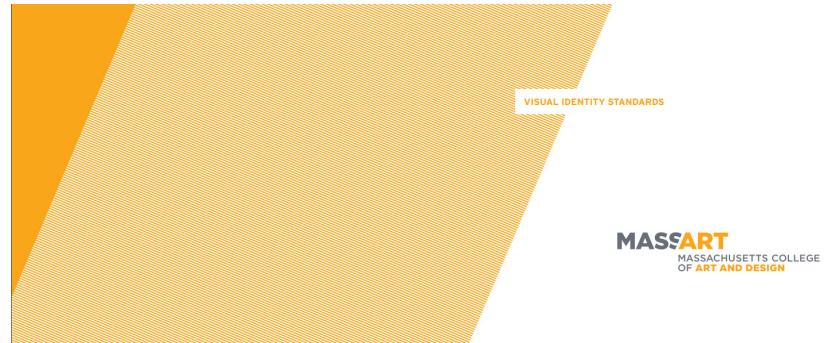
#### 4) Try: Be Your Customer

"It was the worst part of my day looking at this awful website. It is very confusing to read. It took some time for me to realize how to navigate it."

## Strategy

### Solution 1: Color System & Identity

Incorporating the MassArt brand identity standards such as color and typography for the web platform identical to the MassArt identity system.



#### PMS COLORS

PMS 424 U C15 M80 Y80 K60 R110 G115 B118 HEX #6E7376	+ PMS 7417 U C0 M80 Y80 K0 R220 G80 B52 HEX #DC5034	or PMS 7409 U C0 M35 Y100 K0 R238 G175 B0 HEX #EEAFOO	or PMS 638 U C85 M0 Y8 K0 R0 G175 B216 HEX #00AFD8

#### INTERSTATE

Interstate Light	1234567890
<i>Interstate Light Italic</i>	1234567890
Interstate Regular	1234567890
<i>Interstate Regular Italic</i>	1234567890
Interstate Bold	1234567890
<i>Interstate Bold Italic</i>	1234567890

## Solution 2: Clear Login Option

The login screen features a large abstract painting by Chris Carter titled "Orbs and Strata, 2015, Painting BFA". The painting uses a palette of earthy tones like browns, greens, and reds, with organic shapes and textures.

**DaVinci** MASSACHUSETTS COLLEGE OF ART AND DESIGN CONTACT US

**LOG IN**

USERNAME

PASSWORD

**SUBMIT**

Forgot Your Password?

## Solution 4: Visual Hierarchy on Schedule

The schedule page displays a grid of courses with their respective details. A legend at the bottom indicates the color coding for different course types.

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**SCHEDULE**

TERM Fall 2016

COURSE NO.	COURSE NAME	FACULTY	CREDIT	TIME
CDGD-340-03	<b>GD II: Making Meaning</b>	Vlahos	3	TH; 8am - 1pm
CDGD-342-02	<b>Information Architecture I</b>	Baizman	3	F; 8am-1pm
CDGD-304-02	<b>Web Design I</b>	Ringler	3	M; 9am-1pm
HART-252-02	<b>Survey of Japanese Art</b>	Yen	3	F; 1:45pm-4:45pm
LALW-349-03	<b>History of Film</b>	Gerst	3	M; 1:45pm - 4:45pm
CDGD-398-02	<b>Internship: Graphic Design</b>	Quackenbush	3	

Total Registered Credits: 18

Major Courses (Red)

Elective Courses (Yellow)

Liberal Arts Courses (Blue)

## Solution 3: Accessible Navigation Menu on all Pages

The dashboard page includes a sidebar with navigation links and a main content area with sections for upcoming events, announcements, and a calendar.

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- DASHBOARD
- SCHEDULE
- REGISTRATION
- PROGRAM EVALUATION
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**UPCOMING EVENTS**

**NOVEMBER 18** TONIGHT INTO THE DESERT EXHIBITION

**NOVEMBER 17** THANKSGIVING MESSAGE FROM BPD

**NOVEMBER 16** TODAY! PIZZA WITH THE PRESIDENT • 1:30 pm - K280

**NOVEMBER 10** CALL FOR ART OPPORTUNITIES

**NOVEMBER 10** TONIGHT HAUTE A LA MODE RECEPTION-7PM

**PREVIOUS ANNOUNCEMENTS...**

**UPCOMING DATES**

**NOVEMBER 23 - NOVEMBER 26**

**DECEMBER 1**

**DECEMBER 8**

**DECEMBER 13**

**DECEMBER 15**

**ENTER ACADEMIC CALENDAR...**

NOV 2016

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

The schedule page shows a detailed view of classes over a week, with specific times and room assignments. The same color-coded legend is present.

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**SCHEDULE**

TERM Fall 2016

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00 AM					
9:00 AM					
10:00 AM	WEB DESIGN I 9:00am-1:00pm				
11:00 AM					
12:00 PM					
1:00 PM					
2:00 PM					
3:00 PM					
4:00 PM	HISTORY OF FILM 1:45pm-4:45pm				
5:00 PM					
6:00 PM					
7:00 PM					
8:00 PM					
9:00 PM					
10:00 PM					

Major Courses (Red)

Elective Courses (Yellow)

Liberal Arts Courses (Blue)

## Solution 5: Organized Search & Register Section

The search and register section is titled "SEARCH & REGISTER". It features a sidebar with user profile and navigation links. The main area includes fields for Subject, Course Number, Section Number, Term, Section Meeting After, Section Meeting Before, Course Title Keyword(s), Course Type, Location, Academic Level, Instructor Last Name, and a "SUBMIT" button.

## Solution 6: Program Evaluation

The program evaluation section is titled "PROGRAM EVALUATION". It shows tabs for FOUNDATION, SOPHOMORE, JUNIOR, and SENIOR. The "Major Requirements" tab is active, displaying course details like CDGD-340 GD II: Making Meaning. Other tabs show overall credits, major credits, and graduation requirements. A sidebar provides navigation and user information.

The Program Evaluation is organized by requirements tabs so one can select the specific school year and close the tab while not needed and only look at the wanted information.

This version of the search and register interface shows filtered results for "Graphic Design (CDGD)". The sidebar includes a "SEARCH & REGISTER" link. The main area displays course details such as CDGD-201-01 (33868) Typography, CDGD-322-02 (33869) Information Architecture II, and others, along with a "SUBMIT" button.

This version of the program evaluation interface has the "Major Requirements" tab closed. The "Elective Requirements" and "Liberal Arts Requirements" tabs are visible. The sidebar remains the same as the previous version.

There is a clear credits tracking information section on the right that tells all your current credit status and remaining requirements for graduation.

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## PROGRAM EVALUATION

FOUNDATION    SOPHOMORE    JUNIOR    SENIOR

**Major Requirements**

- Total: 120.00
- Earned: 60.00
- Remaining: 39.00

**Elective Requirements**

- Total: 60.00
- Earned: 33.00
- Remaining: 27.00

**Liberal Arts Requirements**

- Total: 60.00
- Earned: 33.00
- Remaining: 27.00

**EXPECTED GRADUATION DATE: SPRING 2018**

**GRADUATION REQUIREMENTS**

- Need 18 credits in Majors
- Need 9 credits in Electives
- Need 12 credits in LiberalArts (HART, LALW, LASS or LAMS)

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## ◀ GRAPHIC DESIGN II

### GRAPHIC DESIGN II: MAKING MEANING

In this junior level required course, students explore how meaning is created through design by looking at visual communication strategies, communication theory, and the roles of message senders and receivers in the communication process. Coursework includes both print and simple time-based applied projects.

COURSE CODE	CDGD-340-03	STATUS	IN PROGRESS
FACULTY	Daniel Charles Vlahos		
EMAIL	dvlahos@massart.edu		
MEETING TIME	Thursday: 8:00am-1:00pm		
LOCATION	Tower Building, Room 605		
ACADEMIC LEVEL	Undergraduate	REQUISITE	CDGD-220
COURSE TYPE	Hybrid Studio Critique	CREDIT	3.00
START DATE	September 1, 2016		
END DATE	December 23, 2016		
TEXTBOOK	To Be Determined		

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## Other Additional New Features

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## MY PROFILE

### PERSONAL INFORMATION

FULL NAME	Yuen Wah Loh	STUDENT ID	0538888
PREFERRED NAME	Eva Loh		
ADDRESS	55 Park Street, Unit 1 Brookline, MA 02446	PHONE NUMBER	781-777-5671
EMAIL	yloh@massart.edu		
EMERGENCY CONTACT	Poh Kuen Sek	PHONE NUMBER	781-456-9876

### ACADEMIC INFORMATION

ACADEMIC PROGRAM	Bachelor of Fine Arts	ENROLLMENT YEAR	2014
ACADEMIC LEVEL	Undergraduate	DEGREE	BFA
MAJOR	Graphic Design	ANTICIPATED COMPLETION	2018
ADVISOR NAME	Joe Quackenbush		
EMAIL	jquackenbush@massart.edu		

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## REGISTRATION

### UPCOMING REGISTRATION DATES

1. BFA REGISTRATION 10/31 - 11/4	2. ELECTIVES REGISTRATION 11/7 - 11/11
Monday 10/31: Registration Group 1	Monday 11/7: Registration Group 1
Tuesday 11/1: Registration Group 2	Wednesday 11/9: Registration Group 2
Wednesday 11/2: Registration Group 3	Thursday 11/10: Registration Group 3
Thursday 11/3: Registration Group 4	Friday 11/11: Registration Group 4

\* Reminder: Registration closed on Tuesday 11/8 due to Election Day.

### REGISTRATION GROUP    ACTIVE RESTRICTIONS

Your Earned Credits:	60.00	Academic Restrictions:	None
Your Registration Group:	Group 2	Funds On Hold:	\$ 5.00
		! Warnings:	None

\* Reminder: All active registration must be clear before registration day in order to register.  
Please contact the Registrar Office on the 8th Floor at Tower Building if you have any question about your active restrictions.

DASHBOARD    SCHEDULE    REGISTRATION    EXPRESS REGISTRATION    SEARCH & REGISTER    REGISTRATION STATUS    PROGRAM EVALUATION    COURSE CATALOG    TRANSCRIPT    MY ADVISOR    FINANCIAL INFORMATION    Log Out

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## COURSE CATALOG

Department: Graphic Design (CDGD) Term: Spring Program: UG

**Sophomore Courses** +

**Junior Courses** -

STATUS	COURSE NAME	FACULTY	TIME	CLASS SIZE	AVAILABLE / WAITLIST	CREDITS	ACADEMIC LEVEL
Open	CDGD-214-01 (33532) Lettering in Design	Luke	TUESDAY 10:00pm - 6:00pm	15	12/0	3.00	UG
Waitlisted	CDGD-322-02 (33538) Information Architecture II	Baizman	TUESDAY 1:30Pm-6:30pm	15	15/2	3.00	UG
Open	CDGD-322-01 (33540) Information Architecture II	Kuba	TUESDAY 1:30Pm-6:30pm	20	20/0	3.00	UG
Closed	CDGD-322-03 (33543) Information Architecture II	Rettig	WEDNESDAY 8:00am-1:00pm	15	0/4	3.00	UG
Open	CDGD-330-01 (33546) Typography III	Hughes	WEDNESDAY 8:00am-1:00pm	15	5/0	3.00	UG
Open	CDGD-330-02 (33546) Typography III	Leone	TUESDAY 8:00am-1:00pm	15	2/0	3.00	UG
Open	CDGD-330-03 (33546) Typography III	Rosowsky	TUESDAY 8:00am-1:00pm	15	3/0	3.00	UG

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## MY ADVISOR

**JOE QUAKENBUSH**

In this junior level required course, students explore how meaning is created through design by looking at visual communication strategies, communication theory, and the roles of message senders and receivers in the communication process. Coursework includes both print and simple time-based applied projects.



EMAIL: jquakenbush@massart.edu  
 OFFICE HOURS: Tuesday: 1:30Pm-6:30pm, Thursday: 8:00am-1:00pm  
 OFFICE: Tower Building, Room 610 B

**Messages** -

**Compose**

DATE	MESSAGE	TIME	STARRED
Nov 2	Graphic Design Meeting Message for all GD Major.....	11:10AM	
Oct 15	Registration Reminder Hello everyone, the regis.....	8:30PM	
Oct 10	RE: GD Elective Class Hi Eva, the electives clas.....	2:15PM	
Oct 1	Registration Process Hello everyone, the regis.....	4:30PM	

