Project Brief:

The project scope will be to redesign the layout and navigation of the Essex.edu website for Essex County Collage. Among the deliverables would be two mockups of web layout that could be used for the new look of the web page. Web page content would consist of old content that match then new theme or a reformat of old content that meet the new web layout structure.

Preliminary Plan/Swot discussion:

The SWOT analysis showed a lot of area for improvement. One major improvement would be the need to grab the attention of new applicants to the apply now button. The main landing page does not describe the goal of Essex county for modeling there students to better their lives in education. Essex needs to advertise that it is a door way to better education by acting as a stepping stool for those who can’t or don’t have the mindset ready for a four year institution. Also highlighting some unique programs such as Nursing that school offers and the ties it has with some four year collages.