Site Deconstruction

*Ann Arbor Art Center*

*www.annarborartcenter.org*

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## Executive Summary

To assist in the redesign of the Ann Arbor Art Center website, the existing website was deconstructed to identify not only the present structure but also any structural issues that will need to be addressed in the redesign. A site outline has been constructed as well as a structural/functional site diagram in order to reveal the structure and relationship of the pages on the website.

The primary strength of the existing structure is the dynamic header navigation which reveals level 3 navigation items upon mouse-over. However, upon clicking the level 2 navigation item, there is a sub-header navigation below the header which holds contradictory information. For instance, in the “about” section of the main header navigation, a mouse-over reveals the following items: “Location & Hours”, “Board of Directors”, “Staff”, “FAQ”, “Financials”, and “Donation Request”. However, when “about” is clicked, the top of that page shows: “Location & Hours”, “Contact Us”, “Board of Directors”, “Staff”, “Transparency”, and “FAQ”. Navigation should be leaner and more consistent to allow for more convenient browsing. In addition, I recommend the following improvements:

* **Reduce the amount of redundant external social media links**

The top of the static header contains links to leading social media outlets. In addition, the bottom of nearly every page contains the phrase “Share this!” and buttons to the same social media outlets. A suggestion would be to remove the social media links from the static header and create a header nav item for those links, because their function on the header is not self-evident and requires mouse hover to understand where they take the user.

* **Modify or remove the orange “breadcrumb” bar**

The orange bar between the header navigation and sub-header navigation is set up to mock the look of a breadcrumb navigation bar, however, the “breadcrumb” items are not clickable and do not accurately show the user where they have come from. This function is even more confusing with cross-linking, as suddenly the user is warped to an entirely new “breadcrumb” trail, with no working links to jump back.

* **Linearize all header and local navigation**

The items in the local navigation and sub-header navigations are contradictory in their order and their content. Removing the sub-header navigation entirely would create a more streamlined browsing experience, as the current convention leaves the user wondering which category they are in, or if they have clicked on a cross-link unknowingly.

## Site Outline

1. **Home** (Global cross-link to 1.0 Home)
   1. **About**

1.1.1 Location and Hours (Includes interactive map)

1.1.2 Board of Directors

1.1.3 Staff

1.1.4 FAQ

1.1.4.1 Contact Us (cross-link to 1.1.7)

1.1.4.1.1 Contact Form (cross-link to 1.1.7.1)

1.1.5 Financials

1.1.5.1-1.1.5x Financial Statements

1.1.5.2-1.1.5.x IRS Form 990

1.1.5.3-1.1.5.x CDP Report

1.1.6 Donation Request

1.1.6.1 Donation Request Form

1.1.7 Contact Us

1.1.7.1 Contact Form

1.1.8 Transparency

1.1.9 History

1.1.10 117 Gallery

1.1.11 Exhibitions

1.1.12 Education

1.1.13 Community Engagement

1.1.13.1-1.1.13.x Upcoming Events

1.1.14 Art Center Brochure

**1.2 Education**

1.2.1 Upcoming Classes

1.2.1.1-1.2.1.x Classes List (all)

1.2.2 Refund Policies

1.2.3 Our Instructors

1.2.3.1-1.2.3.x Instructor Photos (links to JPEG files)

1.2.4 Camps for Kids

1.2.4.1 Tuition Refunds

1.2.4.2 Creativity Camps

1.2.4.3 Creativity Camps A2

1.2.4.3.1-1.2.4.3.x Camps A2 List

1.2.4.4 Clay Camps

1.2.4.4.1-1.2.4.4.x Clay Camps List

1.2.4.5 Parent Information

1.2.4.6 Medical Release

1.2.4.6.1 Refund Policy

1.2.4.6.2 Vehicle Sign

1.2.4.6.3 Parent Handbook

1.2.4.7 Pre and Post Camp

1.2.4.7.1 Pre Camp

1.2.4.7.2 Post Camp

1.2.4.8 Scholarship Options

1.2.4.8.1 Household

1.2.4.8.2 Individual

1.2.4.8.3 Art Camp

1.2.4.9 Art Camp Photos

1.2.4.9.1-1.2.4.9.x Art Camp Photographs

1.2.4.10 Art Camp FAQ

1.2.5 Ceramics Studio

1.2.5.1 Upcoming Events (unique to Ceramics)

1.2.5.2 Ceramic Policies & Info

1.2.5.3 Tips for Successful Glazing

1.2.6 Metalsmithing and Jewelry

1.2.7 ART Lab

1.2.7.1 Upcoming Classes (unique to ART lab)

1.2.8 Scholarships

1.2.8.1 Household Scholarships

1.2.8.2 Individual Scholarships

1.2.8.3 Art Camp Scholarships

1.2.9 New to Art?

1.2.9.1 Upcoming Classes (unique to New to Art?)

**1.3 Exhibitions (cross-link to 1.3.3)**

1.3.1 Millennial Pink

1.3.2 Galleries

1.3.2.1 Aquarium Gallery

1.3.2.1.1-1.3.2.1.x Artworks

1.3.3 Current Exhibition

1.3.4 Exhibitions Calendar

1.3.5 Archives

1.3.5.1-1.3.5.x Previous Exhibitions

1.3.6 Are You an Artist?

1.3.6.1 Artists (Cross-links to 1.8)

1.3.7 Call For Entries

1.3.7.1-1.3.7.x Entries Accepted

1.3.8 Upcoming

**1.4 Events**

1.4.1-1.4.x Upcoming Events (all)

**1.5 Facility Rentals**

1.5.1 Facility Rentals FAQ

1.5.2 Facility Rentals Form

1.5.3 Space Diagrams (.pdf files)

1.5.4 Art Party Add-on

1.5.5-1.5.x Booked Dates

**1.6 Art Parties**

1.6.1 Inquiry Form

1.6.2-1.6.x List of Art Parties

**1.7** **Shop**

1.7.1 Location and Hours (cross-link to 1.1.1)

1.7.2-1.7.x All Artwork

1.7.3-1.7.x Ceramics

1.7.4-1.7.x 2D Artwork

1.7.5-1.7.x Jewelry

**1.8 Artists**

1.8.1 Exhibit

1.8.1.1-1.8.1.x Upcoming Exhibits (all)

1.8.1.2 Artist Database

1.8.1.2.1 Subscribe

1.8.1.3 Art Now Series Painting

1.8.1.3.1 Location and Hours

1.8.1.3.2 Observer’s Review

1.8.1.4 All Media

1.8.2 Sell

1.8.2.1 Artists Meet & Greet

1.8.3 Teach

1.8.3.1 Instructor App

1.8.4 Curate

1.8.4.1-1.8.4.x Curator Files

1.8.4.2-1.8.4.x 117 Gallery Exhibitions

1.8.4.3-1.8.4.x Upcoming Exhibitions (all)

1.8.5 Artist Meet & Greet

1.8.5.1-1.8.5.x Past

1.8.5.2-1.8.5.x Upcoming

1.8.6 Sign Up to Artist’s Mailing List

1.8.6.1 Mailing List Form

1.8.7 Call For Entries

1.8.7.1-1.8.7.x Current Exhibitions (cross-link to 1.3.3)

**1.9** **Get Involved**

1.9.1 Become a Member

1.9.2 Volunteer

1.9.3 Internships

1.9.4 Employment

1.9.5 Teaching Opportunities

1.9.5.1 Instructor Application Form

1.9.5.1.1 Instructor App (cross-link to 1.8.3.1)

**1.10 Blog**

1.10.1-1.10.x New and Historical Blogs

**1.11 News and Press**

1.11.1-1.11.x All (all articles below)

1.11.2-1.11.x Press Releases

1.11.3-1.11.x Arts Happenings

1.11.4-1.11.x In the News

**1.12 Contact Us**

1.12.1 Contact Form (cross-links to 1.1.7.1)