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TCOM 320

Professor Nichols

Design Document

At first, we started off with the broadest audience possible, prospective UW Tacoma students. After some discussion, we decided to narrow it down to prospective UW Tacoma students interested in the Institute of Technology.

We saw this audience as people who are looking for information on the school as well as the programs in the Institute and information about how life would be if deciding to go to UW Tacoma. The information we thought best fit their needs included tuition rates, how to apply, what kind of housing is available, what courses are in the curriculum and information about the programs available. Looking at it from the perspective of a prospective student, we figured that they would also be interested in things to do on campus - so we added activities, restaurants to go to and clubs to join.

The navigation bar was simple - we wanted a section for academics, where users can find information to do with the academic side of attending UW Tacoma. To complement that, we wanted a section for life on campus, where users can find information about things that are not about academics that students can be involved in while attending UW Tacoma. The main goal of our site is to provide prospective students with a great idea of what it's like to attend UW Tacoma. We thought of the audience as mostly being freshmen and transfer students, around our age (18-24 range) - with this in mind, we wanted to include cool images, some of them being pictures of young people having fun or enjoying UW Tacoma in some way. We designed the

website's color scheme with the UW colors but made sure the website was easy to read as all pages should be.

I (Dino) was in charge of the admissions and courses page. I wanted to provide useful information efficiently and be able to provide a lot of information without the user having to go through a lot of reading. For the admissions page, I took from a lot of pages, such as the admissions page (Admissions, n.d.) and the Prospective Freshman Admissions (Prospective Freshman Admissions, n.d.) on the official UW Tacoma website. I put together what I thought was the most important information from many pages as it pertains to admissions and put it all on one page. I wanted the audience to have access to the most important information without having to navigate through multiple web pages.

For the courses page, I considered putting all the courses in the Institute of Technology on our website but decided against it since some courses are either no longer taught or possibly wouldn't be taught when the prospective student enrolls. Instead, I put all the courses offered in Autumn 2018. While the audience wouldn't see all possible courses, and they wouldn't be able to enroll in any of these classes unless they were already enrolled, it would give them a great idea of what would be offered at the time of their future enrollment. As for the design of the webpage, I wanted to fit the insane amount of information that I had in as little space as possible on one page. What I ended up doing to accomplish that was displaying the information paragraph for each course when you hover over the course title. I also added images at the bottom of the home page with the idea of giving the home page more possible ways to get to the different pages and pictures to go with the topics.

I (Daylen) had provided the general functionality for the navigation bar. Although when working as a group in class we had added drop down menus which had introduced errors with how our page would display; this was later resolved through correcting the position attribute of the div tags that we had used. Furthermore, I had researched in how to implement a image slideshow for the homepage without use of JavaScript. Surprisingly, I found this technique to be more tedious than if we were to use JavaScript. With this in mind, once we had fixed all of the issues with the code, the navigation bar, dropdowns, and slideshow allowed us to create a non-intimidating boilerplate for all of our pages. More specifically, considering that these general functionalities are a common design pattern, users may consider our webpage more familiar to them.

Moreover, I had also designed the clubs, programs and tuitions page. For the design of these pages I had decided to use html tables and header 2 tags. When styling the programs page, I had placed the header twos into large dark purple blocks (set using background-color attribute) while setting the font color of the headers to white. With this, I was able to create a contrasting design. To emphasize, if a user were to come to the page while already interested in a specific program this would allow them to find the degrees and descriptions that apply to them quicker. Additionally, tables had allowed me to layout an abundant amount of information without making the appearance of the page to be overwhelming. We got the inspiration for our nav bar and logo placement from the University of Alaska Fairbanks website (University of Alaska Fairbanks, n.d.).

I (Jonatthan) was in charge of three sections. Student Dining, Activities, and Housing. These are three subjects that define whether someone decides to apply to a college or not. We found that it would be important to speak on the things that best bring out the University in these

three aspects. In Dining, our marketing technique was to talk about the different options that are on or near campus and how accessible and affordable they are. This not only attracts viewers attentions but someone of these names of business and access to them can stimulate one's idea to attend the university. The next aspect was activities. Being that this University is in the heart of the Downtown Tacoma. Capitalizing on that was important. Talking about the different tourist, student and family events that happen all throughout the University campus and outside in the downtown Tacoma world. Lastly, Student housing. The student housing is also a very highlight to this campus. This campus was once known as just a commuter's campus even when i was applying to go to school here. In my years here, student living has become a prime option. Leading the University to purchase a whole apartment complex and turning it into a student housing building. We capitalized on the perks of the student housing. Located just one block off campus with access to the University - Y building which gives students that live in the housing access to the free UWT YMCA. Other perks as well, walking distance to both class and fine dining the on and or around campus.

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