START HERE

* task: redesign the website for macewan university.
* The main goals
  + learn more about MacEwan and encourage them to attend the university.
  + more inviting so students will spend more time on the site learning
* biggest thing for us was
  + modernize the design
  + main marketing tool of a university.
  + young people the main way of finding information is online.
  + impression that MacEwan has modern programs and facilities so students will want to attend, up-to-date education.
* To update the look, we
  + updated the colors, engaging and visually appealing,
  + used a hero image across the pages
* and made the site more responsive on devices of various sizes.
  + Responsiveness is really important, current site is not responsive
  + students using mobile devices, may leave the site quickly if it is not easy to use, and they may move on to other university websites.
* wireframing/design choices
  + so getting into our design process…
  + while wireframing, our basic design concept included
    - large hero section across each of the pages, as that is a trend
    - one simplified menu at the top, highlight most important content that students may be looking for
    - breaking down page content into a card structure where possible
      * Can show example on programs page
  + (content and many images are from the original macewan site)
  + Once we had our design in mind,
    - searched through themes that would be appropriate for an educational institution and found one that best fit our wireframe and overall look of the site that we were going for
  + chose one and created a child theme, could make custom changes
  + lord will give more details about the theme and how it works later
  + mentioned earlier, it was important to update colors – previously the site used sad, dull red, and to be modern and engaging, we decided to update the colors to something brighter and warmer
    - also minimize the teal color, which just didn’t go well with the red for me
    - only used for links
    - example: residence page
* going to turn it over to Lord to talk about the content of the site and the theme in more detail