

Ex'pression College for Digital Arts

expression.edu

A)

The main audience, or target group, that would be visiting the site consist of students, employers, and faculty. These audiences can be further subcategorized. Students could be in high school, trying to find the right college to fulfill their educational, locational, social, or career goals, current students looking to find mentoring professors, labs to work in, or take advantage of career preparation resources by the school, or they could be older people looking for more technical or modern careers. These visitors want the site to provide them as comprehensive of an experience of the school as possible in order for them to make sure they're choosing the fitting school for their interests, getting a comprehensive and up-to-date education, and making full use of their resources. It should also be entertaining and geared towards the arts in appearance and interaction because it is a representation of the school itself.

The core needs of the school are to make themselves look professional, attractive to multiple types of people, and project themselves as comparable to the top art schools. It can do this by displaying the best work by its students and staff, or providing lists of notable or famous speakers its had in the past or will in the future and awards its faculty have received. Schools are partially viewed as a business, but they also have reputations to establish, or uphold. Mainly, the site has to attract and keep attention by being visually appealing and perhaps interactive, to further engage visitors. The school must also must be representative of its character on the website so that even by spending less than a minute on the site, visitors will have a positive impression of what the school is about.

The key elements and concepts of this site design are its ease of navigation and visual absorption, and its visual metaphor to a studio soundboard. In an effort to relate one area of the digital arts to the site architecture, the main menu items are on buttons, and all the other submenus are on sliders. Visitors should get the feel of interacting with a virtual machine. To keep the visitor's perspective of where they are on the site at all times, when a selection on a submenu is made, the information for that section will come up on a box window which comes into the foreground while everything else fades into the background. The background has no scrolling capability, but the box of information does. The selections on each submenu are faded in the background so that the user knows how they got to their current page at all times and can trace their way back. The sub-sites of the two Expression College campuses are separated by color theme of the website, but are otherwise identical in construction and similar in style.

B)

User Story #1: The Student

Susanne, a high school student looking at art colleges, finds Expression College's website through an art school database. She wants to know what degrees are offered at this school, to see if they have what she's interested in and compare the variety of its options to those of other schools. Clicking on "Bachelors Degree Programs", quickly seen on the side main menu, brings up a sublist of all the majors. The way the menus are set up, with buttons and sliders resembling the controls in a sound studio, makes an impression on Susanne that

the school incorporates its artistic studies into every aspect of the school's resources. Further selection of a particular major brings up another submenu of information related to that major. By making a selection in that menu, a box of information comes into the foreground, while the rest of the site fades in the background, yet remains visible. Susanne is able to delve into specified, narrow information while still having the gradually broader trail that got her there visible.

User Story #2 : The Employer

A local representative of an animation film company is looking to hire some fresh, recently educated students who have just graduated with experience in animation and graphic effects. Finding this site from a local art school directory provided by the company, the representative goes on the site to inspect it in order to review whether or not students graduating from Expression will likely be skilled enough for the job. Upon clicking the menu of the applicable "Animation & Visual Effects" major, the representative starts by reading the program overview, then moves on to the curriculum, at the same menu level. This provides him with all the classes, with links to the class descriptions, revealing what the students will have been exposed to by the time they complete the major. Interestingly, there is also a student gallery at the same menu level, narrowed down to pieces just by the Animation and Visual Effects majors. Browsing this gallery affirms the representative that the students are qualified enough. Wanting to reserve a booth at a career fair, the representative looks under "Industry and Campus Resources" on the main menu. This brings him to a bunch of sections for employers with several functions for accessing the students. Among these are emails of hiring contacts, in "Industry Relations" and "Hire a Digital Arts Grad", that he can use to contact the school to set up a company visit or reserve a space at a career fair, and a digital forum for posting jobs for students under "Post Your Ex'ternship" and "Post Your Job".

C)

- Sitemap

- (for similar submenus, only one of each section is shown; as in "Bachelors Degree Programs", each subsection (major) has similar subsections within those (Program Overview, Curriculum, etc.), so this last list is only shown once

- what is not contained in the single level tree is still an extension of the tree in an accordion control list

- Wireframe

- i) Homepage

- ii) Bachelors Degree Programs > Motion Graphic Design > Student Gallery

Home

Admissions

Bachelors Degree Programs

Faculty and Staff

Galleries

Industry and Campus Resources

Classes

News, Events, Happenings

Contact Us

Virtual Tour

Visit

Guided Tour

Open House

Housing

Parents

International

Tuition

Financial Aid

Scholarships

Apply Now

Animation & Visual Effects

Program Overview

Curriculum

Faculty

Student Gallery

Facilities

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Digital Filmmaking

Game Art & Design

Motion Graphic Design

Interactive Audio

Sound Arts

Faculty

Animation & Visual Effects

List of Faculty

Digital Filmmaking

Game Art & Design

Motion Graphic Design

Interactive Audio

Sound Arts

Staff

Executives

Student Gallery

Faculty Work

Labs

Classroom Features

Industry & Career Services

Welcome Employers

Industry Relations

Industry Links

Testimonials

Hire a Digital Arts Grad

RSVP for Ex'pert Series

Post Your Ex'ternship

Post Your Job

Animation & Visual Effects

Digital Filmmaking

Game Art & Design

Motion Graphic Design

Interactive Audio

Sound Arts

Coming Up This Month

Calendar

Past Events

2012

2011

2010

Phone Numbers

Request Info

Directions

Open House

HOME PAGE

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[Summer Camp](#)

[Vimeo](#)

[Facebook](#)

[Myspace](#)

[Twitter](#)

[Youtube](#)

School Name/Logo

Campus 1 Link

Campus 2 Link

School Motto
with design

Home

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Welcome to Ex'pression College

Text about school goes here, paragraph style.

◀

slideshow of school campus and students in action

▶

design

Featured Student Work

Subpage: Student Gallery

[Alumni](#)

[Summer Camp](#)

[Vimeo](#)

[Facebook](#)

[Myspace](#)

[Twitter](#)

[Youtube](#)

☐ Sound

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Digital Filmmaking

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Sound Arts

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Faculty

Facilities

design

Featured Student Work