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Creative Brief

//PROJECT SUMMARY

This project is to make a website that provides academic advice (specifically with classes) for design students. A lot of advising is done students to student, which is great because students help each other pick classes in many cases. However, for new designers or transfers from other departments, picking classes, prereqs and the order to take studio classes can seem incredibly difficult and overwhelming. Additionally, many questions like “how much time does this class take?” or “will I be overwhelmed with 3 studio classes” are hard questions for our academic advisors to answer seeing as they have never personally taken the classes.

//AUDIENCE PROFILE

The audience is UC Davis Design students. As a whole, they are 18-23, tech savvy, busy young adults. People in the department live and love their laptops, so a web based advising service would be a natural fit for the designers.

//PERCEPTION

Helping students understand the process that goes into picking classes.

Declare → Work on core classes → Pick a direction to go in terms of focus → take intro studios → take advanced studios → use your history and theory classes strategically to dilute the number of studios you are taking at once

//COMMUNICATION STRATEGY

Simplicity: we want to promote that picking classes isn't hard.

//LOOK + FEEL

Flat design, app-like feel to the website with interactive graphics.

//TARGETED MESSAGE

Picking classes isn't stressful, it's fun and interactive and you already have all the information to be able to make the right choices in terms of academic plans.