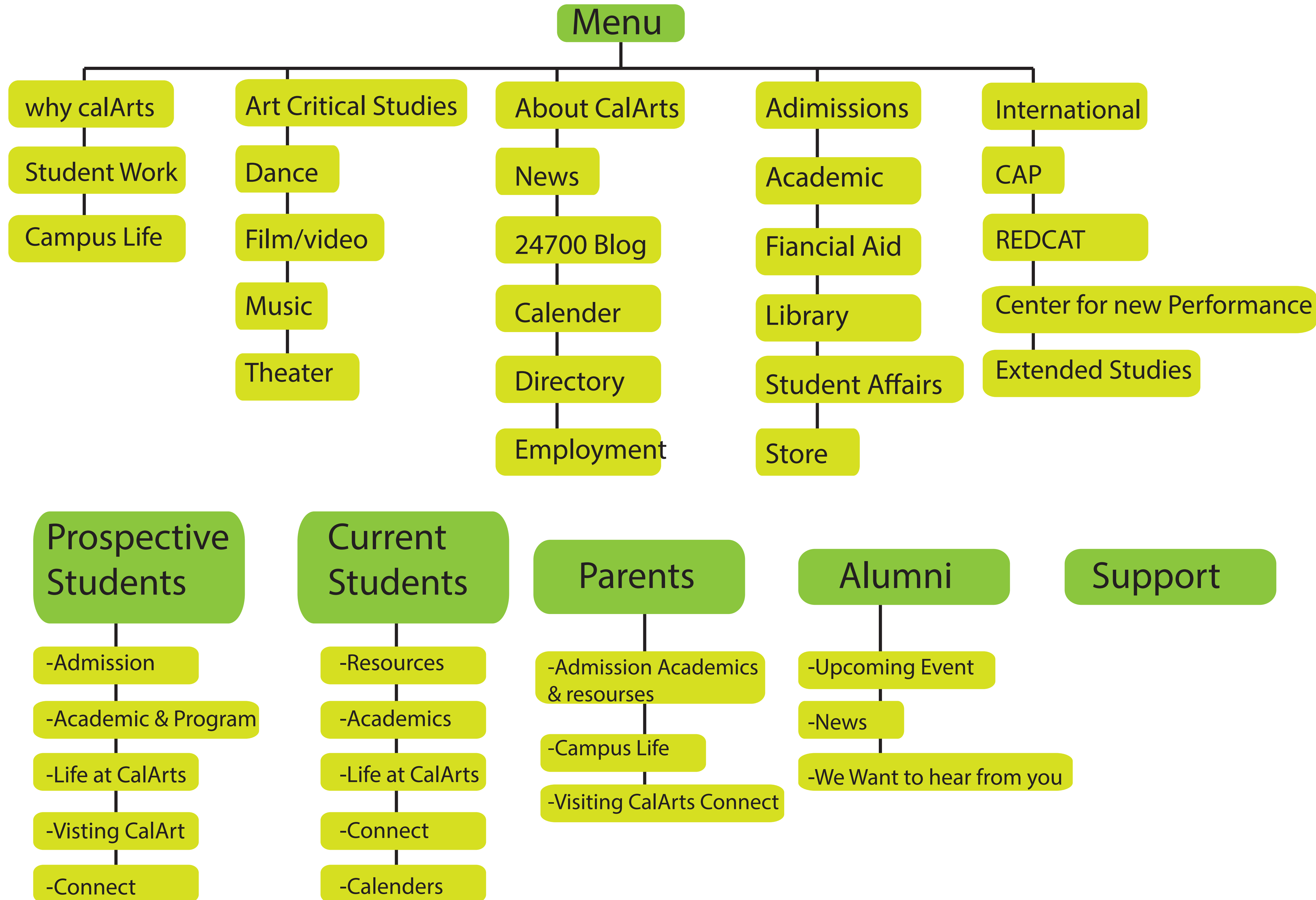


CalARTS Home Page



Purpose

The purpose of the website is to attract prospective student and engage with current students, and provide information to current students.

Who is Audience

audience are the current students, prospective students and alumni. The website gave information to all these audience.

What sepecific things is the website trying to accomplish for the institution.

The website is trying to give information to all the people who are interested to the school, at the same