
AUDIENCE NEEDS

- information about how to apply and more about Chicago and the school for **potential applicants and parents**
- information about classes, resources and events for **current students**
- information about awards and prestige for **possible donors**
- links to online tools for **faculty and staff**

SAIC

SITE GOALS

- **attract** potential applicants
 - having an “apply now” button on homepage
 - listing “core values” as the first section in the “about” tab
 - showing intriguing art and photography on homepage
 - **serve as a resource** for current students, parents of students and faculty members / staff
 - having a “resources” section on the main page
 - **showcase events** that the SAIC community may be interested in
-

HOME PAGE

About

Welcome

Core Values

Initiatives

Diversity

History

Outcomes

Consumer Information

Academics

Undergrad Degrees

Graduate Degrees

Depts. and Areas of Study

Courses

Study Abroad

Registration Records

Academic Resources

Admission

Undergrad

Graduate

Visit SAIC

Apply Now

Financial Aid & Tuition

Financial Aid

Tuition and Fees

Payment

Life @ SAIC

Overview

Chicago

Campus Life

Student Orientation

Careers and Internships

Campus Security

Dining

Continuing Studies

Overview

Adult Program

Teacher Program

Children's Programs

Middle School Programs

High school Programs

Public Programs

Highlights

Conversations

Film Center

Student Galleries

Visiting Artist Program

Ox-Bow School of Art

E-List

Resources

Future students

Current Students

Alumni

Parents

Faculty

Staff

Press

Apply Now

Undergraduate Admissions

Graduate Admissions

Teacher Programs

Apply for Financial Aid

Applying for a job

The Early College Program