



Cranbrook Academy of Art Sitemap Outline of Goals

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The site:

<http://cranbrookart.edu/>

The purpose:

Overall the purpose of this website is to inform and provide visitors about the most current events going on at the school as well as what the school currently is itself. Although this may not seem like it on the welcome page, which is just a simple slideshow of the students, once you get into the sections, you can see that there is a lot more information.

The audience:

The main audience of this site that Cranbrook is trying to draw in would be prospective students and alumni. As soon as you enter the site there are tabs at the top of the page, mostly focused towards prospective students. These would include: Why Cranbrook, People, Place, Program, Admission & Student Services, and Prospective Students. The news section can be applied to students, but I feel it is more geared towards alumni.

What specific things is the website trying to accomplish for the institution?

When you first enter the site, you are welcomed by a slideshow of student work. The heading text is also very small. It seems as if the site wants to convey that this school is about the craft more than anything else. Then once you hover over the menu, more pages appear. Once you click on one of these pages, you are brought to a new page of information. The layout is very basic with a logo on the left side, and information towards the middle. There is also a gradient

of green and blue tones that appear throughout. Because of how simple the layout is, there are no distractions. Your eye goes straight to the content. I feel like that is the most important thing the website is trying to promote, the content as well as the work and I feel like that is executed well. It may not be the most interesting site, but it's to the point, it brings people to the right places, and that's all that matters.