Center for Global Engagement Website Critique

https://cge.tcnj.edu/

Key Issue: Consistency

Part I: Simple Immediate Fixes

I started by doing simple mockups of the pages explained in the onboarding meeting, mainly the faculty-led section of the site and the study abroad section as well. I made simple mockups in order to see some of the big differences between each page.

Faculty-Led

The two most notable obvious differences between all of the pages is the grid at the bottom of the page and how some pages have square featured images while others have circles. The easiest solution in this case is just to add the grids to the bottom of all the pages and either have all of the pictures be circles or all of the pictures be squares. In this case all of the major shapes in each page would be the same which would help to make each page more uniform. Most pages already have this format but for reference the "Italy: Rome of the Caesars, Rome Of the Popes" is a good page to reference for a general theme.

Summer I
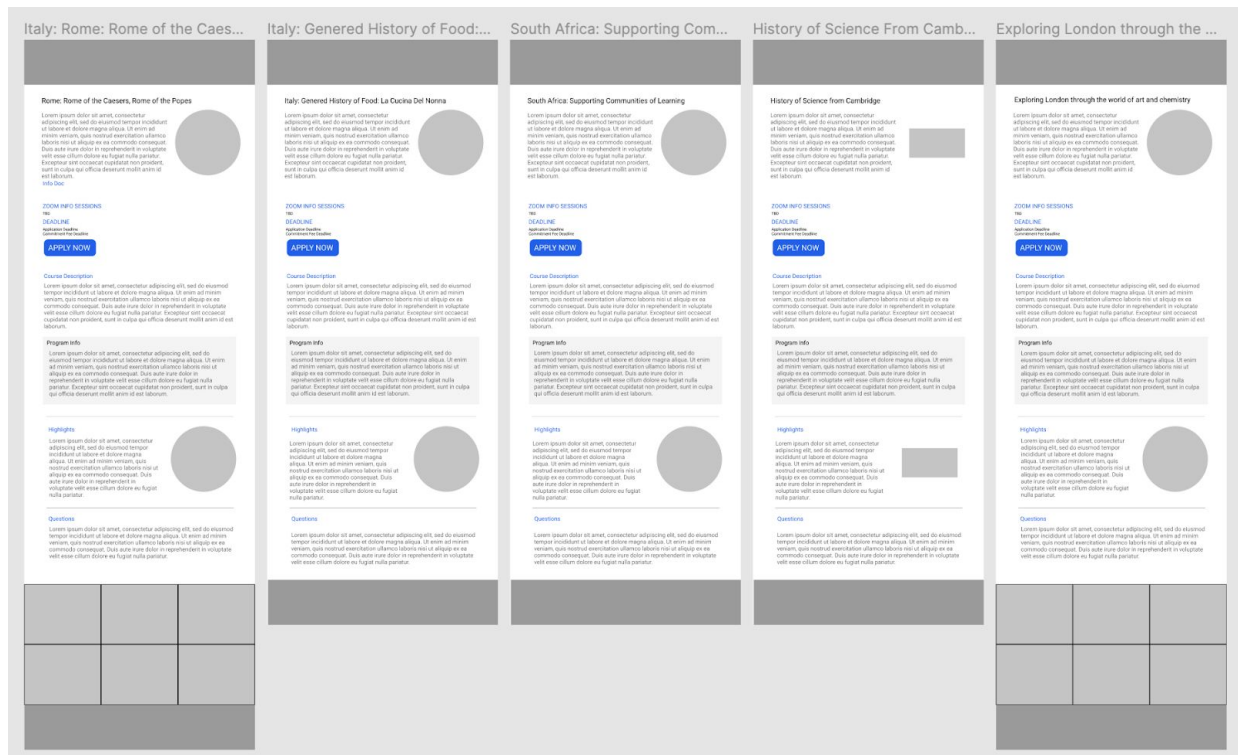
Summer II/III
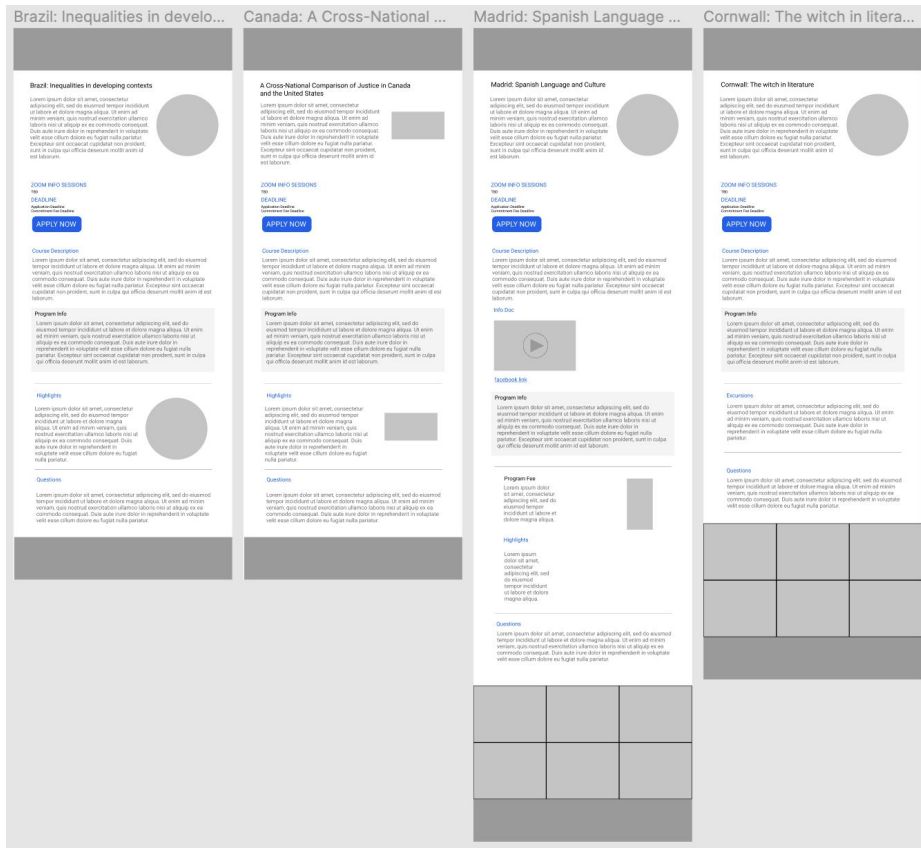
Differences From Page to Page:

- Rome of the Popes, Rome of the Caesars - has information document "Rome 10 Reasons 2020" under beginning summary
- Italy: Gendered History of Food: La Cucina Del Nonna - no bottom grid
- South Africa: Supporting Communities of Learning - no bottom grid
- History of Science from Cambridge - rectangle shaped images instead of circle, no bottom grid
- Exploring London Through Art and Chemistry - n/a
- Brazil: Inequalities In Developing Contexts - no bottom grid
- Canada: A Cross-National Comparison of Justice in Canada and the U.S - no bottom grid
- Madrid: SPanish Language and Culture - only page with videos, one video downloaded to your computer, the other embedded on the sight and the last one is a link to a facebook post, only page that has a section about program fees, has a rectangle shaped photo instead of circle
- Cornwall: The Witch in Literature - says excursions instead of highlights under program info

Basic Layout Suggestion For Faculty Led Pages
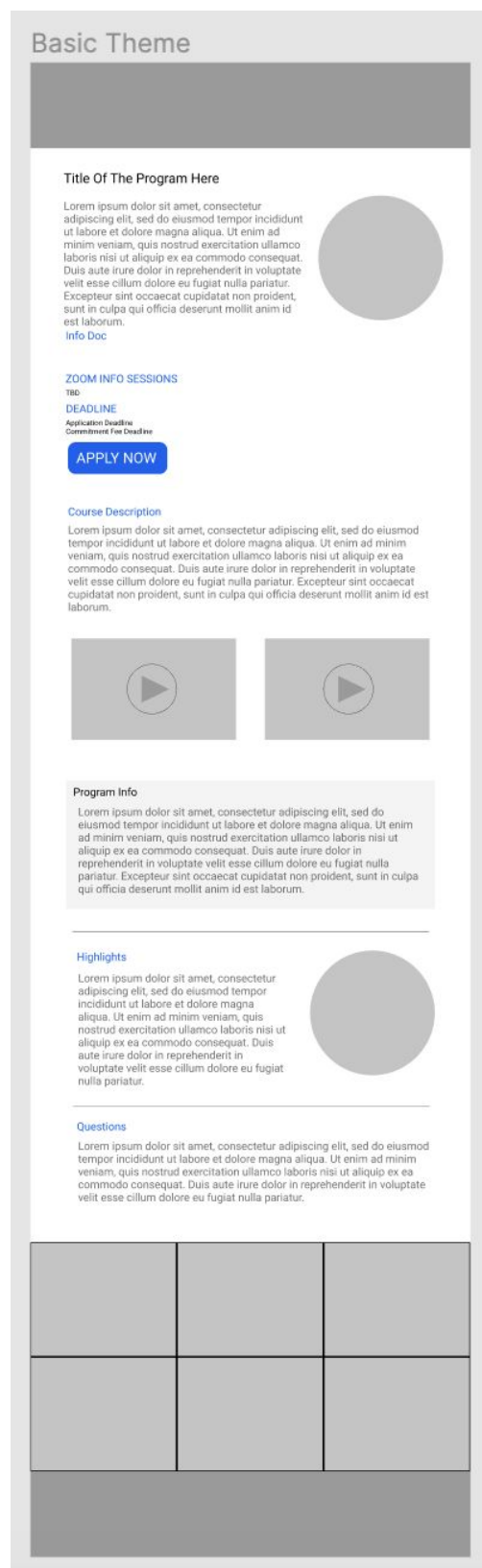
This is a basic theme that is based off of what is most common already within each page in the faculty led section of the site.

Images here in the shape of a circle.

If any additional information flyers are needed, attach them to the end of the basic summary at the top of the page.

If videos are needed, add to the bottom of the course description, ideally they would be embedded so someone could watch them directly on the page instead of being redirected somewhere else.

This section should be titled highlights and also have an image in the shape of a circle.

Image grid at the bottom of the Page

Study Abroad Programs
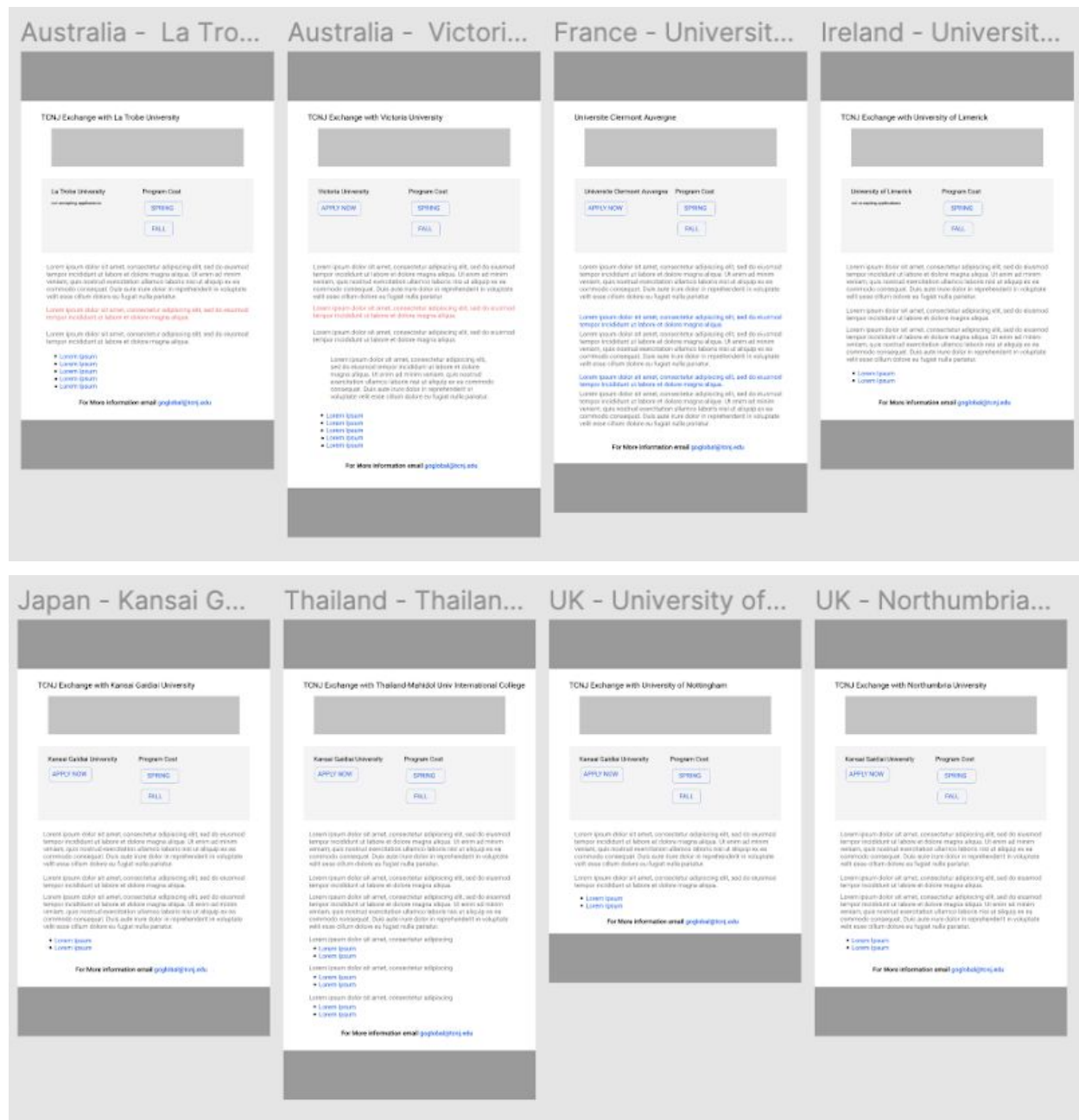
Formatting-wise these pages are more consistent than the pages in the faculty led section most of the inconsistencies present stem from what information is displayed on each page.

Information displayed on each page

- Australia: La Trobe University - short summary, important note, residences, all majors, helpful links (5)

- Australia: Victoria University - short summary, specific majors, note, residences, helpful links (5)
- France - short summary, 2dif types, courses, student accommodations
- Ireland - tcnj psych, short summary, residences, learn more links (2)
- Japan - students with interest, short summary, academic calendar, tuition/scholarships, learn more links (2), courses link (1)
- Thailand - short summary, language infor, academic calendar, tuition/scholarships, learn more links (4), courses links (2), applying to participate (3)
- UK University of Nottingham - short summary, majors, learn more links (2)
- UK Northumbria University - short summary courses, residence info, learn more links (3)

Quick Layout Fixes

- Consistent Order of Information: short summary, specific majors, courses, languages info, academic calendar, important note about semesters, tuition/scholarships, learn more links, courses links, applying links
- Most pages have additional links with the title "Learn More About…." and a few have the title "Helpful links," change the subtitle to be the same on each page
  - Most likely "Learn More About……" as that is more common
- Adding Subtitles to what each paragraph is talking about will make it easier for students/parents/faculty etc. to find specific info they might be looking for.
  - Easier than looking at just a block of text and will spread out the info a bit so its less condensed
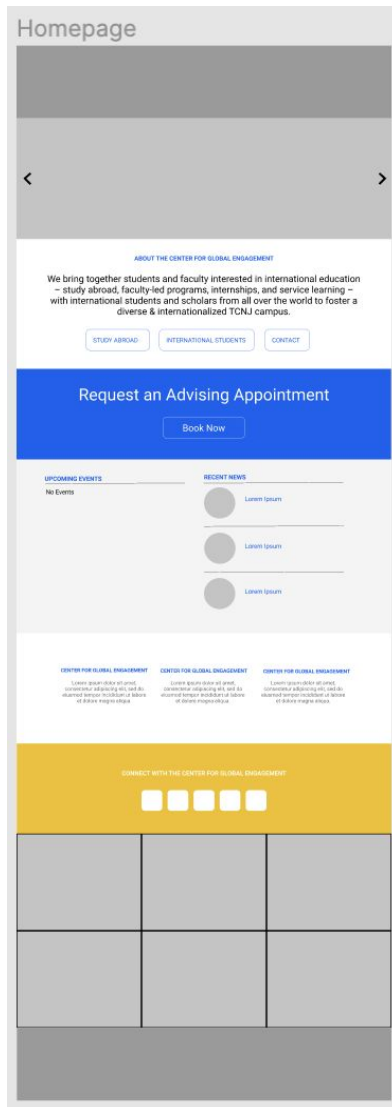
Part II: Long Term Changes

Constraints: Don't have access to the homepage to make changes
→ Solution: Change the formatting to match the homepage more

Big Differences on the Homepage
- Mainly Center aligned
- Color blocking is full width of the page
  - Blue
  - Gold
  - Gray
- Fully Sans Serif Fonts
- Very Spread out (a lot of whitespace)

Homepage Layout Breakdown

Starts with Gallery of image, full width of the page

Center aligned format

Big color blocking

Info split into either two or three columns with blue colored subtitle

Additional links at bottom of page in gold color block

Followed By an Image Grid at the very bottom

Home Page Style Guide

Color Scheme:

Blue (#4A85B9)

Gold (#CCA300)

White (#FFFFFF)

Light Gray Background (#F7F7F7)

Dark Gray Text (#4E4E4E)

Fonts Used
- Open Sans
  - Blue and Bold used for subtitles
  - Dark Gray used for main body text

Suggestions:

- Switch to Home page color scheme
  - Current site it mostly that except for the shade of blue is a little off
- Switch Type from Garamond to Open Sans
- More Center aligned layout
- Color blocking to mark different sections
- Big header picture similar to the carousel that takes up the full length of the page
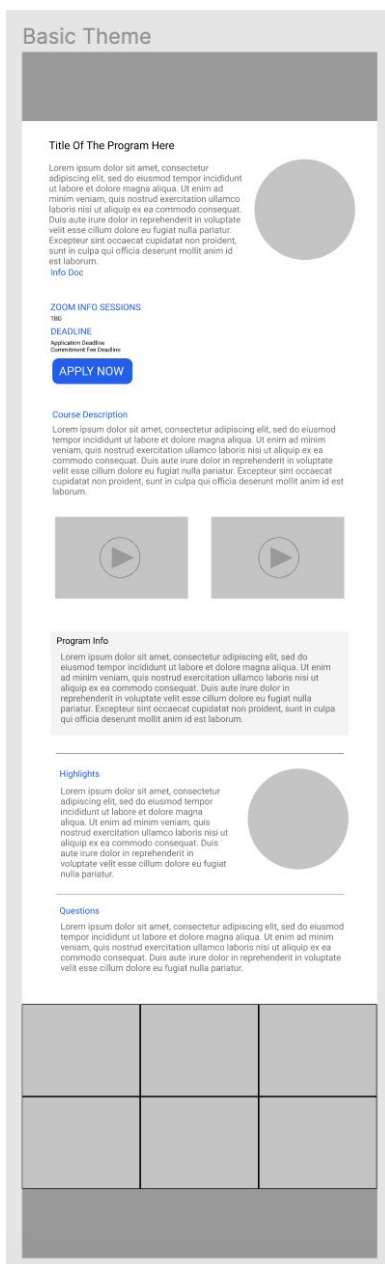
Previous Layout w/ Simple Fixes   Suggested Layout to Match Homepage

Previous Layout w/ Simple Fixes   **Suggested Layout to Match Homepage**

UK - Northumbria University

TCNJ Exchange with Northumbria University

Northumbria University   Program Cost

APPLY NOW   SPRING

                                FALL

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For More information email goglobal@tcnj.edu

UK - Northumbria University New

TCNJ Exchange with Northumbria University

Northumbria University   Program Cost

APPLY NOW   SPRING   FALL

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For More information email goglobal@tcnj.edu

Final Summary

Overall, the site's inconsistencies stem from mismatched layouts and varying information from page to page. The easiest way to address this is to make smaller changes to each page as an immediate fix. For example making sure all of the subtitles match on each page and for something like the faculty led pages, having all images be in the shape of a circle. For the Study Abroad programs, there should be more subtitles added to make it easier to skim if parents, students or faculty need to find information relatively quickly. As more of a long term goal the formatting should be edited to fit the layout of the homepage. We don't have access to change the homepage so in order to make a more consistent site, we can change the other pages to match the homepage. This can be done by changing the color scheme and fonts along with having the layout be more center-aligned and broken down into color blocks.