

The “About” section aims at providing background information to viewers as well as data of the school. Other colleges won’t do that normally and most of the information are those students and parents really want to see in the process of choosing colleges like data of the school. It’s so important that when comparing colleges with similar choices of majors, the only difference is the culture of schools.

The Admission section is pretty straightforward. It provides all the crucial information one needed to know in order to apply for the school all together at this page which is quite different from websites of some other universities. This proves the main idea of the page - to make people know about this school as much as possible at a short time.

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Student Life is also something everyone cares and still it’s in one of the main considerations of choosing colleges for many students and parents. Also, it shows some of the interesting programs it has like interchange programs that would make it competitive compared to other colleges.

It’s Pretty clear that the goal of the website is to make people know Art Center College of Design as much as possible in a limited time and make people gain a positive impression upon the school. Overall, the website is pretty clear and simple. It doesn’t have lots of branches and it lets people to see in which branch they are in. The design is quite different from most of the websites existing, people don’t need to scroll down in order to see more things, and everything can be nagivated on the mainpage by the nagivation links on the left side. This is something innovative and it really prevents people get lost when the website is very complex. But the drawbacks of this kind of design is obvious, the navigation links would hide or been hidden by other sections on the webpage.

It’s quite clear that the first series of links on the website are the most important ones containing information everyone’s very eager to know about. They are in descendent order of importance and most of them are very crucial to the decision of choosing colleges of many students and parents.

Definitely, the website aims mainly at high school students and their parents who are facing the college selections. Most of the sections on the very first page plays to role of providing the general concepts of the school to people.

These three are also things that would matter the desicion of choosing colleges for students and parents, but definitely they are not the same important as sections before. Together they would show the main spirit of the college and leave a first impression to people.

Finally, the news section. It’s not one of the sections high school students might look, but it’s the sign of vitality of the school.

