

# Research Process

MICA GD Web

Katherine SangMyeong Lee

# CREATIVE BRIEF

## Project Summary

- Current MICA GD blog is pretty well designed. However, it has so many things going on in one page and it may confuse audience. Also, it has a lot of beautiful colors on the background, but it may be too many. To improve the site, I would make it simpler and easy to handle. Although it is design department site that may be required to show more esthetic sense, I would more focus on oprating system while keeping it looks good.

## Target Audience

- Target audience is MICA student, faculty, alumni, parents, and future student. However, since it is really open to public, other college student, faculty, designers, anyone interested in MICA Graphic Design department might visit the website.

## Goal

- Promoting MICA GD
- Internship & Job Information
- Sharing Resources
- Communication
- Active MICA GD Community

# PERSONAS

## Seowon Chang

- She is a senior GFA major with GD concentration at MICA. She visited MICA GD blog and she feels like it is so complicated with several layers overlapping. Otherwise, she likes the its design, colors, type alignment, and contents.

## Hayoung Byun

- She is a senior Graphic Design major. Although she is majoring in Graphic Design, she does not really use MICA GD site. She needs more information about GD classes, faculty information, and job opportunities.

## Lainy Paek

- She is a graduate student at University of Maryland School of Pharmacy in Baltimore. She is not really related in design and art field but I just asked how she feels when she first visit the site. She said it looks fancy and colorful, but it is really confused which part she should click because ther are so many linked images and texts. And she wants to see what classes offered and information about professors in MICA GD.

# COMPETITIVE ANALYSIS

## Analysis

- MICA GD is now ranked top 3 and it becomes more famous. That means more people both MICA people or not will visit the website. I think redesigned website need to be focus on how it explains our department better such as containing more information about courses, faculty, MICA community, etc. But it should be simple and easy to pull up the information because it is not only targeting young people and designers. Therefore, it would be better if design is more simplified while keeping visual aspects.

## Competitor Sites

- <http://gd.risd.edu>
- <http://www.risd.edu>
- <http://web.mit.edu>
- <http://www.cheil.com>
- <https://www.pratt.edu>

# MICA

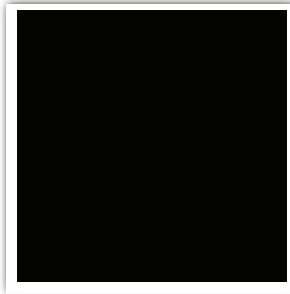
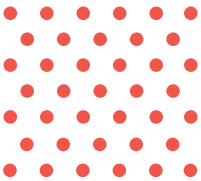
## MICA GD

Style Tile  
version:1

### Possible Colors



### Textures



This is an example of a Button

Submit Button Example Here

## COMMENCEMENT 2014

Font: Name #Helvetica Neue

### Congratulations, seniors!

Font: Name #Helvetica Neue

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #Helvetica Neue

This is an example of a Text link »

### Adjectives

Lorem	Ipsum	Dolor
Sit	Amet	Magna

<http://www.styletil.es>

Template by @Samanthatoy

Be creative, don't just use this template as-is!