

PROJECT SUMMARY

I will be creating a website that will inspire and motivate freshman to learn more about Freshman Seminars, or first-year seminars (fys), offered at UC Davis. Students will be able to navigate through general categories of the websites and view past videos of other students' experience at each course. This website will be written and displayed in a style that keeps some aspects of the UC Davis style, but gives character and main focus to the Freshman Seminar courses. This new design will have information that will better relate to UC Davis Freshmen, who are transitioning into college

Give background information about the project, why it is interesting, etc UC Davis provides many unique courses specifically for Freshman who may need a low-demanding course to help their transition to college living much easier or Freshman who want to dive into diverse topics to find areas of interest. Freshman Seminars have such unique and fun topics but they can always be related to any UC Davis 4-unit course or major. It's important to give Freshmen the chance to dive into material deep enough so they can experience the basics of the topic, but not so deep to where the information becomes overwhelming. This website will promote and bring more character to Freshman Seminars so that more students will become more aware of and invested in these UC Davis's programs.

AUDIENCE PROFILE

UC Davis Freshman can range anywhere from 18 - 21 on average. The website will target young adults making their first move on taking on life's real world expectations. These students may not be completely sure of their future paths and will most likely need assistance determining their interests and life goals. Most incoming college Freshman possess laptop computers, smart phones, and tablets whether it's for taking notes, navigation, communication, or leisurely activities. In this case a website is the most effective tool for this project because many devices have access to the internet, which is also a prominent tool in our society today. Students will use this website typically during their preparation for registration as they will be researching the different types of classes and opportunities to take on for upcoming quarter.

I created a persona based on several current UC Davis Freshman. The persona, Kimmy Jin, is a first-year student, 18 years old, majoring in Environmental Sciences. She enjoys watching netflix, eating out, playing basketball, watching sports, and playing guitar. She is not too focused on finding her passion in life because she figures she will discover more about herself as time passes. Kimmy spends 10 hours a week browsing through the internet, and 20 hours doing school-related work. Kimmy also uses social media apps such as twitter, facebook, snapchat, instagram, and messenger, and she spends about 5 hours a week on these cellular apps. This personal will be used to model my website to cater to the needs of the average UC Davis Freshman.

PERCEPTION/POSITIONING

What message/impact you are trying to achieve?

What techniques will you use? What limitations do you have?

Overall, the website style and diction will relate to UC Davis Freshman with a modern style and language that is written to reflect one student addressing another, rather than a high ranking professional adult addressing a Freshmen. The layout and animation will allow for interaction with the user to maintain interest and inspire exploration throughout the website through techniques such as hover effects, videos, images, animated entrances of information, and rewards for navigating through each link.

This project has several limitations such as the access to specific first year seminar course information, and the possible inconsistencies that could arise when linking this website to current UC Davis FYS websites. The goal of the project was to slightly deviate from the traditional UC Davis style in order to give more personality to the fys website. If a student is interested in looking up the specific courses offered, they will click on a link that my website will provide, but it slightly breaks the connection between my website and the UC Davis branded websites. That being said, I will have to find a way to design my website so that it retains the personality and vibrancy of freshman seminars while keeping an essence of the UC Davis branded style.

COMMUNICATION STRATEGY

Displaying information is extremely important, especially when relating information to a target audience. This website will display the information in a modern style that UC Davis students can relate to and interact with. The design will cater to their needs as young social media and internet users.

LOOK AND FEEL

The typography will be a sans serif, modern font, the colors will be a cohesive color scheme similar to the UC Davis style, and the interaction will be very responsive to the user's mouse position. For every link, image, or video that the website will present, smaller animations will occur that reinforce each movement and give the user inspiration and motivation to further explore into the website.

TARGETED MESSAGE

First-year seminars provide opportunities for exploration, discovery, and experience for first-year UC Davis students.