

Rhode Island School of Design Market Analysis

What is your market?

- People looking for a higher education in the arts or design field, people that want to take their art to a higher standard,

Who is your user? Create a user archetype.

- A young woman
- In their late teens/early 20s
- Looking for a career in design
- Lives domestically in the USA
- Ideally wants to dorm
- Studied art in highschool
- Family aids financially
- Social butterfly

Who are your competitors? Put together a list of (at least 2-3) competitors.

- New England Institute of Technology
- Schools of Visual Arts

Competitor #1

New England Institute of Technology

The screenshot shows the homepage of the New England Institute of Technology (NEIT) website. The header features a blue banner with the text "NEIT Accelerated Advantage" and a play button icon. Below the banner, the main title "THE FASTEST PATH TO YOUR DEGREE" is displayed in large, bold, yellow letters. The navigation bar includes links for "Visit Us", "Apply Now", "Request Info", a search bar, "Virtual Tour", "Key Dates", and "Shortcuts for [dropdown]". Below the navigation, there are links for "Academics", "Admissions & Aid", "Esports", "Student Life", and "About". A sidebar on the left contains a "VENT" link and two buttons: "Explore Now" and "Apply Now". The footer section displays three bullet points: "Get the Skills", "Graduate Faster", and "Increase Earnings", each preceded by a green checkmark. At the bottom right are "VISIT US" and "REQUEST INFO" buttons.

#0f3f79

≈ Chathams Blue

#d2d013

≈ Bird Flower

#f7f5f3

≈ Pampas

#007aff

≈ Azure Radiance

Type face font-family:

- Manrope (sans-serif), Size 60
- Roboto (sans-serif), Size 22

Hierarchy (Largest to Smallest): Hook line is the biggest, Apply box is smaller

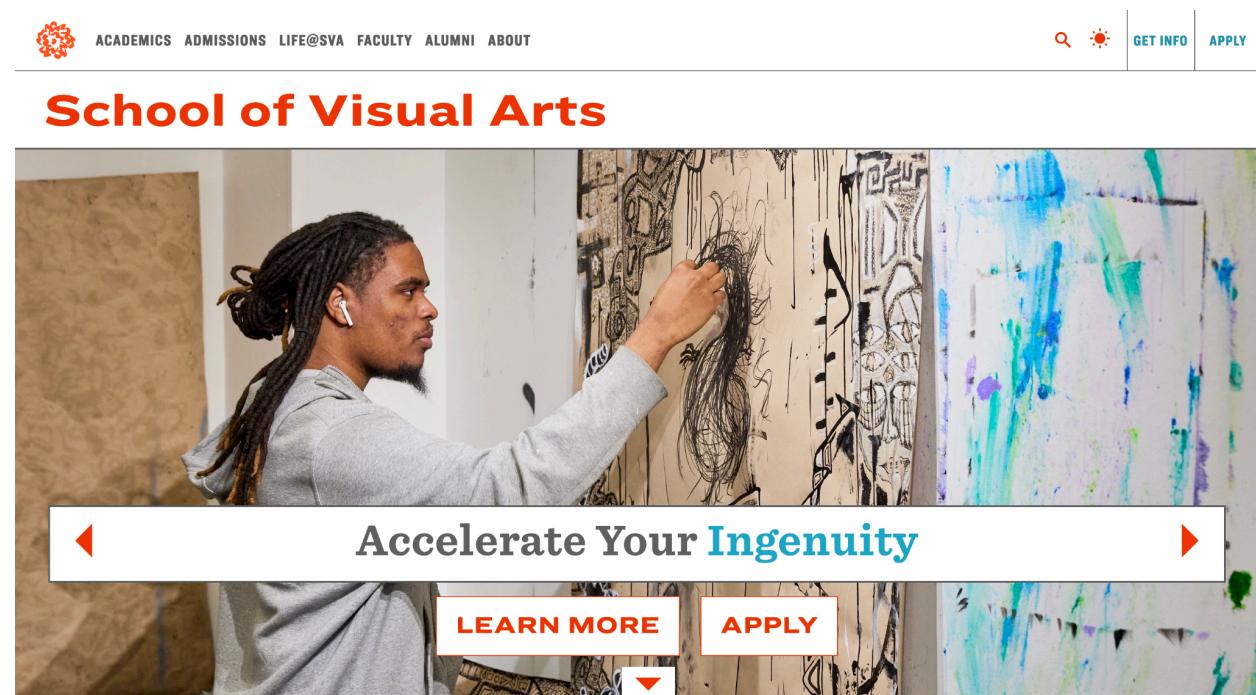
Function: Providing mechanisms into enroll into their programs, Explore academic opportunity quickly, Getting people quickly but efficiently working real jobs

Media Type:

- Images of graduates with cap and gown
- Clickable videos, blue collar workers
- Photos embedded videos
- Campus images

Competitor #2

School of Visual Arts



#e61f00

≈ Scarlet

#1e96b8

≈ Eastern Blue

#4d4d4d

≈ Tundora

Type Face font-family:

- RingsideExtraWideSSm-Bold, Size 46
- SentinelSSm-Bold, Size 45
- RingsideRegularSSm-Medium, Size 24

Hierarchy (Largest to Smallest): Tagline is the largest thing on homepage; “Accelerate you Ingenuity”, Name of school, Categories/ groups

Function: Visualize the bright and bold nature of the students on the home page, showcase different course trajectories in the field, and provide stats of students in the school.

Media Type:

- Images of art being created
- Images of the buildings exterior
- Images of students of school
- Photo links
- Embedded videos
- Event links