

# Miracosta's MAT Dept. Site Redesign

## **Project Summary:**

The focus is on a redesign of the current Media Arts & Technologies site into a more aesthetically pleasing, more functional site; one that is closely tied to today's web standards. The current site was designed in 2003 and is in serious need of a re-imagining. This new site will be a breath of fresh air, bringing with it a whole new sense of professionalism and seriousness, but also introducing strong creativity and innovation. An imaginative new design is needed to bring the MAT Department's web presence into the 21st century. With a fresh design, the MAT site can appeal more strongly to its primary users. The new site will address the MAT Department's goals in a sophisticated and design-savvy way, and offer users a clear, organized, and beautiful site through which to discover more about the Media Arts & Technologies Department.

## **Objectives:**

- To create a professional web site through which prospective students can more easily see the possibilities of learning through MAT.
- To impress users with an edgy design that vividly expresses the innovation of the MAT Department while still maintaining a polished feel.
- To provide information on the MAT department, including class listings, certificates, degrees, and faculty info to anyone interested in the program.
- To creatively showcase student (and possibly faculty) work, giving a face to the students and faculty and showing prospective students what they will be capable of after attending the college.

## **Primary Audience:**

The main users of the site will be prospective students. These people will fall into 2 categories: (1) younger students coming from high school who are interested in media arts, or (2) middle-aged students who have already been in this field of work but need to learn new skills or refresh unused skills. These prospective students will be looking at the site to decide if they will attend MiraCosta, so it must offer a professional presentation that clearly represents the quality of MiraCosta's MAT department.

**Look and Feel:**

The site will demonstrate the cutting-edge qualities of the MAT department. It should convey those feelings strongly without overdoing experimental design. Students should be able to glance at the site and quickly see the potential learning they could get studying at MiraCosta, but also be seriously impressed by its modern, innovative feel. The number of colors in the site will be limited, possibly using strong colors to accent against a black/white/grayscale scheme (possibly TBD). All these traits will contribute to a sense of quality that shows how powerful an education at MiraCosta's MAT department will be. Prospective students visiting the new MAT site will be inspired to discover more about the department because they will see an incredibly sophisticated and forward-thinking site that embodies the bleeding edge of effective web & graphic design.

**Requirements and Functionality:**

Users will come onto the site to find out more about the MAT department and decide if they want to take classes there. Their goal would be to get info on the department and find student work that represents the quality of teaching at the college. The MAT department's goal is to help users understand the scope and potential of the classes offered and to be inspired by the student work. The site should clearly address both of these goals, making class information easily accessible and presenting student work in a thoughtful and prominent place that accents the results of a MAT education. The MAT site should offer very clear and concise information in an organized, effective layout that makes it easy for a typical user to easily access whatever info they are looking for. The site content will be formatted in HTML, with all styling and formatting in CSS. The site will also potentially include Flash animations, effectively integrated to accent the cutting edge qualities of the site.

**Strategy:**

We will create a clearly organized and streamlined web site, designed to reflect modern web standards, including clean, semantic HTML markup, unique & dynamic graphic design, appropriate typography, and clear information organization. While the majority of the textual content from the current site will remain, the way that this content is presented will be completely refreshed and modernized. The end product will be focused on impressing users with its progressive and innovative qualities, and will be designed to provide concise information in a way that is functional, modern, and creative.

**Navigation:**

There will be 5 main links in the global navigation that will persist over the whole site- Courses, Degrees, Students, Faculty, Facilities.

- Courses will contain links to all pages detailing the classes MAT offers.
- Degrees will contain links to all pages describing Certificates & Degrees.
- Students will include links to Class Work, Portfolios, and Graduate Bios. Class Work will contain links to student work from MAT classes. Portfolios will contain links to portfolio work of those students who have completed the portfolio development class. Graduate Bios will showcase alumni testimonials about their experience at MiraCosta's MAT department.
- Faculty will contain links to biographies on both the PT and FT faculty.
- Facilities will detail the work environments & technology used by the MAT department

**Naming Strategies:**

- Main nav pages will reside in the root folder and will be labeled as follows: *courses.html*, *degrees.html*, *students.html*, *faculty.html*, *facilities.html*.
- Linking off the Courses page, individual course pages will be labeled *course\_number\_course\_info.html* for example *125\_course\_info.html*. All course pages will reside inside the *courses/* folder.
- Linking off the Degrees page, each degree or certificate page will follow the naming convention *areaofstudy\_aa.html*, *areaofstudy\_CertofA.html*, *areaofstudy\_CertofP.html*, for example *graphic\_aa.html*. All Degrees will reside inside the *degrees/* folder.
- Linking off the Students page, Class Work will be labeled *class\_work.html* & reside inside the *class\_work/* folder; Portfolios will be labeled *portfolios.html* & reside inside the *portfolio/* folder. Graduate Bios will be labeled *gradbios.html* and will reside in the *gradbio/* folder.
  - Within the Class Work page, each page will follow the naming scheme of *classnumber\_classwork\_projectnumber.html*, for example *125\_classwork\_1.html*. These pages will reside within the *classwork/* folder
  - Within the Portfolio page, each portfolio will follow the naming scheme of *studentname\_portfolio.html*, for example *chris\_prescott\_portfolio.html*. These pages will reside within the *portfolio/* folder.
  - Within the Graduate Bios page, each Bio will follow the naming scheme of *studentname\_gradbio.html*, for example *anita\_anderson\_gradbio.html*. These pages will reside within the *gradbio/* folder
- Linking off of the Faculty page, each faculty bio will be named using the convention *facultyname\_bio.html*, for example *Jill\_Malone\_Bio.html*. All Faculty pages will reside within the *faculty/* folder.

Title	File Name	Need	Notes
MAT Homepage	index.html		May need intro content or approval
Courses	courses.html		
Degrees	degrees.html		
Students	students.html	X	Need revision
Class Work	class_work.html	X	Need student work
Portfolios	student_portfolios.html		
Graduate Bios	graduate_bios.html	X	Need revision
Faculty	faculty.html		
Facilities	facilities.html	X	Need technical info
110 Digital Imaging 1	courses/110_class_info.html		May need revision
120 Interactive Media Prod.	courses/120_class_info.html		
125 Web Design 1	courses/125_class_info.html		
135 Graphic Design 1	courses/135_class_info.html		
140 3-D Animation	courses/140_class_info.html		
150 Flash 1	courses/150_class_info.html		
155 Graphic Design 2	courses/155_class_info.html		
160 Video 1	courses/160_class_info.html		
165 Web Design 2	courses/165_class_info.html		
170 Digital Imaging 2	courses/170_class_info.html		
180 Publishing 1	courses/180_class_info.html		
185 Graphic Design 3	courses/185_class_info.html		
190 Flash 2	courses/190_class_info.html		
200 Video 2	courses/200_class_info.html		
210 Digital Imaging 3	courses/210_class_info.html		
220 Media Production 2	courses/220_class_info.html		
225 Dynamic Web Dev	courses/225_class_info.html		
230 Publishing 2	courses/230_class_info.html		
235 Web Design 3	courses/235_class_info.html		
270 Advanced Design Studio	courses/270_class_info.html		
290 Portfolio Development	courses/290_class_info.html		
292 Internship Studies	courses/292_class_info.html		
296 Topics in MAT	courses/296_class_info.html		
297 Individualized Projects	courses/297_class_info.html		
298 Directed Studies in MAT	courses/298_class_info.html		
299 Coop Work Experience	courses/299_class_info.html		

Title	File Name	Need	Notes
AA in Graphic Design	degrees/graphic_aa.html		May need revision
AA in Web Dev & Design	.../webdevelopment_aa.html		
AA in Video & Media Design	.../videomedia_aa.html		
Cert. Achievement in GD	.../graphic_certofA.html		
Cert. Achievement in Web	.../webdevelopment_certofA.ht		
Cert. Achievement in Video	.../videomedia_certofA.html		
Cert. Prof. in Print Publishing	.../printpublishing_certofP.html		
Cert. Prof. in Video Animation	.../videoanimation_certofP.html		
Cert. Prof. in Visual Com	.../visualcomm_certofP.html		
Cert. Prof. in Web Design	.../webdesign_certofP.html		
Jeff Uhlik	faculty/jeff_uhlik_bio.html		
Jill Malone	.../jill_malone_bio.html		
Karl Cleveland	.../karl_cleveland_bio.html		
Dennis Brizendine	.../dennis_brizendine_bio.html	X	new picture
Neil Bruington	.../neil_bruington_bio.html	X	needs content
Carmina Caballes	.../carmina_caballes_bio.html	X	needs content
Randall Cornish	.../randall_cornish_bio.html	X	new picture
Claudia Faulk	.../claudia_faulk_bio.html	X	new picture
Dawn Ford	.../dawn_ford_bio.html	X	needs content
Grace Gray-Adams	.../grace_grayadams_bio.html	X	new picture
Carolyn O'Barr	.../carolyn_obarr_bio.html	X	new picture
Alan O'Brien	.../alan_obrien_bio.html	X	needs content
Russ Prior	.../russ_prior_bio.html	X	new picture
Grady Williams	.../grady_williams_bio.html	X	new picture
Anita Anderson Grad Bio	gradbio/anita_anderson_gradbio.ht		
Thierry Barnay Grad Bio	.../thierry_barnay_gradbio.html		
Amy Lorenzen Grad Bio	.../amy_lorenzen_gradbio.html		
Theresa Manzo Grad Bio	.../theresa_manzo_gradbio.html		
June Mattiza Grad Bio	.../june_mattiza_gradbio.html		
Taylor Wright Grad Bio	.../taylor_wright_gradbio.html		

Title	File Name	Need	Notes
Melissa Carso Portfolio	portfolio/melissa_carso_portfolio.ht		
Carrie Hague Portfolio	.../carrie_hague_portfolio.html		
Rene Lynch Portfolio	.../rene_lynch_portfolio.html		
Jody McCoy Portfolio	.../jody_mccoy_portfolio.html		
Jan McGriff Portfolio	.../jan_mcgriff_portfolio.html		
Trevor Presley Portfolio	.../trevor_presley_portfolio.html		
Christophe Rodier Portfolio	.../christophe_rodier_portfolio.html		
Ekaterina Smirnova Portfolio	.../ekaterina_smirnova_portfolio.htm		
Krista Timberlake Portfolio	.../krista_timberlake_portfolio.html		
Nashielly Vasquez Portfolio	.../nashielly_vasquez_portfolio.html		
Taylor Wright Portfolio	.../taylor_wright_portfolio.html		
125 Student Work 1	classwork/125_classwork_1.html	X	Need more student work
...			
125 Student Work 8	.../125_classwork_8.html	X	Need more student work
135 Student Work 1	.../135_classwork_1.html	X	Need more student work
...			
135 Student Work 8	.../135_classwork_8.html	X	Need more student work
145 Student Work 1	.../145_classwork_1.html	X	Need more student work
...			
145 Student Work 8	.../145_classwork_8.html	X	Need more student work
170 Student Work 1	.../170_classwork_1.html	X	Need more student work
...			
170 Student Work 8	.../170_classwork_8.html	X	Need more student work
230 Student Work 1	.../230_classwork_1.html	X	Need more student work
...			
230 Student Work 8	.../230_classwork_8.html	X	Need more student work
270 Student Work 1	.../270_classwork_1.html	X	Need more student work
...			
270 Student Work 8	.../270_classwork_8.html	X	Need more student work

Digital Fantasy Design

Noushi Moradkhani

Frank Shanley

Alana Olzick

**CREATIVE BRIEF**

Digital Fantasy Design

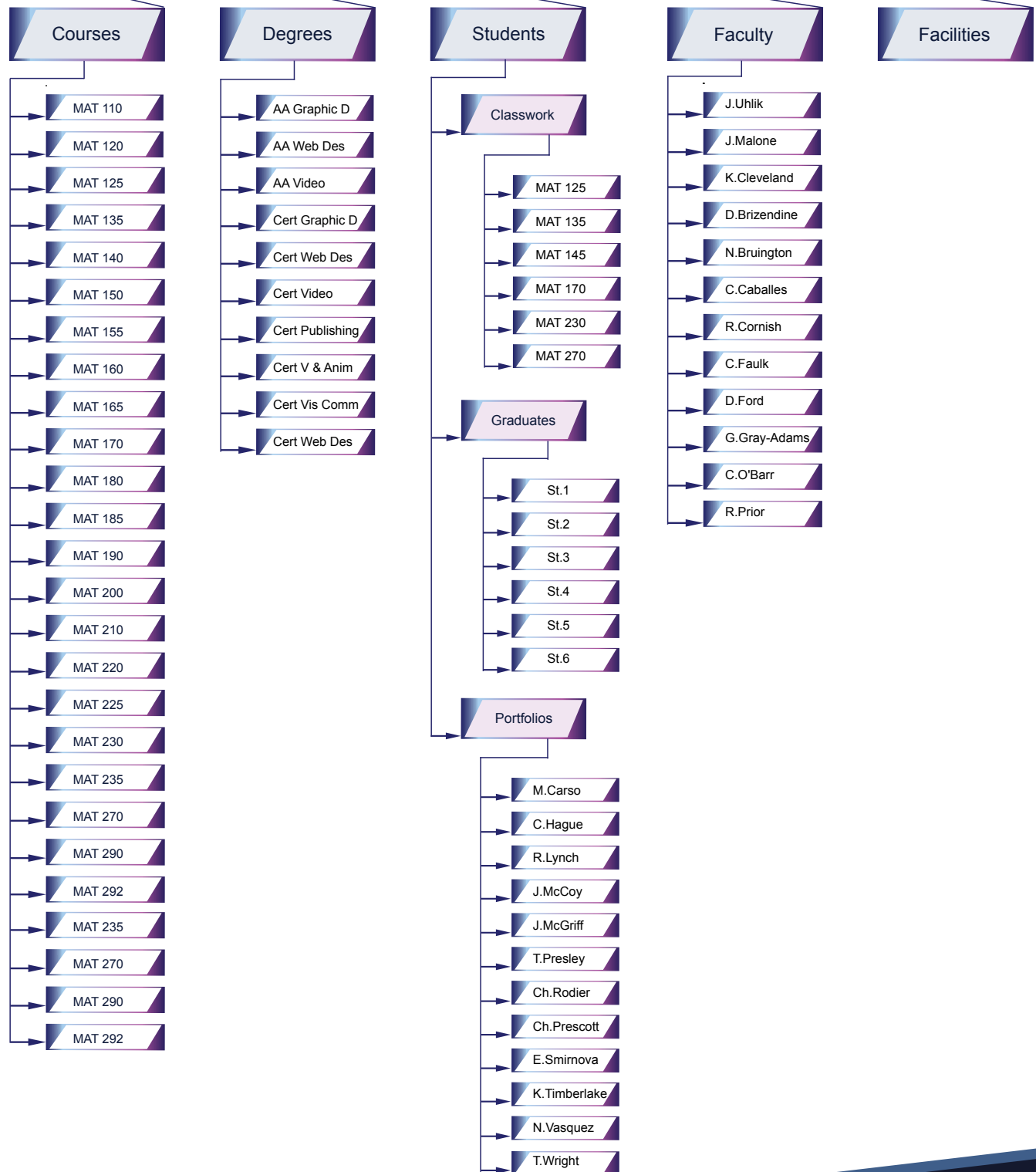
Noushi Moradkhani

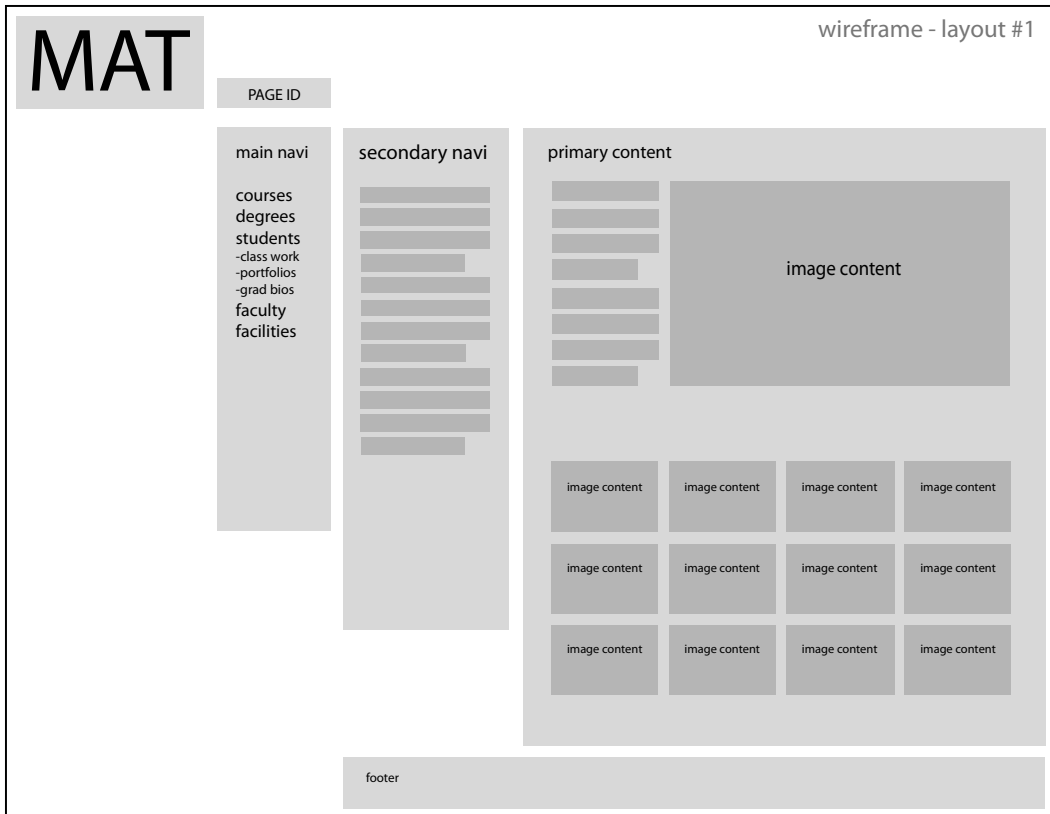
Frank Shanley

Alana Olzick

# CONTENT INVENTORY



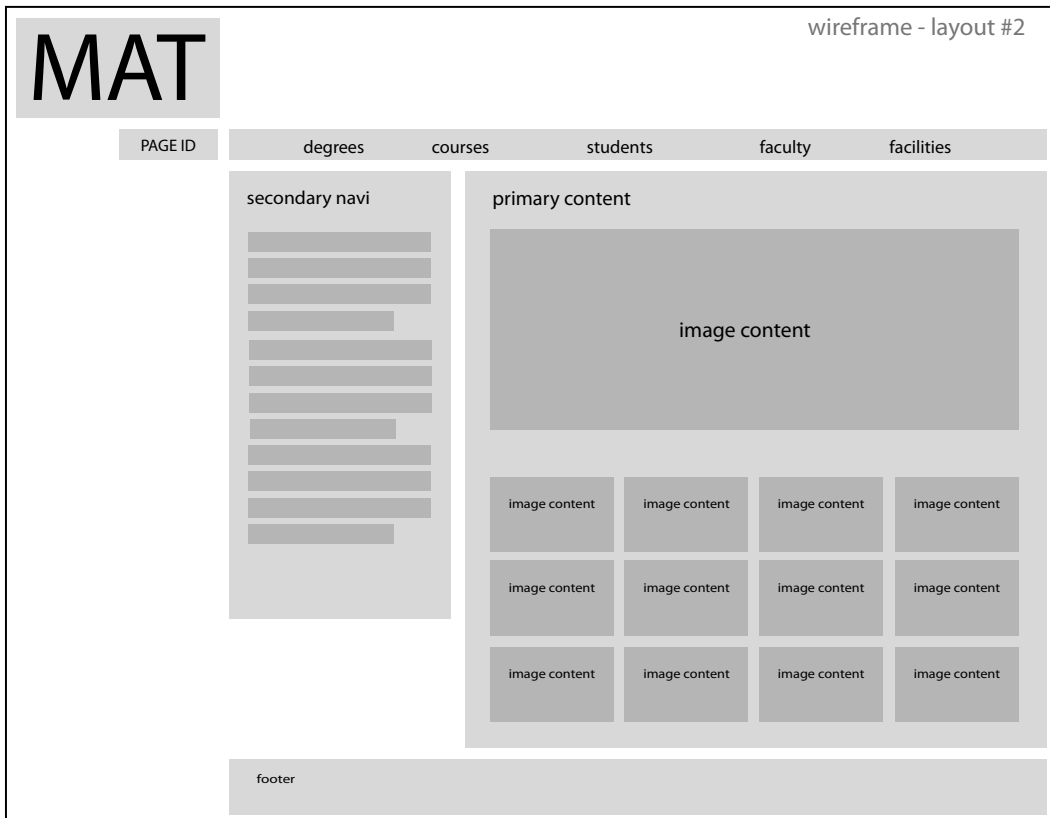




wireframe - layout #1

**layout #1**

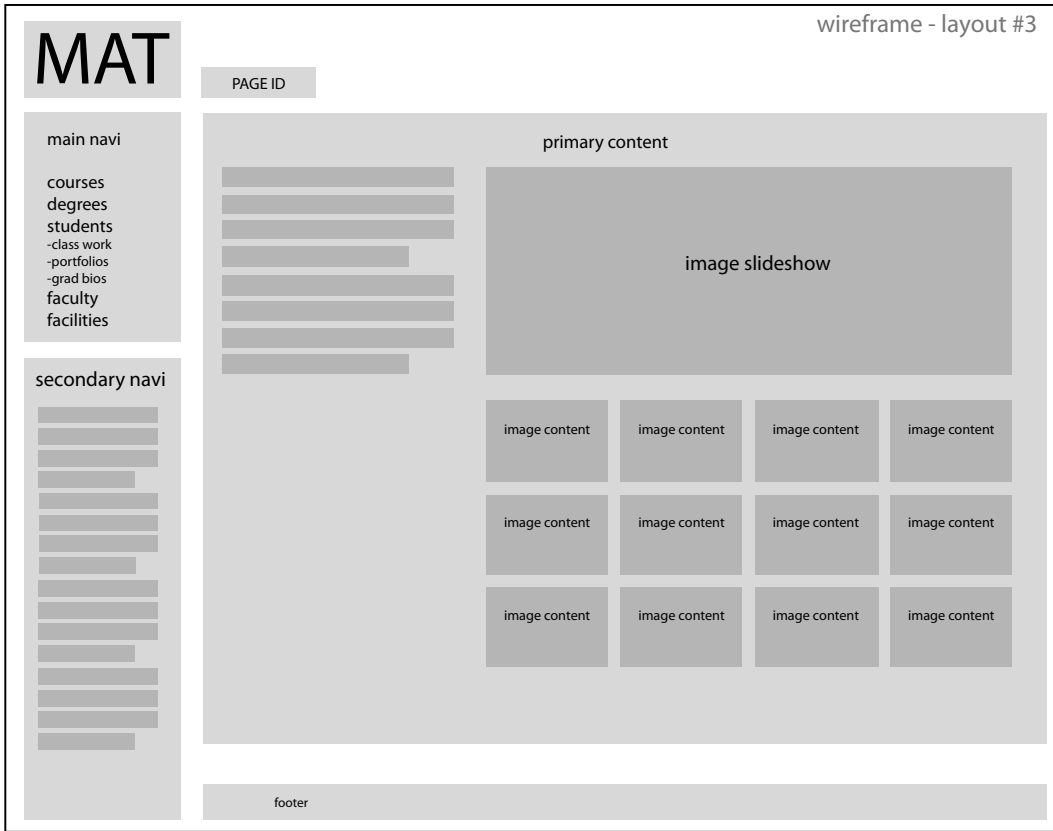
In this layout there is left white space to the right and below the logo. Navigation will be in two columns vertical on the left side, aligned after the logo.



wireframe - layout #2

**layout #2**

The second proposed layout uses a similar spacial format but condenses the columns to two by having main navigation horizontal across the top.



**layout #3**

The third proposed layout removes the white space from below the logo to allow for the main navigation. Space is utilized more for main content information in this layout.