Overview

- Goals
- Content
- Brand & Style
Goals

- **WHY:** Mobile-First Initiative
- **WHAT:** All USD maintained sites and department sites
- **WHEN:** Completion estimated December 2015
- **WHO:** Audience and Personas
Timeline and Phases

- Research & Discovery: Aug 2014
- Branding: Oct 2014
- Content & IA: Jan 2015
- Design: Feb 2015
- Build: Mar 2015
- Launches: Apr 2015
Terminology

- **Mobile-first:** designing for devices; specifying unique design considerations for web organization, layout, behaviors, and input

- **Responsive:** a web design approach aimed to provide an optimal viewing experience across a wide range of devices

- **Brand:** A unique feature, design, term, name, that identifies one from others

- **Sub Brand:** A sub-set of a brand that reflect or reinforce the core purpose of the overall brand to which they belong while maintaining its own identity

- **Style Tiles:** a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web
Original Design Method

Desktop: Primary | Mobile: Afterthought
Designing with the mobile device in mind first; enhancing the experience with increased screen sizes or different devices.
University Priorities

- Quality students, not quantity
- Raising awareness of Catholic identity
- Changemaking; internationalization; global presence
- Promoting/elevating sense of community
- Transparency in services to users, regardless of division, department or unit
Audience/University Priorities

Audience needs and university priorities drive content organization and design

**WHO**

1. Academic Excellence
2. Global Learning and Diversity
3. Changemaking
4. Personal Attention
5. Catholic Identity

**WHAT**

1. Programs/Schools
2. Study Abroad/Groups
3. Outcomes/Alumni/Torero Life
4. Accessible Faculty/Small Classes
5. Throughout Content

**HOW**
Audience: Provide What They Need, Where They Need It

How do they consume information?
- Many devices/screens/locations
- Different entry points/landing pages
- Different place in the decision-making process

How do we deliver?

Old Way
- University first
- Static/inflexible
- Siloed information
- Duplicate content
- Cyclical user paths

New Way
- Audience first
- Flexible/dynamic
- USD cohesive
- Modules, links, shortcuts
- Clear organization
Visit Us

Events
Tours
Visit Campus
Dynamic Architecture

Persistent Links and Attributes
(Call to action)

• Apply Now
• Search
• Give
• Visit

Utilities
(Tools people use)

• MySanDiego Portal
• Map & Directions
• Directories & Departments
• Academic Calendars
• Email
• Blackboard
• u.achieve

Shortcuts
(Identified by person)

• Prospective Students
• Current Students
• Faculty
• Staff
• Parents
• Alumni
• Visitors
• Athletes
• Veterans
• Prospective Employees
How does this translate to design?
Key Values

INTEGRITY
CATHOLIC
FAMILY
HAPPINESS
FRIENDSHIP
FAITH
HONOR
SERVICE
LIFE
LOYALTY
INTELLECTUAL
ENVIRONMENT
SOCIAL JUSTICE
HAPPINESS
RESPECT
COMMUNITY
TRANSPARENCY
LOVE
HUMILITY
TRUST
KINDNESS
GOOD HEARTED
CONFIDENT
STRONG
INVESTMENT
HUMBLE
DISCIPLINE
GENEROSITY
MORALS
CONFIDENCE
PERSEVERANCE
COMMITMENT
Appeal to USD

WHO

- Opportunity
- Weather
- Location
- Academics
- Financial Aid
- Reputations
- Scholarships
- Familiarity
- Liberal Programs Offered
- Private
- Academics Quality
- Academic Quality
- Catholic
- Campus Beauty
- Faculty Reputation
- Community
Campus Beauty
Health and Happiness
Community
Style and Elements

Round edges: softer, lighter, more inviting
Straight edges: harsh, rigid, boxed in, sense of restriction

Slanted line: modern, cool, engaging
Combined with a rounded element: fun, interactive, enticing
This is an Example of a Header
This is an Example of a Sub Header

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Font: Myriad Pro | Base Font Size: 14px | Line Height: 1.5 | #3a3a3a
Mobile: Myriad Pro | Base Font Size: 16px | Line Height: 1.5

Classic-type font (confident, professional)
Dark color (bold, power)
Decreased title font size to fit on a line
Increased font size
Fewer words on each line
Quicker to read and scannable text
Larger title font size
Decreased content font size
More words per line
More white space
Familiar, Inviting, Modern, Youthful

Prominent Calls To Action

Bold, Visual Cues

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TEXTURES/PATTERNS

Creates depth,
Movement on page

EXAMPLES

Become A Torero!
This is an Example of a Header

This is an Example of a Sub Header

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Mobile: Myriad Pro | Base Font Size: 16px | Line Height: 1.5

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Sub Brands

*Shared attributes* of the larger brand but will be differentiated by certain traits

Personality | Voice | Tone | Language | Colors | Fonts | Styles
**STYLE & ELEMENTS**

- **Info-graphics:** easy to digest, scannable, ‘techy’, friendly, interactive
- **Rounded elements:** softer, inviting, engaging, evoke happiness
- **Colors:** coastal, environmental, bright, airy

- **Round edges:** softer, lighter, more inviting, different colors
- **Bright colors:** youthful, happiness, cheery, millennials

*70% of first-year students live on campus*
BRAND

- Featured Projects
- Apply Today!
- Watch the Video

SUB BRAND

- Different use of color
- Accent color use, similar and expanded icon set
- Playful type treatment, friendly, inviting
- Scannable text, mobile functionality

[Calendar with dates and options]
SUMMARY

- Content first, then design
- Mobile-first design
- A site designed for our users
- Brand and sub-brand styles developed
NEXT STEPS

☐ Design Phase

☐ Committee Meeting: March/April 2015

☐ Redesign Website: www.sandiego.edu/redesign

☐ Presentation and Next Steps: www.sandiego.edu/redesign/project-updates/usd.php
Thank You.

Questions?