Presentation Overview

- New Team Members
- Information Architecture
- Content Creation
- Preliminary Design Elements and Style Tile
- Questions/Comments
New Web Designer/Developer

- Comes from the agency world
- Studied visual arts media at UCSD
- Originally from San Jose, CA
- tborillo@sandiego.edu

Tim Borillo
New Project Manager

Rose Pahkim

- Project management background in the healthcare industry
- Originally from South Africa
- rpahkim@sandiego.edu
**Terminology**

**Information Architecture:** structure of a site; navigation flow and how content is organized

**Identity:** different visual components and features that help define the School of Business and its various departments

**Style Tile:** a set of design elements that create a cohesive digital presence such as fonts, colors, icons and buttons

**Data-driven:** qualitative and quantitative data that informs our decisions in Information Architecture, Content Creation, and Design
If you make decisions based on opinion, you will go off the rails.

-AL CAREY
CEO of PepsiCo North America
May 2016
Audience:
Provide What They Need, Where They Need It
How we are structured?

About
Undergraduate
Graduate
Student Services
Centers and Institutes
Faculty and Staff
Giving
Alumni
How we are structured?

About
Undergraduate
Graduate
Student Services
Centers and Institutes
Faculty and Staff
Giving
Alumni

Admissions
Career Services
Veterans and Military
International Student Introductory Program
Student Organizations
Proposed Information Architecture
How do we deliver information?

Goals

- Reduce redundancy
- Reduce quantity of pages
- Use feeds and databases where possible
- “Centralize” where possible
- Be cognizant of web traffic and trends
Content Creation
Content Creation

1. Keywords and Messaging
2. Content Team Drafts
3. Edit/Approve
4. Migrate
5. IA

School of Business Faculty and Staff
Business Content Schedule

Phase 1  Homepage

Phase 2  Main Landing Pages

Phase 3  About

Phase 4  Undergraduate

Phase 5  Graduate

Phase 6  Faculty and Staff
         Student Services

Phase 7  Centers and Institutes

Phase 8  Giving
         Alumni
Elements and Style Tile
Content and Design

Goals

• Think content first
• Start designing using mobile-first method
• Understand how a user interacts with each element
• Style tile
Style and Elements

Round Edges: softer, lighter, more inviting

Slanted Line: modern, cool, engaging

APPLY TODAY
This is an Example of a Header
Subtitle / Lead Paragraph


On Desktop
- Increased title font size
- Decreased content font size
- More white space

**TITLE**
- Classic Font *(confident, professional)*
- Darker color *(bold, power)*
- Decreased font size to increase real estate

**CONTENT**
- Increased font size for readability
- Quicker and easier to scan text
**DESIGN ELEMENTS**

- **Familiar, Youthful and Inviting**
- **Prominent Calls to Action**

**QUOTE MODULES**


- ANONYMOUS

- ANONYMOUS
Next Steps

- Content, Content and More Content
- Developing Asset Needs
- Wireframes

Redesign Website
Presentation Slides and Style Tile
www.sandiego.edu/redesign
Thank You
and Q&A