SCHOOL *of* **BUSINESS**

Website Redesign | Town Hall

Presentation Overview

- New Team Members

- Information Architecture

- Content Creation

- Preliminary Design Elements and Style Tile

- Questions/Comments

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New Web Designer/Developer

Tim Borillo

- Comes from the agency world

- Studied visual arts media at UCSD

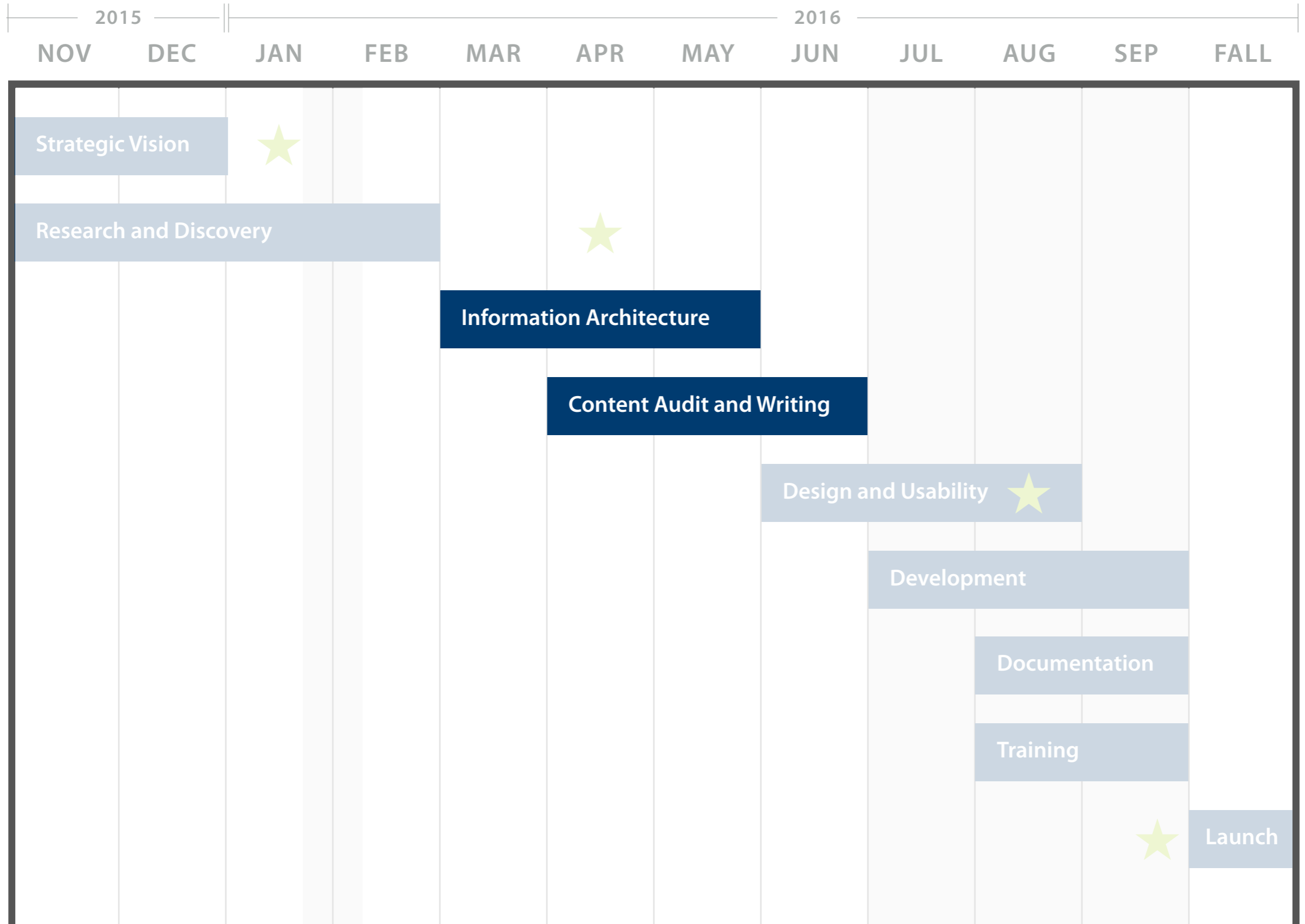- Originally from San Jose, CA

- tborillo@sandiego.edu

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New Project Manager

Rose Pahkim

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

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Timeline

| NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | FALL |

Strategic Vision ★

Research and Discovery ★

Information Architecture

Content Audit and Writing

Design and Usability ★

Development

Documentation

Training

★ **Launch**

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

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66

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

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How we are structured?

About

Undergraduate

Graduate

Student Services

Centers and Institutes

Faculty and Staff

Giving

Alumni

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How we are structured?

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Giving
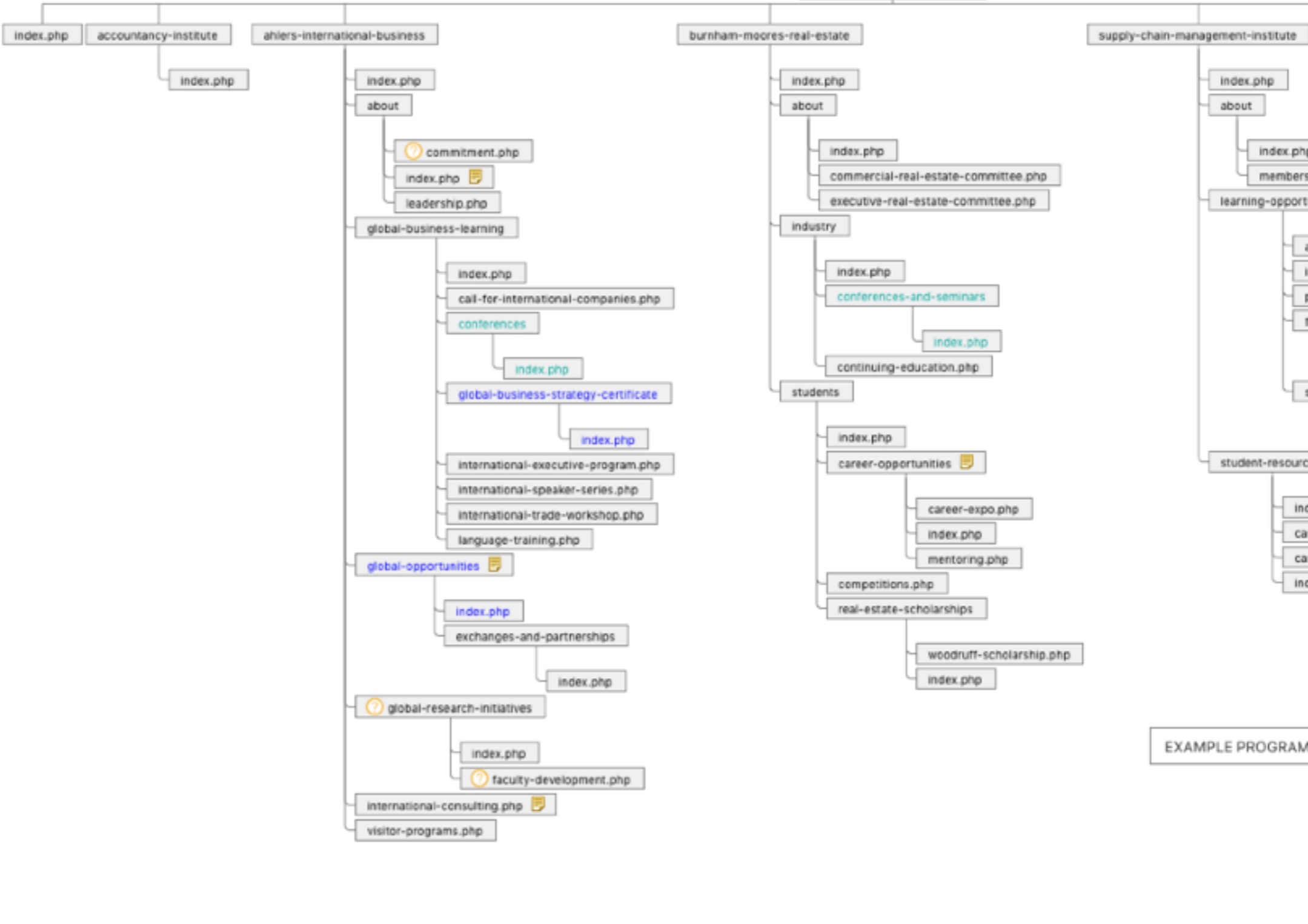
Alumni

Admissions

Career Services

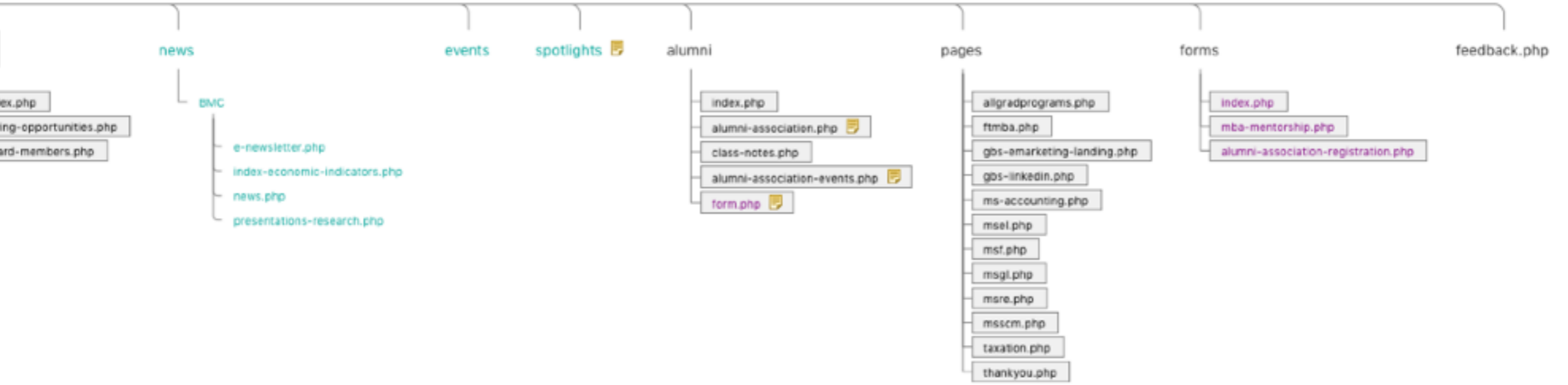Veterans and Military

International Student Introductory Program

Student Organizations

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Proposed Information Architecture

School of Business

centers-and-institutes

index.php

accountancy-institute
- index.php

ahlers-international-business
- index.php
- about
  - commitment.php
  - index.php
  - leadership.php
- global-business-learning
  - index.php
  - call-for-international-companies.php
  - conferences
    - index.php
  - global-business-strategy-certificate
    - index.php
  - international-executive-program.php
  - international-speaker-series.php
  - international-trade-workshop.php
  - language-training.php
- global-opportunities
  - index.php
  - exchanges-and-partnerships
    - index.php
- global-research-initiatives
  - index.php
  - faculty-development.php
- international-consulting.php
- visitor-programs.php

burnham-moores-real-estate
- index.php
- about
  - index.php
  - commercial-real-estate-committee.php
  - executive-real-estate-committee.php
- industry
  - index.php
  - conferences-and-seminars
    - index.php
  - continuing-education.php
- students
  - index.php
  - career-opportunities
    - career-expo.php
    - index.php
    - mentoring.php
  - competitions.php
  - real-estate-scholarships
    - woodruff-scholarship.php
    - index.php

supply-chain-management-institute
- index.php
- about
  - index.php
  - membership-options.p
- learning-opportunities
  - apics-certifica
  - index.php
  - professional-e
  - fall-forum
    - index
  - spring-sympos
    - i
- student-resources
  - index.php
  - career-services.
  - career-fair.php
  - industry-connec

EXAMPLE PROGRAM

(left partial column)
- x.php
- tion.php
- .php
- ternational-students.php
- ormation-sessions.php
- nsfer-students.php
- quest-information.php
- s
- ndex.php
- corporate-recruitment.php
- employer-connections.php
- nternships.php
- passport-program.php
- networking-opportunities.php
- ary.php
- index.php
- tudent-introductory-program.php
- izations.php
  - real-estate-society.php
  - gbsa.php
  - student-clubs.php
- index.php
- beta-alpha-psi
  - bylaws.php
  - forms.php
  - index.php
  - officers-directorships.php
- accounting-society
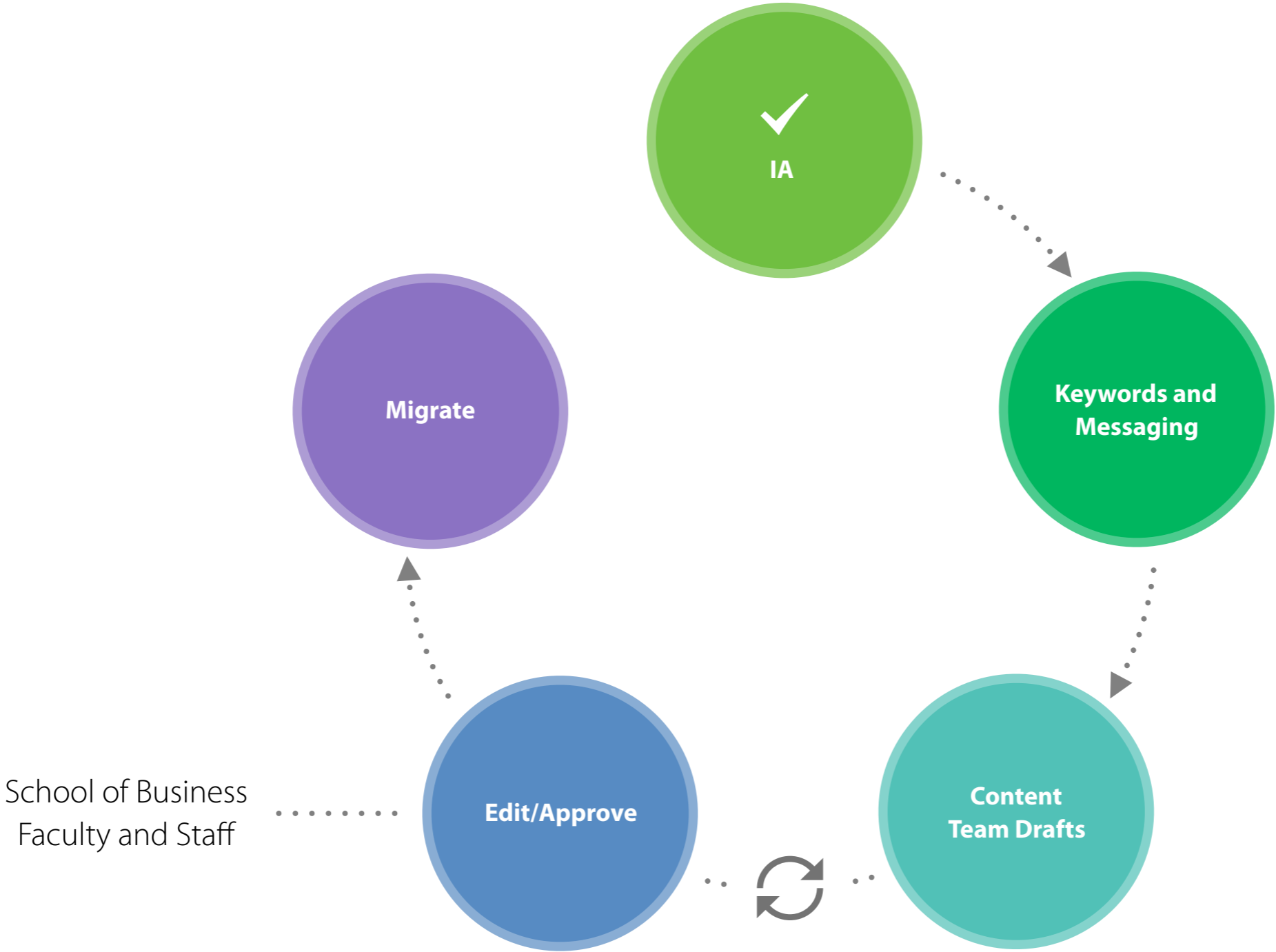 - index.php

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

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Content Creation

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Content Creation

IA

Keywords and Messaging

Content Team Drafts

Edit/Approve

Migrate

School of Business Faculty and Staff

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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

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Elements
and Style Tile

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Content and Design

Goals

- Think content first

- Start designing using mobile-first method

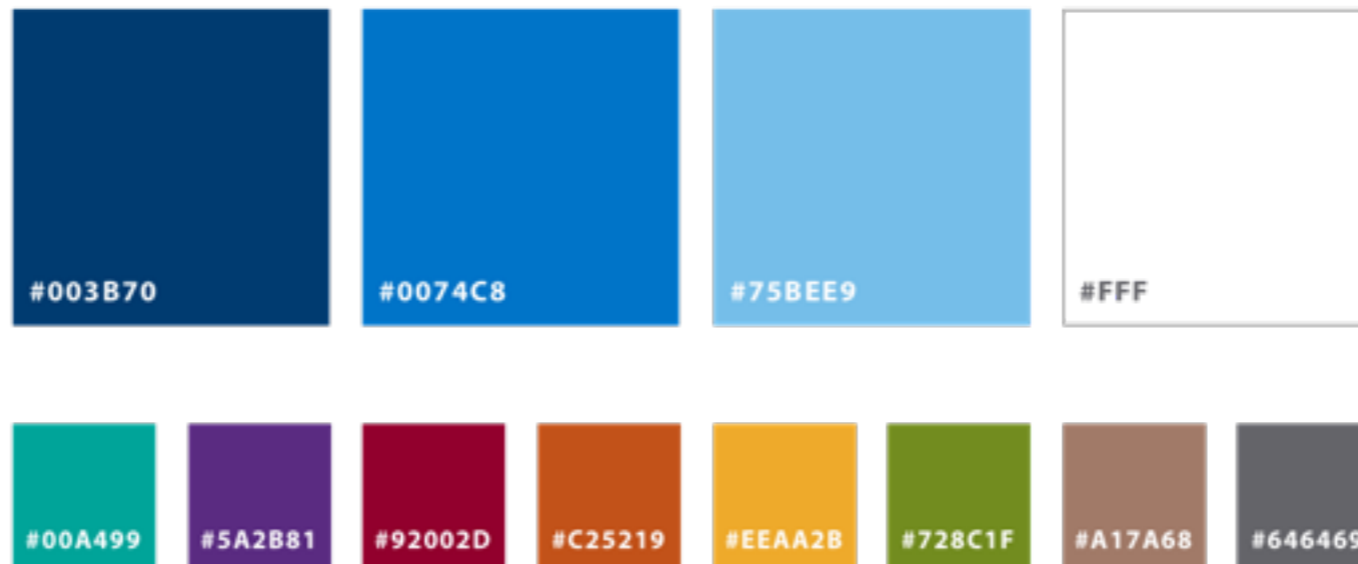- Understand how a user interacts with each element

- Style tile

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Style and Elements

Round Edges: softer, lighter, more inviting

APPLY TODAY

Slanted Line: modern, cool, engaging

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COLOR PALETTE

#003B70	#0074C8	#75BEE9	#FFF

#00A499	#5A2B81	#92002D	#C25219	#EEAA2B	#728C1F	#A17A68	#646469

Desktop
Expanded

SCHOOL *of* BUSINESS

Department
Expanded

SCHOOL *of* **BUSINESS**
Master of Finance

This is an Example of a Header

Subtitle / Lead Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Phasellus pharetra** vulpue felis eu porta. Ut eleifend est sed velit malesuada suscipit. Cras ac urna fringilla, aliquet justo porttitor, vulputate lorem. Etiam placerat eros nec neque vehicula dictum et sed mauris. Suspendisse blan magna quis.

Lorem ipsum dolor sit amet, consectetur adipisci elit. Phasellus pharetra vulputate felis eu porta. U leifend est sed velit malesuada suscipit. Cras ac u fringilla, aliquet justo port, vulputate lorem. Etia placerat eros nec neque vehicula dictum et sed m Suspendisse bland magna quis. Donec arcu turpi tempus nec eros sit amet, efficitur tempor mauris

– Anony

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

ON DESKTOP

Increased title font size

Decreased content font size

More white space

This is an Example of a Header

Sub Title / Lead Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Phasellus pharetra** vulputate felis eu porta. Ut eleifend est sed velit malesuada suscipit. Cras ac urna fringilla, aliquet justo porttitor, vulputate lorem. Etiam placerat eros nec neque vehicula dictum et sed mauris. Suspendisse blandit, magna quis.

DESIGN ELEMENTS

Familiar, Youthful
and Inviting

Prominent
Calls to Action

THE NEW
MBA Student

Alumni **Spotlight**
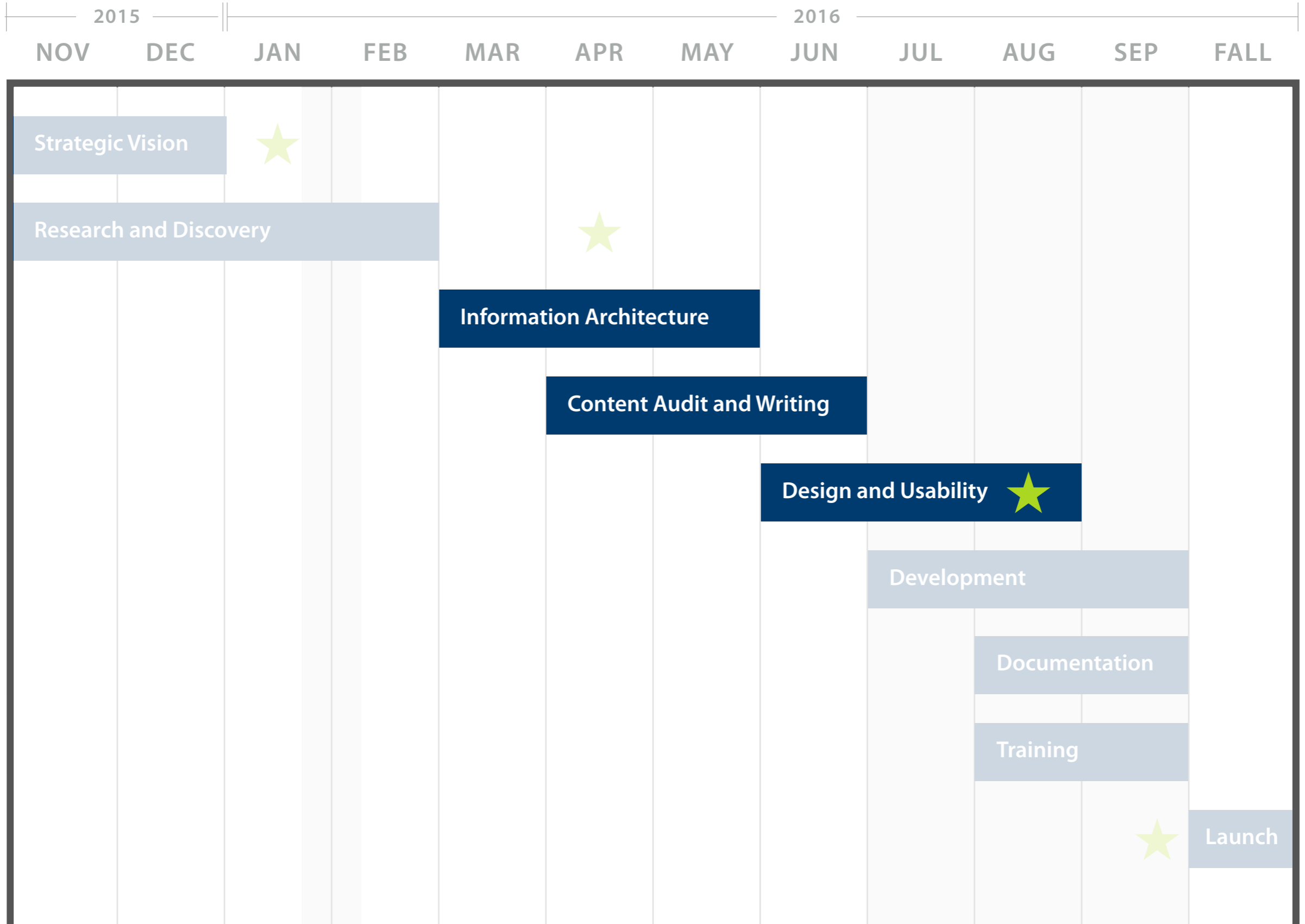
APPLY NOW

QUOTE MODULES

Bold,
Visual Cues

" Lorem ipsum dolor sit amet, adipiscing elit. Phasellus pharetra felis eu porta. Ut eleifend est sed velit suscipit. Cras ac urna fringilla, aliquet, vulputate lorem. Etiam placerat eros vehicula dictum et sed mauris.

-ANONYMOUS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pharetra vulputate felis eu porta. Ut eleifend est sed velit malesuada suscipit. Cras ac urna fringilla, aliquet justo port, vulputate lorem. Etiam placerat eros nec neque vehicula dictum et sed mauris.

-ANONYMOUS

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★ Launch

Next Steps

- Content, Content and More Content

- Developing Asset Needs

- Wireframes

Redesign Website

Presentation Slides and Style Tile

www.sandiego.edu/redesign

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Thank You
and Q&A

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