

## Columbus College of Art and Design Web Site

### User definition:

The primary users of the site are potential students interested in attending CCAD and their parents.

In addition, current students, faculty and staff may use the site as a portal to each groups respective sub-site.

All users are interested in the events calendar.

### Design direction:

1. "East coast."
2. Throb
3. Connection to other printed material.
4. "Art" sculpture motif.

**Columbus College of Art and Design Web Site**  
Modification to Site Structure

The Agency

*initial experience*

*stage one: the product offering; what's in it for me?*

*stage two: what's going on at CCAD; the school in depth*

*stage three: I know where to go; pre-opened on home page*

*stage four: I need other ways to find the information*

**HOME** [ rotate specific academic examples ]

+ **GET A BACHELOR OF FINE ARTS**  
degree & majors  
foundation studies  
academic calendar  
course descriptions  
special programs

+ **STEPS TO ADMISSION** [ headers have no sub-home pages ]  
requirements  
portfolio  
scholarships  
financial aid  
tuition & fees  
checklist & important dates  
international students  
frequently asked questions

+ **CONTINUING EDUCATION**  
course offerings  
faculty bios  
frequently asked questions  
college preview  
center for the art of the picturebook

+ **SATURDAY MORNING ART CLASSES**  
calendar  
curriculum

+ **APPLY ON-LINE**

+ **EVENTS & EXHIBITIONS**

+ **CCAD NEWS**  
student news  
faculty & staff news  
alumni news  
media

+ **STUFF ABOUT CCAD**  
**academic** mission  
accreditation & affiliations  
history  
location  
faculty biographies  
working at ccad

+ **STUDENT RESOURCES**  
counseling  
tutoring  
disability services  
career resources  
housing  
Packard library  
community links

+ **EXPRESS LANE**  
current students  
faculty & staff  
alumni

+ **CONTACT CCAD** [ could expand to show sub-items ]

+ **CCAD SITE SEARCH** [ expands to reveal input field ]

## Categories of Page Types:

### home



initial impression;  
introduce navigation;  
set tone

### text



descriptions; in-depth information;  
printer friendly

### links



clear links to other places in the site or to other sites (spawn window)

### events



chronological and categorized; emphasize big event

### location



directions; physical and emotional denotation of place; sense of place

### gallery



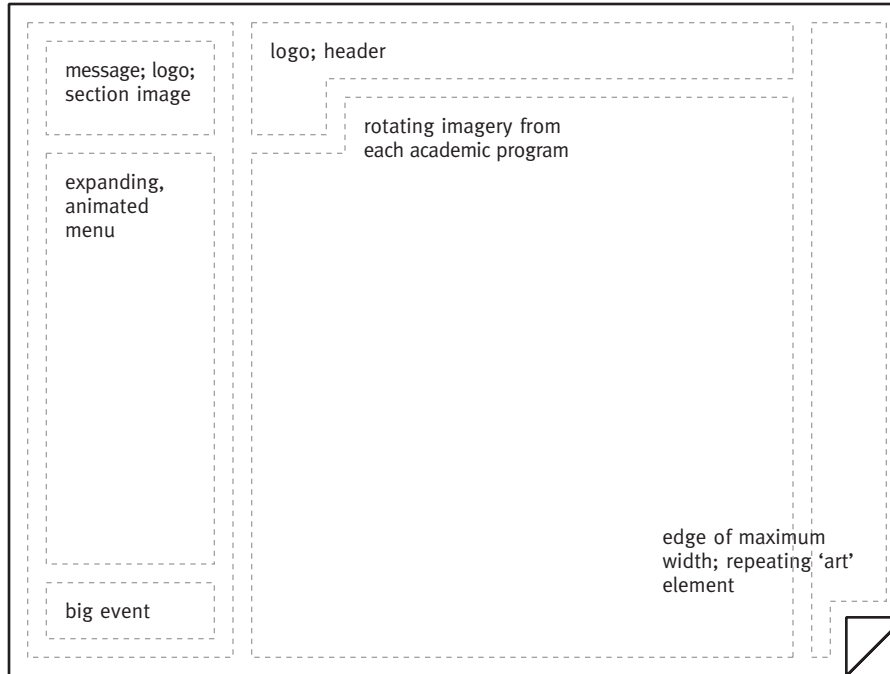
imagery of work from all academic areas; simplified interface (spawn window)

# The Agency

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## Home Page

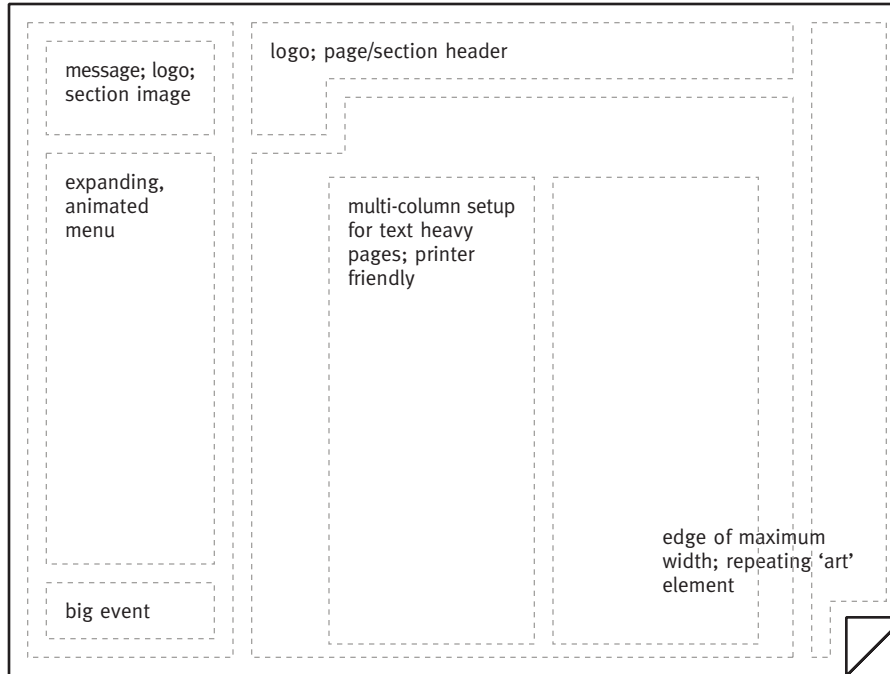


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## Text Page

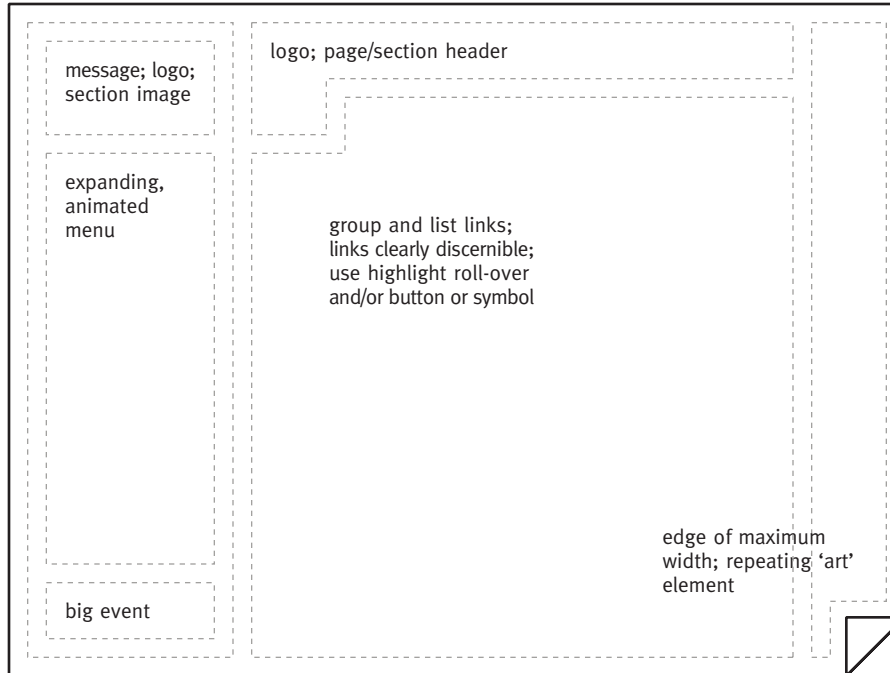


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## Links Page

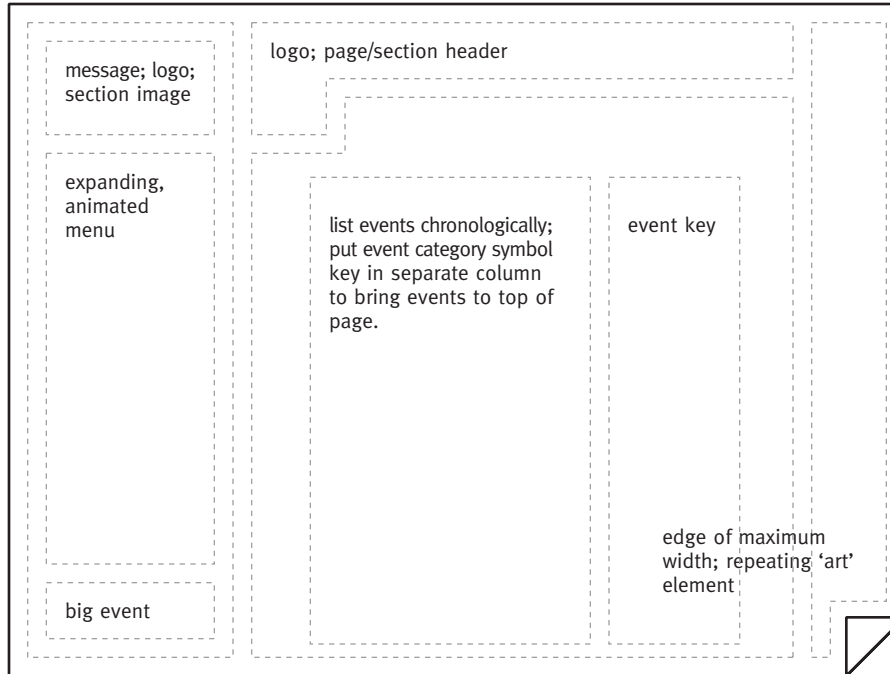


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## Events Page

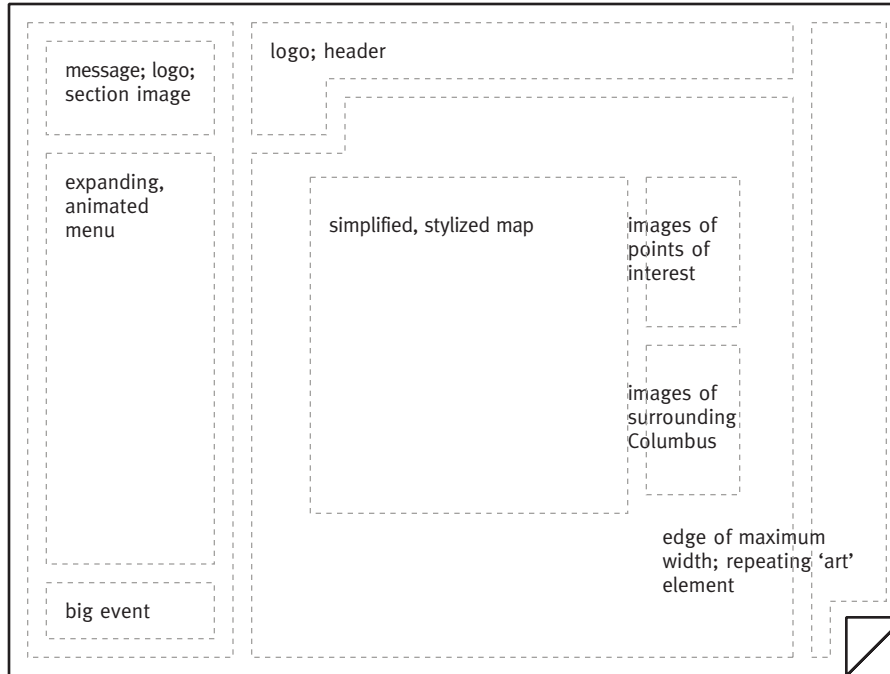


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## Location Page



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## Gallery Page

