
COMMUNICATION BRIEF

Prepared for: SMC DESIGN TECHNOLOGY
Prepared by: MAX MACAPAGAL AND FELIX MONTANEZ
Date: 09 29 2011
Proposal #: WEBSITE REDESIGN F11 INCLUDING SCHEDULE AND DESCRIPTION AND FEES ESTIMATE



PROJECT SUMMARY

The SMC Design Technology website needs a major redesign due to lack of cohesion (three separate websites currently exist with its own look and feel), outdated look and feel, poor navigation and weak information architecture. The three Department sites need to be one SMC Design Technology department website. Included are the following accomplishments after redesign:

- The Design Technology site needs to house and unite the other three departments
- Contents as well as the organizational content structure for the three programs need to be reviewed
- All three programs need a new look and feel that can be integrated into one Design Technology website

Currently, there is a lack of online awareness of the three programs in three websites and have not met the needs of the students, faculty and alumni. The following will also be accomplished after redesign:

- Enhance the awareness of the Design Technology department by highlighting the campus, the relevancy of the programs and showcase the work of the students
- Create a sense of community where students, prospective students, faculty and alumni can be informed and involved with the Design Technology department
- Focus attention on career placement and networking for students and on building a community of alumni who remain active with their respective programs

The success of the redesign is measured by the responses received from prospective students, students, faculty and alumni utilizing the site. The site is successful if it's useful to their needs. Another important measure is the increase in enrollment within these programs. Other measures are also under consideration to support the new state-of-the-art facility for the Design Technology department that will be constructed.

Target Audience

The student demographic information for Santa Monica College from 2007 data:

- 15% are 18 and under
- 55% are 18-24
- 18% are 25-34
- 12% are 35+
- 34% are full time
- 66% are part-time
- 56% are women
- 44% are men

In the Design Technology department, the demographics may skew slightly with the general assumption that the department has larger population of students over 30, students who already have a degree, perhaps looking for a career change or wanting to gain more experience and knowledge in specific areas.

Typical targeted online users for the Design Technology site are:

- Current Students (ages 17+) - primarily use the site to keep updated with their program, to check class schedules, and to login to Corsair Connect
- Prospective Students (ages 16+) - use the site to gain information about the programs, see student work, and make a decisions about whether they want to attend the college
- Parents of those students (ages 38+) - use the website to find out information about programs, student work, career placement, and pricing
- Faculty and prospective faculty members refer to the site to post information about the programs, courses, and to view department news and events.

The primary actions of these site users are to:

- Search for course descriptions, class schedules, program information and requirements, professor bios, and notable alumni.
- Look at current students' work
- Use social media tools to connect with fellow students and alumni for networking purposes

Perception

After redesign, the typical online user could perceive the site grouped in a couple of ways as:

1. Affordable, approachable, friendly, personable, open, welcoming, positive, diverse and inclusive
2. Current, modern, savvy, credible, leading-edge, reliable, accredited, knowledgeable, expert, innovative and hip

With the current site, perception 2 is non-existent. There may be a lack of awareness of the program due to its location on a separate campus, and prospective students may perceive the programs as affordable alternatives to four-year colleges and universities such as Otis, Art Center, UCLA, and Cal-Arts. The new site would challenge that perception and show courses, programs and student work that rival the four-year schools.

Communication Strategy

Currently, the three separate sites do not communicate the main message of the department or the Design Technology brand. After redesign, the three departments will unite into one with consistent content organization, navigation and look and feel while enhancing the Design Technology's brand and creating a sense of community with additional dynamic content such as event notifications and galleries.

The Design Technology site is found through online searches, word of mouth, web address printed on all marketing literature, college/high-school and career-training school promotions. The redesigned site would also be promoted in college newspapers and social media network postings that would also complement the larger launch of the new campus facility. There would be frequent updates to certain sections of the site to encourage students to visit often. For these sections, CMS would be built so that faculty, staff and student volunteers like club officers could help update the site.

Competitive Positioning

Santa Monica College was recently ranked the "best community college" in the Los Angeles Times readers' poll. The school offers quality affordable education with the latest technologies to prepare students for either transfer to a four-year college with skills and training to advance their careers. It is also the leading transfer institute among community colleges in Southern California. Other colleges that have been compared offering similar programs are:

Local community colleges offering design programs:

- College of the Canyons
- Pasadena Community College
- College of the Canyons
- LA City College

Public four-year colleges offering design programs:

- UCLA Extension Design Program
- San Diego State University
- CSUN
- CSU East Bay

Private design school:

- Otis College of Art and Design
- Fashion Institute of Design
- Parsons New School
- California College of the Arts
- Art Center College of Design

With SMC and Design Technology's highly regarded reputation, the new site's perception and look and feel could surpass or equally rival its competition even with decreasing budget allotment and staff to maintain the site.

Targeted Message

SMC Design Technology is affordable, Inclusive, innovative and leading edge.

Preliminary Schedule

Designer delivers new Creative Brief, estimate and schedule	09/29
Designer and Client meet to conduct User Profiling session	Wednesday, 10/05
Designer finalizes and delivers User Profile document	Tuesday, 10/11
Designer delivers draft navigation as Sitemap document	Week of 10/31
<ul style="list-style-type: none">• Designer delivers draft wireframes and any revisions to initial sitemap• Designer & Client determine schedule for content delivery	Monday, 11/7
Designer begins site look and feel	Monday, 11/14
Design direction presentation	Tuesday, 11/29
Designer delivers revisions to look and feel, if required	Monday, 12/12
Once Client signs off on design look and feel, Designer completes page designs (10 to 15 pages estimated)	12/19 – 12/23
Client delivers final content	Tuesday, 12/27
Designer begins final production of all graphics files	Week of 12/26
Designer begin technical production: Designer to create HTML, image folder and CSS files for posting to development site.	Week of 01/02
Beta testing	Monday, 01/16
Site launches	Monday, 01/23

Description & Fees Estimate

The site will consist of approximately (45-50 number of) pages. Website will include various functionality to include social media integration, e-commerce capability along with a companion mobile friendly website. Work will also include upload and initial maintenance of the site to ensure smooth transition during re-design. Client will be responsible for maintenance after a successful launch. Maintenance services can be provided for an additional fee. Client will provide access to Web hosting information needed to launch site.

Phase One: Research & Analysis \$4,000 - \$6,000

Work with client to analyze "competitive" sites, access audience needs, and determine site goals.

Leverage any existing research completed by SMC Design Technology

Consult with SMC Design Technology's internal team to establish the site's structure, functionality and technical parameters

Phase Two: Design Development \$5,000 - \$8,000

Initially meet to discuss next steps and web schedule

Present two design directions to show a home page and one other section drill down page

Refine and apply preferred direction to all pages

Present pages as PDF files for proofreading

After final approval of all pages, preparation of all pages and image files for technical production

Includes one round of revisions in the design phase only

Phase Three: Technical Production \$7,000 - \$10,000

Build HTML pages from layered Photoshop files

Implement page titles, Meta tag description, and keywords for search engine optimization

Client will provide description and keywords

Beta test development site to perform cross-browser and platform testing

Upload final files to web host for official launch of the site

Total for Design and Technical Production **\$16,000 - \$24,000**

Should the scope of the project change or the deliverables for the project change, this estimate may need to be revised.

Revisions/Changes

Base fee includes one round of revision in the design phase only.

Additional revisions will be billed at an hourly rate of \$125.00.

Payment Schedule:

30% of fee to begin project

40% after completion of design production

30% upon delivery of final HTML files