Checkpoint 1.0

Franklin College



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OUR CLIENT

Franklin College of Arts and Sciences
UNIVERSITY OF GEORGIA

"Realize the power of the liberal arts and sciences to shape global leadership and the greater good in a sustainable future."

Missions

1. Educate the finest students from all backgrounds.
2. Cultivate creativity and engaging the life of the mind.
3. Invest in research and instruction to understand and improve the world.
4. Prepare the next generation of global leaders.

OUR PROJECT

The Franklin College of Arts and Sciences is seeking a website overhaul to better connect with its versatile users. The new sub-branding site will amplify the college's unique stories while strengthening its identity within the broader UGA community.

The new website will be dynamic, incorporating the following key features:

- A straightforward, intuitive platform that allows each user to quickly access the information they're looking for.
- A modern and engaging **Home Page** that highlights Franklin College's cutting-edge programs and its milestones.
- A **Research Page** that showcases remarkable discoveries and innovative projects of Franklin College.
- A **News Page** featuring latest updates and articles that offers a comprehensive view of the college's legacy of impact on the community and beyond.

OUR GOALS

1. Provide an easy-to-navigate and functional website for key users and present a clear call to action for exploration.

2. Present the new sub-branding of the college and its newly announced Franklin Spark with the core values of ambition, creativity, curiosity, innovation, and leadership.

3. Highlight and elevate the depth and breadth of Franklin College across the arts and sciences as a hub of knowledge, exploration and opportunity.

TARGET USERS

1

Current and Prospective Students

We will focus on current and prospective students who, through the Franklin website, are interested in learning more about the college, its curriculum, and its achievements.

2

Students' parents, alumni, staff, and faculty of Franklin College.

We will revitalize the website's look to inspire excitement, foster connections, and celebrate the accomplishments and spirit of Franklin College.

3

Potential donors, research funders, media, ranking agencies, AAU and strategic partners.

Through building a new Research Page, we will help increase funding and recognition of Franklin's success in research, innovation, and of students/alumni success.

INSPIRATIONS

Our client, Susan Ambrosetti, the Executive Director of Marketing and Communications for Franklin College, shared desired website features from the following sources:

GEORGIA TECH

- User interface
- Call to Action buttons
- Readable and representative typography
- Grid layout - card-based designs with clear topics

NATIONAL GEOGRAPHIC

- Drop-down interface
- Rich media (images, videos)
- Interactive features (Zoom or Change when hovering over an image)
- SEO and accessibility

UNIVERSITY OF MICHIGAN

- Clear visual hierarchy (differentiated fonts, image sizes, prominently displayed news or events)
- Robust Content Management System (CMS)
- Consistent branding
- Storytelling design

HOW TO IMPROVE

Our primary goal for this project is to create user-friendly, well-organized web pages that are both functional and capable of telling Franklin's unique stories. The design and content will be aligned with Franklin's recently launched sub-brand strategy.

As part of the process, we will review competing university websites and create UX maps to pinpoint best practices for user experience. Additionally, we will leverage Google Analytics to gain insights into user behavior and optimize traffic to key pages.

The process is shown in the next page.



HOW TO IMPROVE

Develope a new Research Page:

- Create a visually engaging layout that highlights the breadth and impact of Franklin College research.
- Apply dynamic navigation tools for quick access to different research areas or projects.
- Utilize space to showcase ongoing research projects with opportunities for collaboration.
- Integrate storytelling elements, such as infographics or multimedia content.

Redesign the Home Page:

- Align with the Franklin College sub-brand using image-driven design.
- Highlight sections for news, events, and research updates.
- Optimize SEO to increase visibility and traffic.

Optimize the News Page:

- Remove outdated and underperforming content, making it easier for the audience to find relevant stories.
- Reorganize to present media in a more accessible and engaging way.
- Incorporate more image-centric design elements, improved sorting functions, interactive graphics, and mouse-over features into the design.
- Implement a clear categorization and tagging system for news content.

TOOLS & SOFTWARE

Below is the list of tools and software that we will use:

DRUPAL

- Create custom vocabularies for categorizing content using tags, terms, and categories.
- Integrate Google Analytics to track user behavior.
- Provide detailed control over user roles and permissions.
- Create complex queries and display content in different formats (tables, lists, grids, etc.).
- Equipped with built-in SEO tools to reduce time spent on manual searches and enhance overall user experience.

ADOBE CREATIVE SUITE

- Create visuals, icons, and graphics that align with the college's branding using Adobe Illustrator and Photoshop.
- Export images and videos in web-friendly formats, improving site performance and loading times

FIGMA

- Prototype interactive designs with transitions, animations, and device frames.
- Create and manage design systems using reusable components and shared libraries.
- Track changes and access version history for streamlined design updates.
- Collaborate in real-time with teams, leaving comments and feedback directly on designs to enhance user experience.

SOURCES

https://umich.edu/
https://www.nationalgeographic.com/
https://www.gatech.edu/
https://new.drupal.org/home
https://www.adobe.com/
https://www.figma.com/

