PRESS RELEASE

FOR IMMEDIATE RELEASE

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FRANKLIN COLLEGE OF ARTS AND SCIENCES DIGITAL REBRAND

ATHENS, GA., January 30, 2025 - The Franklin College of Arts and Sciences at the University of Georgia is experiencing a digital rebranding. By providing UX research and design implementations to improve the website experience for the Franklin College community, the target audience is able to be reached and has obtained access to all necessary information about the college and the college's past, present, and future endeavors. This rebranding creates a user-friendly, visually appealing site that showcases what Franklin College has to offer and serves as an organized one-stop shop for accessing information about the college.

Before the digital rebranding, the website was not drawing or engaging the target audience. The previous website's visual layout and appeal of the website across all pages was not up to the client's standards. It also did not fully optimize all that Franklin has to share.

The new Franklin College website meets the client's standards after thoughtfully executing numerous changes, additions, and redesigning efforts to create a visually appealing home base for the information of Franklin College of Arts and Sciences. Changes have been made in terms of updating and re-organizing accessible content and visual design, such as headings and graphics. The homepage now sells the story that Franklin College wants to share with the target audience. New additions to the website have been implemented as new pages to the website, such as a research and newsroom page.

"Before the recent UX implications, the Franklin College website did not effectively engage the audience. Design choices and information was not up to date, and therefore could not serve the purpose of providing the best source of information to the students, faculty, alumni and donors of Franklin College of Arts and Sciences." - Rachel Dowd, spokesperson for Franklin College NMI Capstone Group

The improved website for Franklin College of Arts and Sciences has now made it easier than ever for the community to access information related to the college. Now, in an efficient and organized manner, people will be able to access the news, research, events, and updates that pertain to the college and better understand their patterns of communication.

"The new website for Franklin College of Arts and Sciences has changed the game on how I find information related to my education. On just one website, I can access all of the information I need to get the most out of my studies. From research, to news, to events, all the ins-and-outs of Franklin are well organized and accessible to me."
— [Sara Sanders - Student], Franklin College of Arts and Sciences

You can access and see for yourself the new reinvention of the digital home space of Franklin College of Arts and Sciences now at: franklin.uga.edu.

About Franklin College of Arts and Sciences:
Franklin College has been a place where the pursuit of knowledge is at the forefront. They are a community that brings together ambitious minds and prepares them for success. Franklin College is made up of students, faculty, alumni and generous donors who are on a quest for the future, embracing the unexpected and challenging norms to create new possibilities for tomorrow's leaders.

FAQ

WHAT IS FRANKLIN COLLEGE?

The heart of UGA's liberal arts learning environment, the Franklin College of Arts and Sciences provides instruction in every classical discipline and all branches of empirical inquiry. Critical thinking skills, from languages and literature to biological sciences, build the foundation for every profession as they empower students to be informed, engaged citizens.

WHAT INFORMATION IS AVAILABLE ON THE FRANKLIN WEBSITE?

You can find information related to available courses, degree options, research, study abroad opportunities, upcoming events, faculty and alumni contacts, and so much more. The new and improved website is the one stop shop for all things Franklin.

WHO IS THE WEBSITE FOR?

The website is for current and future students, parents of students, faculty, staff, and alumni.

HOW DOES THE WEBSITE IMPROVE UX?

The website now effectively communicates with the college's target audience through consistent brand imaging, information organization and website optimization. Users can now easily and quickly find the information that they are looking for all in one place.

WHAT IS THE NEWS PAGE?

A page for organizing and providing accessibility to reach media coverage and content in a strategic and improved function, which will therefore help to increase engagement for Franklin.

WHAT IS THE RESEARCH PAGE?

It showcases the breadth and impact of Franklin College research. This will facilitate connections between students, administrators, and ongoing research projects.and alumni.