

PEABODY

University of Georgia

Project Overview

The Peabody Student Collective works in coordination with the Peabody Awards to explore the Peabody Archives, develop student-focused programming, and educate students on the history and mission of the awards.

Our team is collaborating directly with the PSC to design and develop a digital platform that elevates the PSC's work while reinforcing the visibility and impact of the Peabody Awards. With this digital platform, we want to increase awareness of the Peabody Awards among students at Grady College and the University of Georgia, with a particular focus on student-centered initiatives.

Project Goals

Reach Goals

- A highly polished, editorial-style WordPress site that becomes the go-to hub for Peabody-related student content at UGA.
- Homepage features dynamic modules for latest episodes, stories, award highlights and links to the actual Peabody Awards, updated regularly by students.
- A visual system that strictly follows the Peabody brand kit while creatively pushing the boundaries through layout, typography, imagery, and motion to produce a site that feels distinct, modern, and student-driven without breaking brand rules.
- Seamless content workflows that allow future student teams to publish episodes and stories with minimal training.

Project Goals

Main Goals

- A clean, well-structured, editorial-style WordPress website that clearly represents the Peabody Student Collective and increases awareness of the Peabody Awards among Grady College and UGA students
- A visual system that adheres to the Peabody brand kit while making thoughtful, creative design choices through layout, typography, and imagery to feel contemporary and student-centered
- Homepage prominently features student-made episodes, stories, and award information with intuitive navigation
- Consistent content templates that allow current team members to upload and manage stories and episodes efficiently
- A final product that meets client expectations and feels polished, credible, and ready for real-world use

Project Goals

Safety Goals

- Functional website with core pages
- Basic visual consistency that follows Peabody’s brand kit
- All required content present and accessible

Challenges

1. **Strict brand constraints** - Limited flexibility due to required Peabody color scheme
- Mitigation: early visual design guide development; focus on typography, layout, and imagery for creativity
2. **Client Scope Changes** - New requests late in the process
- Mitigation: maintain frequent client communication; build flexible content structures; lock core features early
3. **Limited access to Final Client Content**
- Mitigation: Use realistic placeholder content and wireframe-level copy to test structure and functionality; build flexible wordpress templates that can easily accommodate varying content lengths and media types

Timeline

Checkpoint 1 - February 3rd

- Presentation: All
- Alpha: Nyla
- Exploratory Research: McKenna
- Project Plan: Callie
- PR/FAQ: Georgia

Checkpoint 2 - February 26th

- Presentation: All
- User Research: Nyla
- Beta: Georgia and McKenna
- UX Map: Callie

Timeline

Checkpoint 3 - March 24th

- Presentation: All
- 1.0: All
- VDG + Poster
  - VDG: Callie
  - Poster: Georgia
- Website Beta: Nyla and McKenna

Checkpoint 4 - April 21st

- Stage Presentation Beta: All
- 1.1: Callie
- Launch/Handoff/Sociable deliverables: Georgia
- Resume: All

Timeline

Final Deliverables

- Operational Project: Callie
- Stage Presentations: McKenna
- Booth Presentation + One pager: Georgia
- Project Trailer: All
- Project Website: Nyla
- Final Peer Evaluation: all

The Team

McKenna Hajj: Project Manager

Callie Hutcheson: Creative Director

Georgia Noori: Copywriter/Client Communications Coordinator

Nyla Warburton: Web Development Director

Meetings

Our meetings will occur every week on Thursdays at 1:00PM via Zoom with additionals meetings scheduled as needed or during group class time.

Our client meetings will be scheduled at least two weeks in advanced and will have at least one client meeting between checkpoints with more being scheduled if needed.